


Community Relations

Those public relations activities which build and maintain relationships with various segments of the local and broader communities and allow you to assess opinions and attitudes.



Community relations includes

- Issue management
- Legislative liaison
- Philanthropy and corporate citizenship
- Media relations
- Political activism

Issue Management

The process of anticipating, identifying and evaluating public policy issues that affect organizations and their publics

.....in order to respond in a way that allows your organization to prepare for, benefit from and/or mitigate impacts of the issue.

“This process aligns organization principles, policy and practices to the realities of a politicized economy.”

W. Howard Chase

When an organization has solid community relations, the ability to identify emerging issues and prepare for them is going to result in a positive response.



What does a successful community relations program look like?

- When things go wrong, the community is willing to partner with you.
- Opportunities for communicating directly with the community.
- Ex: after the avalanche Juneau's mayor and council worked with AELP to fund assistance to low income residents
- FAA officials spoke at service organizations, industry forums and agency sponsored meetings

Community Relations planning

- What are your strongest links to the community at present?
- How would you improve or expand relationships?
- List key influentials and organizations with whom you wish to have a relationship
- What do you know about them?

Blogs on electric power

- www.wordpress.com/tag/electricity-utility
- Technorati.com/tag/electricity
- Power Utility Pak
- Lowimpactliving.com/blog

Alaska blogs

- Alaska progressive.com
- Mudflats.com
- blogAlaskagold.com

What's your plan?

Identify individuals and organizations with which to develop a relationship.

Identify opportunities in the community for sharing expertise and support.

Recognize community members.

Identify opportunities for environmental scanning.