

# Journal



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## Middle East

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# Journal of Public Relations Research Middle East

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## ***The Role of Public Relations Consultant in dealing with institutional crises On public relations workers.***

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### **Abstract**

This work discusses the role of the Public Relations (PR) consultant in dealing with the institutional crises. It seeks to identify the degree of the Arab organizations understanding of the nature of the consultant work. It also aims at explaining the potentials available to succeed in overcoming these crises in order to understand how these organizations deal with these crises. The researcher followed the descriptive analytical method, which is based on the collection of facts and then analyzed and interpreted and draw conclusions. Through the interpretation of the current situation, by discovering the reasons behind a certain behavior exists, aiming to provide a qualitative and quantitative expression of the subject of public relations consulting.

### **Conclusion:**

- 1- 72.2% of the respondents agreed that the PR consultant has the potential of success in managing the crises and some respondents believe that this success is dependent on the cooperation offered by the organization administration.
- 2- 63.3% of the respondents see that most the PR consultation companies are private and their consultants have no experience in dealing with these crises.
- 3- 56.6% of the respondents think that the Arab organizations have not yet reached the level of understanding the importance of asking for the consultant help in time of crises.
- 4- 78.9% of the respondents are of the view that the need for the help of the consultant helps overcome the institutional crises. This proves that consultations in the field of PR are important.

### **Recommendations**

- 1- The need for the establishment of an institute for the institutional crises through which PR practitioners can be trained and qualified.
- 2- This proposed institute can provide training and qualifying crises management teams and organizations 'top CEOs in the field of media.
- 3- The organizations; high administrations must be persuaded that the plans of the crisis management are not perfect. It is however important to make

the organizations understand that they must get ready daily for the potential crises.

- 4- The organization high administration must be persuaded of the importance of the presence and cooperation of the PR consultant.
- 5- Maximization communication technology and social media in crisis management through the establishment of an electronic, direct and open system to ease communication with clients.