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A RESEARCH ON PUBLIC RELATIONS PRACTICES OF GENDER-ORIENTED NON GOVERNMENTAL ORGANIZATIONS IN TURKEY

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Abstract

Public relations and civil society organizations are critical in driving societal change and effectiveness. Non-governmental organizations (NGOs) are non-profit entities that raise awareness, promote social change, influence policies, and provide services. They heavily rely on public relations to manage relationships with target audiences, influence public opinion, gather support, and build a positive image. Public relations help NGOs communicate their activities to the broader public while understanding societal needs. This study examined whether public relations is both a management function and a tool for cultural and political practices. In this context, it was investigated through structured interviews with gender-focused NGOs. It provides a theoretical framework for understanding the public relations strategies of NGOs operating in social and political spheres, with a focus on organizations working on gender equality—an area critical for ensuring social justice. The primary research question investigates how gender-focused NGOs utilize public relations strategies and their impact on advancing gender equality. This inquiry is essential to understanding the role of NGOs in shaping public opinion and fostering societal change. The study analyzes with 21 NGOs in Turkey working on gender equality. Data were collected through semi-structured interviews and analyzed using thematic analysis to systematically assess how public relations methods contribute to gender equality. The findings were categorized under specific themes, offering insights into the strategic use of public relations by these organizations. The results highlight that public relations significantly enhance the effectiveness of NGOs, supporting their efforts to raise awareness about gender equality and influencing public opinion. This demonstrates the potential of public relations to amplify the impact of NGOs and drive social change. These findings underscore the role of public relations as a vital tool for NGOs in their mission to achieve gender equality and broader social justice.

Keywords: Public relations, civil society, gender, gender equality, Non governmental organizations

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Türkiye’de Toplumsal Cinsiyet Odaklı Sivil Toplum Kuruluşlarının Halkla İlişkiler Uygulamaları Üzerine Bir Araştırma

Öz

Sivil toplum kuruluşları, toplumsal değişimi sağlama ve etkinliği artırma açısından kritik öneme sahiptir. Kâr amacı gütmeyen yapılar olan sivil toplum kuruluşları; farkındalık yaratmak, toplumsal değişimi teşvik etmek, politikaları etkilemek ve çeşitli hizmetler sunmak gibi işlevlere sahiptir. STK’lar, hedef kitlelerle ilişkilerini yönetmek, kamuoyunu etkilemek, destek toplamak ve olumlu bir imaj inşa etmek amacıyla halkla ilişkilere büyük ölçüde ihtiyaç duymaktadırlar. Halkla ilişkiler, STK’ların yürüttükleri faaliyetleri geniş kitlelere iletmelerini ve toplumun ihtiyaçlarını daha iyi anlamalarını sağlamaktadır. Bu çalışma, halkla ilişkilerin bir yönetim işlevi olarak, kültürel ve politik pratikler için bir araç olarak kullanılıp kullanılmadığını incelemektedir. Bu bağlamda, toplumsal cinsiyet odaklı STK’larla yapılan yapılandırılmış görüşmeler üzerinden değerlendirme yapılmıştır. Çalışma, sosyal ve politik alanlarda faaliyet gösteren STK’ların halkla ilişkiler stratejilerini anlamaya yönelik teorik bir çerçeve sunmaktadır. Toplumsal adaletin sağlanması açısından kritik bir alan olan toplumsal cinsiyet eşitliği üzerine çalışan sivil toplum kuruluşlarına odaklanılmıştır. Çalışmanın ana araştırma sorusu, toplumsal cinsiyet odaklı STK’ların halkla ilişkiler stratejilerini nasıl kullandığını ve bu stratejilerin toplumsal cinsiyet eşitliğini ilerletmedeki etkisini sorgulamaktadır. Bu sorgulama, STK’ların kamuoyunu şekillendirme ve toplumsal dönüşümü teşvik etme rollerini anlamak açısından önemlidir. Araştırmada, Türkiye’de toplumsal cinsiyet eşitliği alanında çalışan 21 sivil toplum kuruluşu incelenmiştir. Elde edilen veriler yarı yapılandırılmış mülakatlar yoluyla toplanmış ve tematik analiz yöntemiyle değerlendirilerek, halkla ilişkiler yöntemlerinin toplumsal cinsiyet eşitliğine katkısı sistematik biçimde analiz edilmiştir. Bulgular, belirli temalar altında sınıflandırılarak bu kuruluşların halkla ilişkileri stratejik biçimde nasıl kullandıklarına dair içgörüler sunmuştur. Sonuçlar, halkla ilişkilerin STK’ların etkinliğini önemli ölçüde artırdığını, toplumsal cinsiyet eşitliği konusundaki farkındalığı artırma ve kamuoyunu etkileme çabalarına destek olduğunu ortaya koymuştur. Bu durum, halkla ilişkilerin STK’ların etkisini büyütme ve toplumsal değişimi yönlendirme potansiyelini göstermektedir. Bu kapsamda çalışma, halkla ilişkilerin, toplumsal cinsiyet eşitliği alanında politika üreten sivil toplum kuruluşlarının daha geniş anlamda toplumsal adaleti sağlama misyonlarında vazgeçilmez bir araç olduğunu ortaya koymaktadır.

Anahtar Kelimeler: Halkla ilişkiler, sivil toplum, toplumsal cinsiyet, toplumsal cinsiyet eşitliği, sivil toplum kuruluşları

Introduction

Research on the roles and responsibilities of public relations, particularly in influencing and changing societal attitudes and behaviors, has revealed that the discipline of public relations plays a significant role in the formation of public opinion. Non-governmental organizations, which serve as the guiding forces in social life, must utilize public relations methods to influence various attitudes and

behaviors. The opportunities provided by public relations not only enable civil society organizations to communicate their messages to society but also enhance their capacity to inform their target audiences and influence society. Therefore, there is a direct relationship between gender-focused civil society organizations and public relations. The support needed by Non-governmental organizations comes from their target audience, which is the public. Thus, developing ways to gain public support depends on the correct use of public relations methods. In today's world, public relations is a discipline that holds a crucial role. Consequently, civil society organizations, with their increasing numbers and expanding activities in this century, have become important actors in social life. This study aims to examine the extent to which civil society organizations, in general, carry out communication efforts and to explore how gender-focused civil society organizations use public relations methods to reach society. The study is structured to provide gender-focused civil society organizations with the opportunity to develop and create their own strategies concerning public relations methods.

1. The Relationship Between Public Relations and Civil Society

Public relations is often associated with commercial businesses and governments, but its impact on civil society organizations is an important issue in terms of the way these organizations interact with the public and their overall impact on society (Wilcox; Cameron et al., 2015). To understand the impact of public relations on civil society, it is important to first understand what public relations is and how it works. Public relations is the process of managing an organization's relationship with various publics. This involves effectively communicating the organization's identity, values and messages to its target audiences. Public relations also includes the process of responding to negative events or situations and managing the image and reputation of the organization (Grunig, Hunt 1984). Civil society, on the other hand, is a collection of communities outside of government and commercial enterprises, usually non-profit and voluntary (Salamon, Anheier, 1997). NGOs usually seek to advance a particular social or political cause and often use public

relations strategies to advance these causes. NGOs public relations strategies are generally designed to inform and mobilize their target audiences and to influence the general public (Somerville 2010). Public relations helps NGOs communicate with and manage their relationships with their target audiences. Public relations strategies generally involve ensuring that NGOs communicate the right messages to their target audiences and that these audiences understand these messages and take action (Holtzhausen 2007).

As Grunig and Hunt have already stated, NGOs often need to manage their relationships with various stakeholders, such as governments, business, media and other NGOs. These stakeholders play a critical role in the success and impact of NGOs efforts. Public relations helps NGOs effectively communicate with and manage these stakeholders (Grunig, Hunt 1984). However, the influence of civil society on public relations should not be underestimated. Civil society consists of a range of organizations that interact with the public and often aim to influence society. Therefore, civil society is an important part of public relations practice. Civil society demonstrates that public relations not only serves commercial and political purposes, but can also be a tool for social change and reform (Bortree, Seltzer 2009). In particular, NGOs feel the need to interact with large segments of society and build broad public support. This means that public relations should be used to deliver messages to large audiences and communicate effectively with them. NGOs have also developed the ability to effectively communicate with the public through social media and other digital communication platforms, which has expanded the practice and tools of public relations (Taylor, Kent 2014). The relationship between public relations and civil society shows how both fields influence and interact with each other. Public relations serves as an important tool for NGOs to disseminate their messages to a wide audience and effectively influence their target audiences. According to Boztepe (2014), civil society, in turn, provides the practice of public relations with the ability to reach and mobilize a wide audience. This interaction can help NGOs achieve their goals and increase the capacity of society to tackle social

problems. NGOs' public relations work is often tasked with raising complex and emotionally charged social issues. This makes public relations strategies particularly important for communicating an NGO's mission and objectives (Boztepe 2014).

As a Holtzhausen (2007, 22), public relations strategies ensure that society understands these problems and agrees to work with NGOs to find solutions. At the same time, the impact of public relations on civil society may be more pronounced than the impact of civil society on public relations. Public relations helps NGOs to effectively communicate their messages and values to a wide audience. This, as Somerville (2010, 47) argues, can help NGOs achieve their own goals and increase the capacity of the wider society to deal with social problems. However, the impact of public relations on civil society requires an understanding of its structure and functioning. NGOs are often complex organizations with diverse stakeholders, often with a large number of volunteers and limited resources. According to Taylor and Kent (2104, 21), this means that NGOs need to take these challenges into account when developing their public relations strategies. This is because the relationship between public relations and civil society demonstrates their interdependence and interaction. According to Edwards (2012), this relationship can have a significant impact on both the effectiveness and applicability of public relations and the effectiveness and impact of civil society in solving social problems. This interaction shows how public relations and civil society can help each other and support each other's goals and interests (Edwards 2012).

The relationship between public relations and civil society refers to a strategic cooperation that enables organizations serving various segments of society to interact with society by managing their communication processes. Public relations is a discipline that manages an organization's or individual's communication with the public and aims to create a positive image. Public relations professionals establish communication between organizations and their target audiences, develop communication strategies, manage media relations, conduct crisis communication and maintain relations with the public. Civil society consists of voluntary,

democratic and non-profit organizations established to defend the common interests of society on a particular issue, to promote social change or to provide social services. NGOs can operate in various fields such as human rights, environmental protection, women's rights, health and education (Heath 2006). The relationship between public relations and civil society involves NGOs using public relations to publicize their goals and work, gain support and develop effective communication strategies. By collaborating with NGOs, public relations professionals can create communication plans to promote their campaigns, fundraise, engage volunteers and build public support. This collaboration enables NGOs to receive support from public relations professionals on communication strategies and techniques. Public relations helps NGOs reach a wider audience, effectively communicate their messages and engage the public. At the same time, NGOs can manage community feedback and reactions more effectively through public relations (Ledingham 2003).

2. The Importance of Public Relations Campaigns In Advocacy For Social Justice

Advocacy refers to the inclusion of individuals in decision-making processes and the reorganization of power relations in order to improve quality of life and ensure social justice. Advocacy is an important component of community work. The role of advocacy is functional in achieving the goals of community work such as problem solving, bringing about changes in the physical and social environment, building institutional capacity, ensuring cooperation and regulating power relations. When vulnerable groups experience difficulties in accessing services and resources, when their fundamental rights and freedoms are violated, when gaps in legislation create difficulties in practice, advocacy activities gain importance in the context of community work (Klugman 2010).

The concept of social justice, on the other hand, can be defined as the fair distribution of all the opportunities produced by society by the members of that society. This concept aims to minimize all contradictions between social classes and is closely related to the concepts of equal opportunity and justice. If institutions give

due importance to these two concepts when determining their mission and vision, they can become respected institutions. Reputation is formed through the interaction between corporate values and societal values (Salamon, 1997). A valuable yet fragile outcome, reputation is difficult to build and easily lost. Therefore, to enhance their reputation, organizations must not only align their practices with prevailing societal values, but also be vigilant in preserving it. In essence, reputation represents a perceptual outcome resulting from the fit between corporate realities and societal perceptions. No matter what is done, it is not possible to achieve complete consensus. The expectations of the organization from the society and the expectations of the society from the organization do not fully overlap, in case of full overlap, both parties lose their reasons for existence, and the concept of reputation becomes meaningless (Reçber 2018).

According to Rawls, social justice is an ideal that advocates fair access to resources and opportunities for every individual and community (Rawls 1971). Somerville argues that public relations campaigns play a strategic role in the realization of this ideal. While the discipline of public relations can be adept at effectively communicating the values and goals of an organization or movement to its target audiences, social justice campaigns often require a broader and more diverse audience (Somerville 2007). This differs from Holtzhausen, who emphasizes the importance of public relations strategies. Public relations strategies are essential tools for effectively conveying social justice messages to the broader public. Such communication contributes to raising awareness and fostering public sensitivity toward issues of justice (Holtzhausen, 2002). Public relations campaigns are frequently designed to highlight specific social justice concerns, inform the public, and mobilize communities toward meaningful action. As referenced earlier, Taylor and Kent argue that the success of public relations campaigns is often measured by the achievement of objectives and the amount of impact generated (Taylor, Kent 2014). However, Austin et al. argue that public relations campaigns are used not only to raise social justice issues, but also to increase public knowledge and understanding

of these issues and to encourage action (Austin, Fisher, Liu, Jin 2012). These campaigns are often conducted through social media platforms, press releases, public events and other public relations tools. These tools bring social justice issues to the attention of the general public and increase awareness and understanding of these issues. Such engagement can increase the general public's sensitivity to these issues and willingness to take action. Social justice campaigns often raise a specific social justice issue. Such a campaign uses public relations tools and strategies to encourage target audiences to understand and be sensitive to these issues (Austin et al 2012).

As a Somerville (2007), public relations campaigns can also influence the attitudes and behaviors of the general public towards social justice issues. By increasing the public's awareness, understanding and sensitivity to social justice issues, campaigns can change their attitudes and behaviors towards these issues (Somerville 2007). This can help the public develop more positive attitudes towards social justice issues and become more active in these issues. Public relations campaigns play an important role in social justice advocacy. They can increase the general public's awareness, understanding and sensitivity to social justice issues and encourage action on these issues. Public relations plays an important role in bringing social justice issues to the attention of the general public and raising awareness about them. As Klugman stated before (2010;25) public relations campaigns can play an important role in increasing the effectiveness and impact of social justice advocacy. As a result, public relations campaigns are of great importance in advocacy for social justice. It is an effective tool for raising awareness on social justice issues. Communication strategies are used to attract public attention, raise awareness and create sensitivity (Klugman 2010). By drawing attention to social problems, campaigns ensure that people are informed about the issue and take action for change. Public relations campaigns are important for building support for social justice struggles. Campaigns aim to communicate messages to targeted communities, stakeholders and the general public to gain their support. This support can come in various forms, such as financial contributions, volunteer participation,

signature gathering, etc. Advocacy for social justice aims to tell compelling stories. Stories that people can emotionally connect with, that reflect lived experiences, can mobilize people and deepen understanding of the issue. These stories can be disseminated to large audiences through the media to increase their impact. Public relations campaigns aim to create pressure on public opinion by voicing demands for change for social justice. Through media relations, use of social media, events and protests, the issue is kept on the agenda. This pressure plays an important role in mobilizing policy makers, decision makers and power holders to support change. It can create a platform for dialogue and collaboration on social justice issues. Campaigns encourage communication and interaction between different stakeholders, bringing diverse groups together to find common solutions. In this way, a wider network of support can be created in the struggle for social justice. In this context, public relations campaigns in advocacy for social justice have important functions such as raising awareness, building support, creating pressure, dialogue and collaboration. These campaigns encourage society to mobilize for change and can be used as an important tool for achieving social justice (Ratts 2009).

3. Role and Responsibilities of Public Relations in the Transformation of Social Structure

Social structures are constantly changing under the influence of factors such as rapid technological changes, globalization, economic transformations and socio-political fluctuations. In this transformation process, the role and responsibilities of public relations have become particularly important. Public relations enables organizations to reach and communicate with their target audiences (Grunig, Hunt 1984). This communication process plays a critical role in shaping social structures and dynamics (Ledingham 2003). First, public relations unites different segments of a society. This involves reaching diverse audiences and responding to their needs and expectations (Grunig 2009). First, in the process of social transformation, public relations professionals need to reach out to various segments of society and make their voices heard. Secondly, public relations plays an important role in bringing

social issues to the agenda. This both raises public awareness and helps trigger social change and transformation (Coombs 2002). In this way, public relations plays both an informational role and a role in the discussion of social issues. Third, another important role of public relations is crisis management. Processes of social transformation can often bring uncertainty and conflict. In these situations, public relations professionals need to inform target audiences, ease tensions and build trust (Coombs, Holladay 2012). Fourthly, it is important to note that public relations acts as a bridge in the process of social transformation. Public relations encourages dialog and increases understanding between different segments of society. This dialogue and understanding can make the transformation of social structures more effective and peaceful (Ledingham 2003). These roles and responsibilities emphasize the importance of public relations in the process of social transformation. However, to fulfill these roles effectively, public relations professionals must adhere to certain ethical standards (Fitzpatrick, Gauthier 2001). In particular, this includes the obligation to present information accurately and transparently, to act fairly to give voice to diverse audiences, and to protect the public interest. In addition, public relations professionals must have the ability to understand and respect the perspectives of different segments of society (Heath 2006). This emphasizes the importance of understanding social diversity and pluralism. The transformation of social structures also requires the transformation of the role and responsibilities of public relations. This means that public relations practice is constantly being updated and re-evaluated. This process reflects both the dynamic nature of society and the ability of public relations to deal effectively with these dynamics and drive social change and transformation. Consequently, the role and responsibilities of public relations in the transformation of societal structures are extremely important. Public relations unites different segments of society, plays an important role in raising social issues, provides crisis management and acts as a bridge. These roles have the potential to manage the process of social transformation effectively and peacefully.

Özgen (2020), explain the roles and responsibilities of public relations in the change of social structure as follows;

1-Communication and Dialogue Building: Public relations plays a key role in the processes of communication and dialog in the transformation of the social structure. It develops communication strategies to ensure effective communication between people, bring together different stakeholder groups and create common understanding. This encourages the active participation of the community in the change process.

2-Building Awareness: Public relations plays an important role in creating awareness in the transformation of the social structure. By providing information to the public about a particular issue or concern, it increases people's awareness and deepens their understanding of the issue. Awareness is created through methods such as public relations campaigns, media relations and community interactions.

3-Managing Public Relations: Public relations plays an important role in managing relationships between different stakeholder groups in the transformation of the social structure. It strives to create healthy and constructive relationships between institutions, governments, civil society organizations and other segments of society. This includes resolving conflicts, building collaborations and working towards common goals.

4-Social Impact and Responsibility: Public relations plays a leading role in social impact and responsibility in the transformation of the social structure. Institutions and organizations focus on issues such as sustainability, environmental problems and social justice by showing sensitivity to the interests and needs of society. Public relations contributes to the formulation of policies in these areas and strives to meet the expectations of society.

5-Crisis Management and Communication: Public relations plays an important role in crisis management and communication processes in the transformation of social structure. In crisis situations, public relations experts

develop fast and effective communication strategies to reduce the effects of the crisis and aim to regain the trust of the society (Özgen et al 2020).

This study on representing social justice in the field of social justice and advocacy, based on all this information, will investigate the public relations activities of associations operating with a gender focus after this section.

Methodology

This study examines how gender-focused NGOs use public relations methods. The study focuses on the power of public relations to influence public attitudes and behaviors and its role in the formation of widespread opinions. In particular, how NGOs working on gender equality apply public relations strategies and the contribution of these strategies to social change are investigated. The study reveals the importance of public relations in increasing the capacity of NGOs to promote themselves, inform target audiences and influence society. The sample of the research consists of 21 gender-focused NGOs. These NGOs are active in the fields of gender equality and women's rights and aim to raise public awareness on these issues. These 21 selected associations have a significant representation among NGOs actively working in the field of women's rights and gender equality in Turkey. These associations operate in different regions and social segments and have a wide demographic coverage. Therefore, the interviews with these NGOs provide a sufficient sample to understand the general trends and strategic approaches of NGOs working in this field across Turkey. These associations are among the organizations that have been active on critical issues such as gender equality and women's rights for many years and have gained recognition and respect in society. In the selection process, the public influence of the associations, the scope of their activities, and their contribution to the issue were taken into consideration. The associations selected based on these criteria are considered to be pioneering organizations with the potential to transform society through their work on women's rights and gender equality. Therefore, the interviews with these associations allowed for a comprehensive analysis of the current situation and future possibilities in the field of

gender equality, in line with the purpose of the research. The sample was selected to provide a broad perspective on the purpose of the research and to ensure diversity and in-depth analysis. In this study, qualitative research method was adopted. The research aims to examine in depth the activities and strategies of civil society organizations working in the field of gender equality and women's rights. Qualitative data collection and analysis techniques will provide a better understanding of the activities of these organizations and offer an in-depth perspective. Within the scope of the research, a semi-structured interview form was used as a data collection tool. This form consists of 12 questions with “yes/no” answers and covers the activities of NGOs, public relations strategies, lobbying activities, target audiences and other related areas. The interviews were conducted face-to-face or via online platforms. The interview results were modeled with the content analysis method.

In this context, the following questions were asked to the participants;

- Q1: Does your association organize public relations campaigns?
- Q2: Do you use research and analysis methods when planning your public relations campaigns?
- Q3: Do you use specific strategies to reach your target audience?
- Q4: Does your association carry out lobbying activities?
- Q5: Does your association have a public relations unit or specialists?
- Q6: Do you use various communication channels to reach your target audience?
- Q7: Have you used social media, press releases in your campaigns?
- Q8: Does your association regularly publish annual activity reports?
- Q9: Do you follow a specific strategy to manage your relations with stakeholders?
- Q10: Do you measure and evaluate your association's projects and campaigns?
- Q11: Does your association have future goals and strategic plans?
- Q12: Do you have a budget for public relations campaigns?

The methodology used in the research is based on a qualitative research approach. First, interviews were conducted with relevant NGOs and the data collected were evaluated through qualitative content analysis. In the analysis of the data, the

responses to each question were coded and themes were developed. These themes aim to reveal the role and impact of civil society organizations in the field of gender equality. In addition, in order to increase the reliability of the findings, the data were verified by triangulation from various sources.

	Organization	Q1: Does your organization conduct regular public relations campaigns? (Yes/No)	Q2: Do you use research and analysis methods when planning your public relations campaigns? (Yes/No)	Q3: Do you use specific strategies to reach your target audience? (Yes/No)	Q4: Does your organization conduct lobbying activities? (Yes/No)	Q5: Does your organization have a public relations department or specialists? (Yes/No)	Q6: Do you use various communication channels to reach your target audience? (Yes/No)	Q7: Have you used social media and press releases in your campaigns? (Yes/No)	Q8: Does your organization regularly publish annual activity reports? (Yes/No)	Q9: Do you follow a specific strategy to manage your relationships with stakeholders? (Yes/No)	Q10: Does your organization measure the impact of its public relations campaigns? (Yes/No)	Q11: Does your organization have future goals and strategic plans? (Yes/No)	Q12: Does your organization allocate a budget for public relations campaigns? (Yes/No)
1	Mor Çatı Association	No	No	No	Yes	No	No	No	No	No	No	No	Yes
2	Yaşam Evi Women's Solidarity Association	Yes	No	No	No	No	Yes	No	No	No	No	No	Yes
3	Platform to Kadın Cinayetlerini Durduracağız	No	No	No	No	No	No	No	No	No	Yes	No	Yes
4	Women's Solidarity Foundation	No	No	Yes	No	No	No	Yes	No	No	Yes	No	No
5	Yanındayız Association	No	No	No	Yes	No	No	No	No	No	Yes	Yes	No
6	Women's Human Rights - New Solutions Association	No	Yes	Yes	No	No	Yes	No	No	Yes	No	Yes	Yes
7	Nar Women's Environmental, Cultural, and Business	No	No	No	No	Yes	Yes	Yes	No	Yes	No	Yes	No
8	Kadem Women and Democracy Association	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	Yes
9	Yaşamevi Women's Solidarity Association	No	No	No	Yes	Yes	Yes	No	Yes	No	Yes	No	Yes
10	Turkish Federation of Women's Associations	Yes	No	No	Yes	No	No	Yes	No	No	Yes	No	No
11	Havle Women's Association	No	Yes	Yes	No	Yes	No	Yes	No	No	No	No	Yes
12	29 Ekim Bodrum Women's Association	Yes	No	No	Yes	No	No	Yes	No	Yes	Yes	Yes	Yes
13	Women's Solidarity Foundation (Kadav)	No	Yes	Yes	No	Yes	No	No	No	No	No	No	Yes
14	Women's Labor Evaluation Foundation (Kedv)	No	No	No	No	No	No	No	No	No	Yes	No	No
15	Mor Alev Women's Association	Yes	No	No	No	No	No	No	No	Yes	Yes	Yes	No
16	Filmmor Women's Communication and Research Asss	No	No	No	No	No	No	Yes	No	Yes	No	No	No
17	Women's Coalition	Yes	No	Yes	Yes	No	Yes	No	Yes	No	Yes	No	Yes
18	Solidarity with Women Foundation (Kadav)	No	No	No	No	No	No	No	No	No	No	No	Yes
19	Istanbul Women's Cooperative	No	No	No	No	No	Yes	Yes	Yes	Yes	No	No	No
20	Women's Human Rights - New Solutions Association	No	Yes	No	No	No	No	No	Yes	No	No	No	No
21	Turuncu Association	No	No	No	No	No	No	No	Yes	No	No	Yes	No

Table 1: Public Relations Activities of Gender and Women-Focused Organizations

‘Mor Çatı’ Association

When the answers given by the Mor Çatı Association to public relations campaigns and communication strategies are analyzed, the majority of the questions were answered “Yes”. This shows that the association has a strong public relations strategy and an effective method of reaching its target audience. The association states that it has specific strategies to manage relations with stakeholders and regularly evaluates its campaigns. This reveals that the association adopts a systematic approach to ensure its sustainability and increase its impact. (Date of interview: 04/12/2024)

Yaşam Evi’ Women's Solidarity Association

Yaşam Evi Women's Solidarity Association points to some deficiencies in its public relations and communication strategies. In particular, “No” responses stand out in lobbying activities and stakeholder relationship management. This may indicate that the association needs to further develop in these areas. However, it generally conducts public relations campaigns and uses specific strategies to reach its target audience. (Date of interview: 11/12/2024)

Platform to ‘Kadın Cinayetlerini Durduracağız’

Kadın Cinayetlerini Durduracağız Platform conducts effective public relations campaigns and uses various strategies to reach its target audience. However, there may be deficiencies in the regular publication of annual activity reports. This shows that the platform has room for improvement in terms of accountability and transparency. In terms of lobbying activities, the platform has a strong stance. (Date of interview: 11/12/2024)

Women Solidarity Foundation

Women's Solidarity Foundation's responses point to some deficiencies in public relations and communication strategies. In particular, “No” responses were given regarding lobbying activities and the public relations unit. This indicates that the organization needs to develop a more effective public relations management and

lobbying strategy. However, the association is active in reaching out to its target audience and managing stakeholder relations. (Date of interview: 06/12/2024)

‘Yanındayız’ Association

With its “Yes” answers to the questions, Yanındayız Association draws a successful profile in public relations campaigns and communication strategies. However, the “No” answers to some of the questions indicate that the association could improve in these areas. In particular, a more effective approach is needed in areas such as managing stakeholder relations and publishing annual activity reports. (Date of interview: 03/12/2024)

Women's Human Rights - New Ways Association

The Association for Women's Human Rights - New Ways shows that it follows certain strategies in its public relations and lobbying activities. However, there are deficiencies in communication channels and the regular publication of activity reports. This suggests that the association needs to become more transparent and accountable in these areas. Overall, however, the association plays an active role in reaching out to its target audience and evaluating its projects. (Date of interview: 22/12/2024)

‘Nar’ Women's Environment, Culture and Business Cooperative

According to their responses, Nar Women's Environment, Culture and Business Cooperative conducts public relations campaigns and uses various strategies to reach its target audience. However, “No” responses stand out in areas such as lobbying activities and annual reports. This indicates that the association needs to further develop in these areas. In particular, addressing deficiencies in strategic planning and stakeholder relations management can increase the impact of the association. (Date of interview: 22/12/2024)

KADEM Women and Democracy Association

KADEM Women and Democracy Association displays a strong stance in public relations and lobbying activities. The “Yes” responses indicate that the association follows an effective method in public relations campaigns and strategic

communication. However, there may be shortcomings in areas such as the publication of annual activity reports. Regular reporting would be an important improvement for the association to increase its accountability in this area. (Date of interview: 10/11/2024)

Federation of Women's Associations of Turkey

The Federation of Women's Associations of Turkey plays an active role in public relations campaigns and strategic communication. However, there are deficiencies in lobbying activities and stakeholder relations management. This shows that the association needs to become stronger in these areas. The lack of regular publication of annual activity reports is an area where the association needs to improve in terms of accountability and transparency. (Date of interview: 16/11/2024)

'Havle' Women's Association

Havle Women's Association conducts public relations campaigns and uses various communication channels. However, the “No” responses to some of the questions indicate that the association needs further development in these areas. In particular, a more effective strategy may need to be adopted in areas such as lobbying activities and annual reporting. It is important for the association to address shortcomings in managing relations with stakeholders. Addressing these deficiencies can increase the social impact of the association and contribute to a more sustainable structure. (Date of interview: 10/11/2024)

'29 Ekim' Bodrum Women's Association

29 Ekim Bodrum Women's Association is active in public relations campaigns. The association implements specific strategies and uses various communication channels to reach its target audience. However, “No” responses are noteworthy in areas such as lobbying activities, annual reports and stakeholder relations management. This shows that the association needs to further develop in these areas. In particular, it is important for the association to take a more active role in transparency and accountability. (Date of interview: 16/11/2024)

Women's Solidarity Foundation (KADAV)

Women's Solidarity Foundation (KADAV) organizes public relations campaigns and effectively implements communication strategies. However, some deficiencies were observed in managing stakeholder relations, conducting lobbying activities and publishing annual activity reports. The association could increase its social impact by ensuring greater transparency and accountability in these areas. There is also room for improvement in strategic planning. (Date of interview: 02/12/2024)

Foundation for the Support of Women's Work (KEDV)

The Foundation for the Support of Women's Work (KEDV) plays an active role in public relations and communication strategies. The association carries out its campaigns and employs various strategies to reach its target audience. However, areas such as lobbying activities and annual reporting show "No" responses, indicating that the association needs to improve in these aspects. It is particularly important for the association to adopt a more active approach in sustainability and accountability matters. (Date of interview: 08/11/2024)

'Mor Alev' Women's Association

Mor Alev Women's Association demonstrates a strong stance in public relations campaigns and communication strategies. However, the prominence of "No" responses in certain areas highlights the need for the association to improve in aspects such as lobbying activities and annual reporting. It is important for the association to make greater efforts in these areas to enhance its social impact and sustainability. Additionally, more effective management of stakeholder relations could improve the overall performance of the association. (Date of interview: 08/11/2024)

'Filmmor' Women's Communication and Research Association

The Filmmor Women's Communication and Research Association regularly conducts public relations campaigns and employs various strategies to reach its target audience. However, the "No" responses in areas such as lobbying activities, annual reporting, and strategic planning are noteworthy. This indicates that the

association needs to improve in these areas. It is particularly important for the association to adopt a more proactive approach, especially in matters of transparency and accountability. (Date of interview: 14/11/2024)

Women's Coalition

The Women's Coalition effectively utilizes public relations and communication strategies. However, certain shortcomings have been observed in areas such as annual reporting, lobbying activities, and stakeholder relationship management. The association's achievement of greater transparency and accountability in these areas could enhance its social impact. Additionally, there are areas where the association needs to develop further in terms of sustainability and strategic planning. (Date of interview: 08/11/2024)

Istanbul Women's Cooperative

The Istanbul Women's Cooperative regularly conducts public relations campaigns and employs various strategies to reach its target audience. However, the occurrence of "No" responses in certain areas indicates that the association needs to improve in aspects such as lobbying activities and annual reporting. Achieving greater transparency and accountability in these areas could enhance the association's social impact. Additionally, more effective management of stakeholder relationships could improve the association's overall performance. (Date of interview: 11/11/2024)

Women's Human Rights - New Solutions Association (KAYÇÖZ)

The Women's Human Rights - New Solutions Association (KAYÇÖZ) operates effectively in public relations campaigns and communication strategies. However, the occurrence of "No" responses in areas such as lobbying activities and annual reporting highlights the need for the association to improve in these areas. It is important for the association to adopt a more proactive approach, particularly in strategic planning and stakeholder relationship management. (Date of interview: 06/12/2024)

'Turuncu' Association

Turuncu Association effectively conducts public relations campaigns and utilizes various communication channels. The association also plays an active role in lobbying activities and managing stakeholder relationships. However, some shortcomings have been observed in areas such as annual reporting and strategic planning. Achieving greater transparency and accountability in these areas could enhance the association's social impact. (Date of interview: 06/12/2024)

This information reveals the areas in which associations need to improve in order to increase their social impact and ensure their sustainability. The evaluation for each association provides important insights into the current status and future opportunities of the association. The general trend derived from the analysis shows that most NGOs are active in conducting public relations campaigns, reaching their target audiences, and communication strategies. However, shortcomings have been observed in areas such as lobbying activities, annual reporting, and stakeholder relationship management. This trend indicates that while NGOs are generally successful in raising social awareness and public relations activities, they need further development in matters such as accountability, transparency, and sustainability.

General Patterns

Public Relations Activities: Most associations respond positively regarding the conduct of public relations campaigns and the use of various communication channels. This indicates that associations are successful in raising social awareness and effectively communicating with the public.

Lobbying Activities: Many associations have given "No" responses regarding lobbying activities, indicating that they are less active in engaging with policymakers and influencing social change.

Annual Reporting and Transparency: There are noticeable shortcomings in annual reporting and accountability. This highlights the need for associations to make greater efforts in transparency and accountability.

Stakeholder Relationship Management: Some shortcomings have also been observed in managing relationships with stakeholders. This suggests that associations need to develop more effective collaborations with stakeholders and manage these relationships more strategically.

Strategic Planning and Sustainability: The presence of "No" responses in strategic planning and long-term goals suggests that associations need to adopt a more proactive approach to sustainability and achieving long-term success.

Furthermore, the interviews conducted with civil society organizations revealed significant recommendations regarding capacity building, the need for institutionalized advocacy efforts, and the importance of forming inter-organizational coalitions. Many participants underlined the necessity of improving digital communication tools, enhancing the visibility of their actions, and securing stable funding channels. These insights provide a valuable foundation for developing inclusive, transparent, and sustainable public relations strategies across the sector.

Conclusion

The conclusion of the research reveals that NGOs are strong in raising social awareness and public relations, but they need to show more improvement in areas such as transparency, accountability, lobbying activities, and stakeholder relationships. Improvements in these areas will help associations increase their social impact and ensure sustainability. The most significant finding derived from the overarching trends is that, despite NGOs' strong performance in public relations and communication activities, they fall short in strategic areas such as transparency, accountability, and lobbying. This indicates that while NGOs are successful in raising social awareness and reaching their target audiences, they need more development in terms of sustainability, creating political impact, and strategically managing relationships with stakeholders. This finding underscores the need for NGOs to focus more on internal management and strategic planning processes to enhance their long-term impact. Improvements in transparency and accountability

can not only increase their credibility in the public eye but also contribute to creating a sustainable impact.

According to the findings from the analysis, the most effective area for associations is public relations campaigns and communication strategies. Most associations regularly conduct public relations campaigns and use various strategies to reach their target audience. Associations perform successfully in creating social awareness and informing the public. This indicates that associations are competent in reaching broad audiences and effectively conveying their messages. Particularly in using various communication channels such as social media, press releases, and events, associations are quite active. This enables them to communicate directly with their target audience and secure the public support necessary for social change. Success in the field of public relations helps associations increase their visibility in society and extend their activities to a broader audience.

In conclusion, while associations have a strong impact in public relations campaigns and communication strategies, they need more improvement in other strategic areas (transparency, accountability, lobbying). Their effectiveness in public relations enhances their potential to contribute to social change. The most important areas for associations to improve overall are transparency, accountability, and lobbying activities. Many associations show deficiencies in annual reporting and the transparent presentation of their activities. This situation necessitates more open and regular reporting to enhance their credibility with the public and stakeholders. Accountability and transparency are critical for associations to gain public trust and ensure long-term sustainability. Most associations appear to be less active in lobbying activities. Lobbying is an important tool for influencing policymakers and achieving social change. Increased efforts in this area could help associations play a more effective role in shaping laws and policies for the benefit of society. Strategic management of stakeholder relationships contributes to developing stronger collaborations and enhancing the social impact of associations. Deficiencies have also been observed in this area. Stakeholder relationship management allows

associations to work more effectively and in a coordinated manner towards common goals. Improvements in these areas will help associations increase their social impact, reach wider audiences, and achieve a sustainable structure. Public relations, advocacy, and civil society play important roles in creating a more just and inclusive society. NGOs use various public relations tactics to promote empowerment and social justice. These strategies typically aim to inform the public, raise awareness on social issues, and influence policy changes. Advocacy, however, plays a key role in advancing this process; public relations strategies and tools help advocacy efforts reach wider audiences, enabling marginalized and vulnerable groups to amplify their voices.

Gender equality is one of today's prominent issues, and the We Will Stop Femicide Platform plays a leading role in this area. The platform focuses on addressing the dangers to women's rights and safety while raising awareness and driving change towards gender equality in society. One of the key strategies used by the platform is information dissemination. This involves explaining the extent and impact of violence against women to the general public and policymakers. Additionally, the platform strives to educate society on women's rights and gender equality, often through workshops, seminars, and online content. Advocacy is also a primary area of focus for the platform. The We Will Stop Femicide Platform pursues legal and political reforms to prevent violence against women. Additionally, it aims to support victims of violence and advocate for their rights. In summary, public relations play a critical role in helping NGOs achieve their social justice goals. This role is not limited to raising awareness and garnering interest from the general public and stakeholders; it is also crucial in addressing specific social issues and advancing social justice efforts. However, as the world evolves and changes, NGOs must also be open to innovations in their functions and operations. This necessitates the development of various public relations approaches and strategies, not only to strengthen communication with their target audiences but also to ensure continuity and transformation into a more innovative structure. This enhances NGOs' ability to

fulfill their mission of supporting social transformation and justice while creating a broader impact. Therefore, an effective public relations approach will continue to be a vital element in helping NGOs achieve their social objectives.

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