

## **ABSTRACT**

**CREATIVE PROJECT:** Applying public engagement model to the enhancement of public-organization relationship

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Utilizing public relations among non-profit organization for communications campaign has increasingly become a desirable method to raise awareness and generate actions among the publics. This study will be testing the existing public engagement scale on the audience of a local symphony orchestra to understand the effect of public engagement on public-organization relationship. The study conceptualizes public engagement in the context of public relations and measures public engagement using three indicators: positive affectivity, affective commitment, and empowerment. In addition, this study examines how public engagement mediates the effects of trust and satisfaction on positive behavioral outcomes to support organizations. A proposed public relations plan for the organization is provided base on the result of this study.