

Public relation



Similarities and Differences between Proactive and Reactive Public Relations

Public relations play an important role in our organization since it enhances communication between public and the organization for the sake of building a sustainable positive image. The main aim of a sustainable positive image is for the company to create good will to the society which would ensure that their products will continue to prevail in the market due to increased good will and the public will have trust in them.

However, there is a big difference between proactive and reactive public relations. Most of the companies seem to be practicing reactive public relations but in the real sense, proactive public relation is the best practice that is recommended for the sake of portraying goodwill for the organization.

Proactive public relation is where an organization continues being involved with the publics of the company all through while at the same time finding out new opportunities of creating good will for the company. On the other hand, reactive public relations is whereby an organization do not take their public seriously and only comes up whenever there is a problem to explain to the public. Such organizations are surprised by this issue and they tend to say that there was misunderstanding.

The main similarity between the proactive and reactive public relations is that they are both meant to create good will for company as they look forward to bringing public acceptance and understanding. As for Riordan Manufacturing, they should not only come up in the light of public to publicize the company's public when there is a problem, but this should be a continuous process even when there is no problem. They should not have been concerned with their security threat on their internet as a result of

meeting the requirements of Sarbanes-Oxley.

There is a big difference between advertising and publicity. Advertising is whereby a company seeks to create demand for their products by informing or communicate to the public about their goods. This is usually done when message to be conveyed to the public is drafted and controlled and it is aired through paid up media like radio, television, newspapers and magazines, internet and even bill boards. On the other hand, publicity is meant to manage the perception of the public toward a particular concern or subject. Though it is aired through the media, it is not paid hence the message is not controlled as to when it should be aired. Publicity is a low cost exercise and it is normally aired between evening news cast.

The positive aspect of publicity is that a particular concern is addressed to the public to keep them informed of what is happening while on the other hand, the negative side of publicity is that there is no control on how the release is to be used and there is a possibility that media may not cover the publicity. A third party endorsement can be successful in generating publicity when the message communicated is perceived in the intended manner in which it had been planned.

As far as Riordan Manufacturing is concerned, public relations play a big role of creating good will for the company. Public relation is used by organization to popularize themselves for example in situation where they give scholarships to students or sponsors community projects. The positive aspect of including public relation function within departments to ensure goodwill for the company is created at all level in an organization and the negative aspect is that it might be expensive in a way for small organizations.

Reference

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