

Lesson-10- The P.R. Position within Organizational Structure:

Today, there have been an increasing number of public relations executives who have taken their places on management teams and who are fully qualified to do so. It is usual to find the senior public relations executive of a corporation-often called the director of corporate communications or something similar-with a high corporate title, such as vice president, senior vice president, There is still room at or near the top for public relations people who are able, as a result of their education, experience, and knowledge of business, to observe and interpret public opinion, to help make management decisions, and to plan and carry out programs that will gain and maintain public understanding and support. Management today realizes that in making even routine decisions, the impact on public opinion and the resulting consequences can be of tremendous importance.

A company making such a commonplace decision as one to change the price of a product, for example, at one time would take into consideration only the costs of production, the prices of competing products, possible reactions within the trade, and legal consideration. But today, other factors must be taken into account-public and consumer attitudes, the possible reactions of labor and of government to the price change, and the reactions of the financial community.

In the tourism and hotels sector there are different opinions about the P.R. department position on the administration chart of the company or the organization, the best position for the P.R. department is to belong to the general manager, because the P.R. need to quick and conclusive decisions if we realize that P.R department deals with many affairs that affect the organizations' future.

Many specialist argue that is reasonable to belong the P.R department to the commercial manager or the administrative of the company, they assume that the commercial and the administrative manager both deals with half of the organizations' publics (the commercial manager deals with the external publics, the administrative manager deals with the internal publics) so they can do their duties through the P.R. techniques in a good manner.

The P.R. specialists insist that we cannot put the P.R. department under the production manager responsibility because production manager deals with affairs so far from the field of the P.R. Like the materials and the technical sides of the products.

In the same time we cannot put the P.R. department under the security manager responsibility because obviously he deals with many aspects not belong to the humanity sides of the P.R. and very far from its activities.

Organizational Forms of P.R. Department:

To form the organizational shape for P.R. department means naming the sections and units and distributing jobs and responsibilities in the P.R. department .there are three methods for forming the organizational shape of P.R. department which are:

- 1- Vertical method :it is called the military or the quantitative method ,because it depends on the dividing the whole job of the P.R. department into nearly equal division in parallel ,like what they say

(one manager for all duties in one sector or unit)

2- Horizontal method :it is called functional or qualitative method because duties are divided according to its quality not to its quantity

(one man for each job in all units)

3- Mixed method :it means organizing P.R. department Vertically Horizontally in the same time (one man for all duties in one sector and we have in the same time one man for one job in all sectors)