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The importance of the organizational relationship (senior managers) with an internal public (employees) is the main focus of this research, aiming to understand how this relationship differs between the different publics. Nowadays, the relevance attributed by Public Relations to this relationship is crucial. The main purpose is to identify two consistent models to measure the impact of an organizational relationship on the internal public. The second purpose is to identify how the internal public react to this organizational relationship, namely by gender. The research was conducted in nine Portuguese companies with a sample of 1.244 subjects in order to study the context of the relationship and validate the identified models. The results show the gender stereotypes in the relationship in these companies and that the organizational relationship has an impact on organizational commitment with a consistent model that highlights the impact of Public Relations on a company's productivity.

*Key words:* Public Relations, relationships, internal communication, organizational commitment, job satisfaction.