

# **PROMOTION OF SOCIALLY RESPONSIBLE BUSINESS AS A RESULT OF COOPERATION BETWEEN THE PRIVATE SECTOR AND THE LOCAL MEDIA; CASE STUDY - RADIO BROADCAST "GOOD EXAMPLE"**

## **Abstract**

In recent years, the socially responsible business has become the basic prerequisite for company success and image. Therefore, the cooperation of all interest groups is necessary. This research attempts to identify the importance of implementation of socially responsible business at the local level. Through the synergy of the private sector and the local media, their cooperation is being explored in the creation of media contents that promote such business and contribute to society.

The Adris group, based in Rovinj, is one of the most recognizable entities in Croatia. As part of its strategy, it deals with numerous voluntary activities that have a positive impact on employees, target audience, the local community and society as a whole. It often communicates with the public through the media, primarily using local radio. Radio station Rovinj.fm operates on three frequencies with a broad urban concession and is the creator of a content intended primarily for the local community. The program is shaped following legal frameworks and promotes the values of pluralism and diversity. With music as a backdrop, it nourishes tradition and promotes the most prominent trends in the world. With its action, it fits into a multitasking social paradigm, and broadcasting and two-way communication on various platforms fit into the technological frameworks of the 21st century.

The subject of the research is the radio show "Good Example". The analysis covered 100 radio shows realized in the period between 2015 and 2018. The shows are viewed through the social dimension of socially responsible business and philanthropic activities and the role of such content is established in the promotion of particular topics, individuals, groups, projects and activities of significant interest to the local community.

**Keywords:** socially responsible business, media, local radio, radio broadcast