Public Relations - Government

Principles and Ethics of Business Communication

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What are Government Relations

Government relations for companies are systematic effort to influence the policies of government to help achieve particular objectives or protect particular interest in public that reflects well on company and the decision makers involved.



The Need for Government Relations

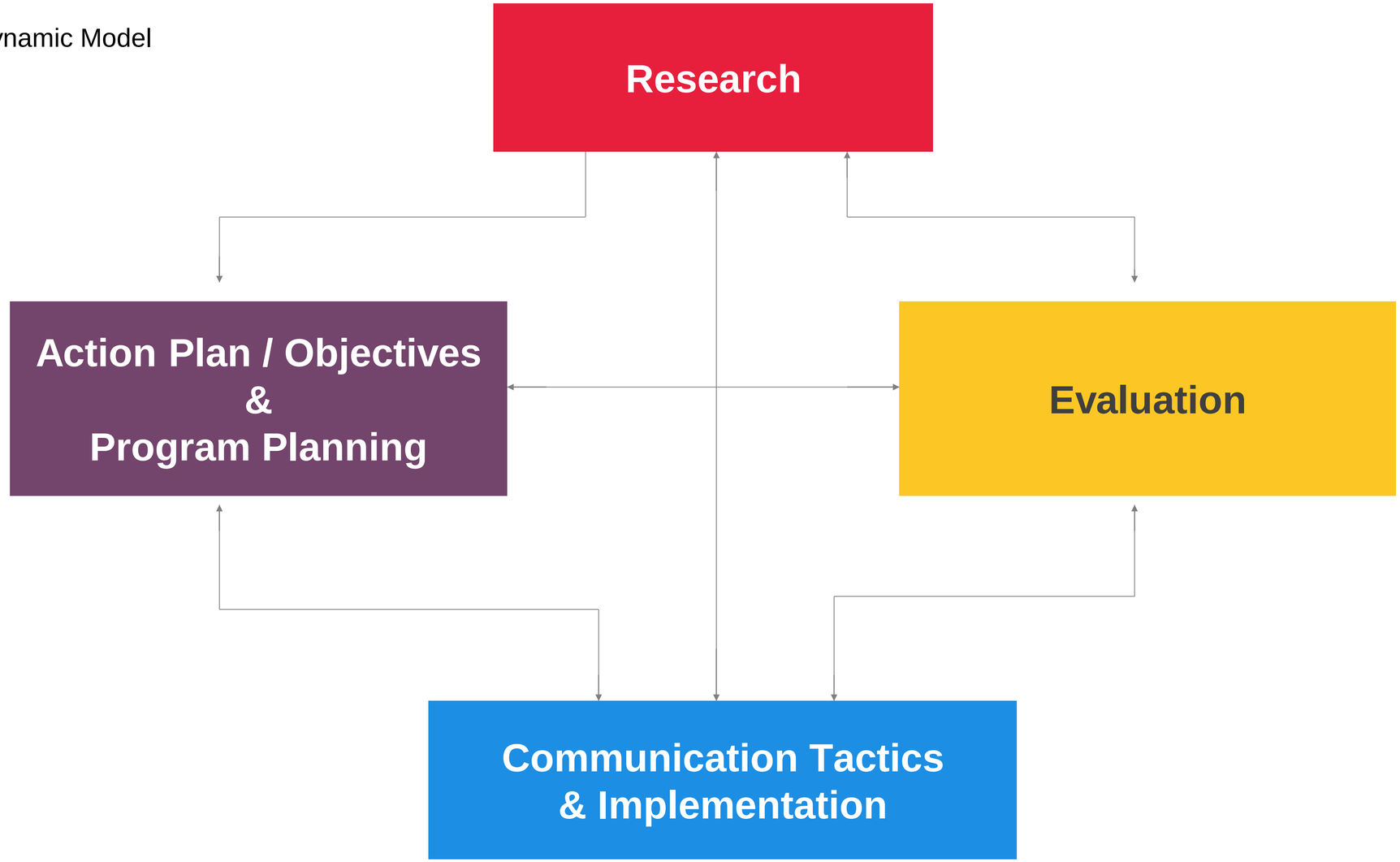


Objectives of Government Relations

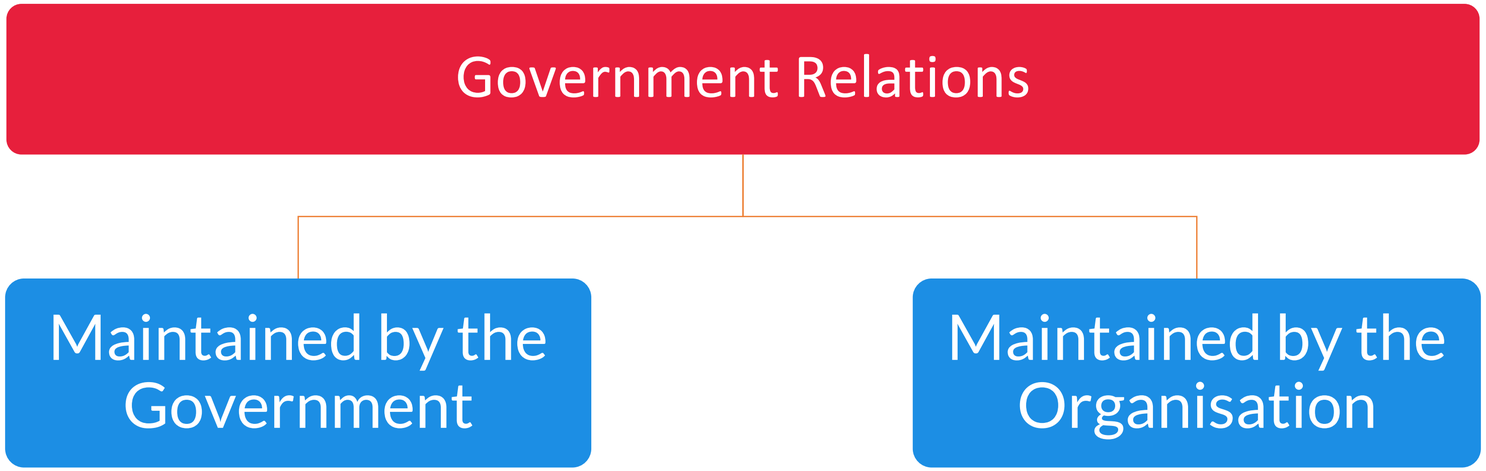
- Enduring co-operation between business and governance
- Synthesis of the interests of business and government to their common advantage.
- Working partnership and mutual co-operation between the two parties

Process of Government Relations

The Dynamic Model



Government Relations a Two Way Process



Conscious efforts, both by the government as well as the organization are required. In the absence of either, it is not possible to maintain healthy government relations.

PR Guidelines for Business, Government and Political Parties

- Respecting the political liberties of employees
- Friendly relationships with national and state legislators and elected municipal officials, particularly in states where the company maintains and runs factories.
- Public stand on proposed measures which may affect business by Heads of corporations.
- Business should give voluntary service to government agencies where exigencies demand.
- Meaningful opposition that is constructive, factual, realistic and offers alternatives.



Tools and Techniques of Government Relations

1

Local, self government and community levels

- ❑ (I.e. relations of corporations, associations, unions and NPOs with state and local self governments)
- ❑ Interacting and maintaining good relations with Permanent legislative representatives of the area.
- ❑ State or local trade associations represent smaller concerns to the concerned government representatives.

2

State and Municipality level

- ❑ Interaction with municipal agencies and officials.
- ❑ Lobbying during legislation and policy making

3

Common to Central, State and local levels

- ❑ Filing briefs and/or Public appearances.
- ❑ Committee/Public hearings.
- ❑ Formal dinners or informal luncheons and breakfasts.
- ❑ Informal round table discussions.
- ❑ Delegation visits.
- ❑ Industrial plant tours.
- ❑ Telephone calls, correspondence and telegrams.
- ❑ Advertising and Publicity.
- ❑ Booklets, folders, speeches, annual reports and company magazines

4

Some additional tools

- ❑ Traditional tools - Press releases and media kits sent out to publisize the stand of the organizations.
- ❑ Relatively new tools - Social media which provides a platform for two way communication and ensures feedback

Lobbying

'Lobbying' is a form of advocacy with the intention of influencing decisions made by the government by individuals or more usually by Lobby groups.

It includes all attempts to influence legislators and officials, whether by other legislators, constituents, or organized groups.



A 'lobbyist' is a person who tries to influence legislation on behalf of a special interest or a member of a lobby.

It is looked upon by an average person as something mysterious, suspicious and obscure. They are called the “third house” and by less complementary names such as influence peddlers and fixers.

The Outcomes of Government Relations for an Organization

Good Government Relations

Helps in protecting the organizations interests.

Helps in having a voice in what legislation is enacted

Play a part in determining govt. fiscal policies , taxation.



Bad Government Relations

Organizational goals cannot be achieved.

No influence on legislations that affect the organization.

The organization becomes a spectator, rather than a participant in forming of government policies

The Positive Change

Since the turn of the century there has been a steadily increasing interaction of government and business organizations

Government



Business Organization

The Government has started recognizing the importance of business organizations to the economy of the state, and have started interacting with them

There is an increasing recognition on the part of business executives of the importance of developing an effective partnership with government

Government Public Relations

Government Public Relations (GPR) is a priority program to ensure people know what the government is doing and participate in development. GPR implementation is carried out in accordance with Presidential Instruction Number 9 of 2015 concerning Public Communication Management



Work Program

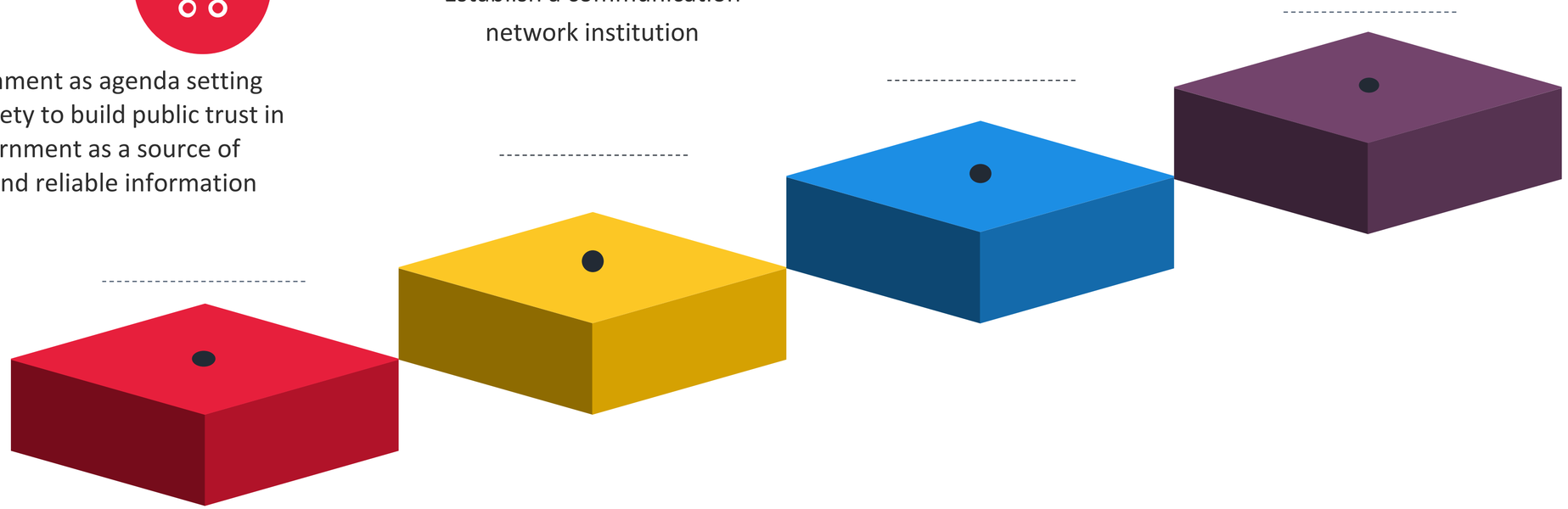
The basis of Government Public Relations work is the continuous management of information and communication to gain public understanding and support for Government Programs and Policies.

The government as agenda setting issues in society to build public trust in the government as a source of accurate and reliable information

Establish a communication network institution

Compile and monitor the implementation of regulations on GPR

Provide and disseminate public information content throughout Indonesia. www.kominfo.go.id





Terima kasih ya

Gatot Subagio, 2020