

Community relations and media relationship case study

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Community Relations and Media Relationships Case Study Mismanaging Sensitive Situations. Media relations occur when one works with a number of media with intentions of giving out information to the public concerning the policies, mission, and practices of an organization. The manner in which such information is disseminated should be consistent, credible and positive. In this case, there is need for a proper and direct coordination with the individuals that are responsible for the production of the mass media features. The way media handles issues that deem sensitive matters a great deal. The way in which difficult people or difficult situations are dealt with is something many organizations face as part of everyday way of management. Kowalski (2010) presents various points that are pivotal in addressing this subject. More often than not, media relations cut across most difficult, intense, yet emotionally charged conversations occurring in the public. This implies that handling correctly issues can be an opportunity towards changing the situation for the better. It is always important to take control of individual behavior, as well as emotions. This can only be achieved if right skills are used appropriately. Coming up with programs that are designed to improve communication skills and relationships can be very productive in avoiding mismanaging sensitive situations whenever they arise (Kowalski, 2010; 171). Increasing the personal level of awareness, adopting components of successful communication are among the key elements in management of crisis. According to Kowalski (2010; 169), learning how to handle touchy topics, problem oriented people and sensitive situations with diplomacy, as well as professionalism are among the major steps towards avoiding mismanaging sensitive situations. This should couple with

developing the understanding of the emotions and feelings of other people, which is helpful in handling difficult situations in a more desirable manner. This would go a long way to help in focusing on specific conflict scenarios while exploring ways of dealing with such scenarios. The participants should be given an opportunity to receive and give constructive feedback on individual approaches towards handling difficult situations. Media relations are vital in applying communication skills that make a difference, develop good relationship, managing change, identifying viable means of managing change with team members, handling the challenging conversations, preventing communication challenges and managing conflicts. Leaders need to focus on what need to be done in order to realize improvement in schools. It is arguable that unique and challenging circumstances may come up in media relations due to the uncontrolled news media. In this regard, the media always has an ultimate control towards the extent to which their stories interest their audiences. Due to this sensitive situation, a continuous relationship between the news media and an organization is very crucial. This will allow an institution to only be aware of the entities to be raised but also create impact towards the audience. Absence such a continuous relationship may lead to the mismanagement of a sensitive situation (Kowalski, 2010). Mismanaging a sensitive situation occurs when an institution ignores a crisis by claiming innocence or rather blaming other individuals. This way, institution may fail to have an open communication with its public. In one way or another, this will imply the lack of concern towards customers especially if the crisis affected the customers. This will reduce the customers trust towards the organization. Moreover, the image of

an organization would be damaged significantly. For instance, in a school situation, communicating with the parents in case of crisis is extremely essential. For common reasons parents would wish to know whatever has happen. Although it is tricky to know whatever parents may expect to hear or what they may perceive to be propaganda, it is the right of the parents to get the required information. The school must curb the mismanagement of sensitive situations by addressing the public immediately after discovering the situation. The school, as well needs to maintain honesty since the public has always been willing to have an honest mistake forgiven rather than lie that is calculated. The institution needs to be informative since the public as well as the media could make up rumors if they are not given any information concerning a certain crisis. In many cases a rumor could significantly damage an institution compared to the truth. An institution needs to be concerned and make the public to know that they do care (Kowalski, 2010; 170). These are important cues that public would to would want to take part in. Apart from this, an organization needs to maintain a two-way public relation. This is vital since the institution could have a chance of learning a lot concerning the public opinion status through listening. If all this is done an institution would have access to both small and large audiences which will help it to build its public support. Such an institution would be able to mobilize the opinion of the public towards the crisis. This could be done using a number of media and could also be used to enhance a two-way communication (Kowalski, 2010; 168). Kowalski (2010) offers an elaborate elucidation that is based on prospective school administrators, emphasizing on decision making, problem solving, as well as effective

management. Although his case stresses that for school administration to establish effective practice in schools, they require both management and leadership skills, the situation applies to any sensitive area. The case study deals with practice based relation centered on important of communication, technology and relationship. It puts emphasis on how administrators ought to effectively communicate with the entire community alongside creating strong relationships with the stakeholders which ultimately leads to the overall institutional improvement. It is clear that the case study brings by Kowalski highlights issues that pertains Community Relations & Media Relationships as a way to addressing how sensitive situations are handled.

Reference Kowalski, T. (2010). Public Relations in Schools (5th Edition). New Jersey: Prentice Hall. pp 169-170.