

Nonprofit Organizations Improving Public Relations through an Analysis of Public Perceptions

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Hilltop Neighborhood Child Care Center is a critical support system for low-income families. The internal perceptions and the external perceptions need to be identified to better serve the organization and the community (its publics). This organization-public relations (OPR) emphasis through interviews, surveys, and focus groups will be the basis of an organizational strategic plan and a public relations campaign.

Information about the Authors:

Keeley Naughton is a junior sports management major and public relations minor. Keeley hopes to one day work in the field of PR for a sports organization. This summer, Keeley will be interning for a nonprofit organization that encourages sports and activities for intercity youth. Kayla McClain is a senior public relations and Spanish major. Kayla is currently the intern at Valparaiso University's Office of Alumni Relations where she has helped jump start a social media campaign. Kayla is interested in going to graduate school for public relations, but in the meantime would like to work for a nonprofit organization.

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