Strategic Planning For Public Relations

With nearly thirty years of experience as both a public relations teacher and practitioner, Barbara Diggs-Brown has written a text based on her unwavering belief that to practice effective public relations today requires strategic thinking and audience focus, which can only be accomplished by listening and hearing audiences through formative, process, and evaluative research. In addition to highlighting audience-focused principles and techniques of audience research and recurring assessment, STRATEGIC PUBLIC RELATIONS: AN AUDIENCE-FOCUSED APPROACH is based on the premise that public relations is a management function, one coordinated with an organization's other management divisions. Intended for undergraduate courses in PR, serving both majors in the field and nonmajors, this text provides a comprehensive survey of PR's foundations, processes, tactics, and contexts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Because of severe budgetary constraints and the dwindling number of 18-year-olds, colleges and universities are looking for new ways to keep their heads above water. One step toward a solution is to see how others have done it. The authors focus on three important facets of higher educational administration: strategic planning, marketing and public relations, and fundraising. They offer their own perspectives, include previously published journal articles by experts, and provide an annotated bibliography of books and journal articles on these subjects. Each citation includes a complete bibliography entry and a 50-100 word annotation. With author/title and subject indexes and a directory of publishers mentioned in the book. The contributors: Peter Doyle, Gerald Newbold, Abby Livingston, William Keim, Fred Gehrung, James Blackburn, Donald Shandler, Roger Wadsworth, Wayne Anderson, Charles Webb, and Fisher Howe.

This second edition of Erica Weintraub Austin and Bruce E. Pinkleton's popular text, Strategic Public Relations Management, helps readers move from a tactical public relations approach to a strategic management style. Building on the first edition, it demonstrates skillful use of research and planning techniques, providing updated research methods that make use of the Internet and programs aiding data entry and analysis. This version also expands its focus to communication program planning more broadly. Chapters in the book cover such critical topics as: * creating a framework for planning; * identifying the elements of a campaign; * determining research needs and developing the research plan; * gathering useful data for strategic guidance; * making research decisions; and * applying theory to professional practice. This book is valuable as a text in public relations management and communication campaigns courses, while also serving as a reference for practitioners. It introduces readers to the tools necessary for developing and presenting comprehensive, effective, and accountable public relations plans, ensuring they are well prepared for managing and executing communication campaigns.

Strategic Planning for Public Relations: Beginning the Journey is written for the next generation of public relations professionals. It takes account of the changing needs of the PR industry, where strategic thinking is needed in abundance but tends to be in short supply among many people who are just launching their careers. This book is designed to address this shortfall by providing a multi-level understanding of strategy to show how it directly correlates to successful public relations. The book's conversational tone and real world chapter exercises move the reader from insight to strategic vision and application. Exercises at the end of each chapter are designed to help students further explore, reflect on and apply what they have learned. The book's unique approach to strategy and strategic planning provides the tools for students becoming strategists first and tacticians second - essential criteria for successful public relations professionals.

Strategic Planning for Public Relations is in its fifth edition of offering an innovative and clear approach for students looking to learn how to develop public relations campaigns. It is a text intended for those serious about entering the rapidly changing professions of public relations and strategic communication. Ronald Smith shows how to implement pragmatic, research-driven strategic campaigns used in public relations practice, and draws from his years of experience as a professional in the industry and his years of teaching in the classroom. The approach used in this text is a threefold pattern: first, readers are exposed to new ideas, then see them in use, before finally being showed how to apply those ideas themselves. Complex problem-solving and decision-making processes in strategic communication and public relations are turned into a series of easy-to-follow steps, flexible enough to be applicable to myriad situations and organizations in the real world. This new fifth edition follows the same format as previous editions and includes numerous timely and real-world examples of cases and current events, along with classic cases that stand the test of time. It includes new research on opinions and practices within the discipline and covers several recent, award-winning public relations campaigns.

Getting a public relations campaign or programme off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated second edition of Planning and Managing Public Relations Campaigns provides a blueprint for all practitioners. It describes how to initiate and manage the ongoing development of a programme in a structured way to benefit both the organization and its clients. Practical and easy to read, the book takes the form of a step-by-step guide, covering many vital areas including; the public relations function; starting the planning process; research and analysis; setting objectives; strategy and tactics; timescales and resources; evaluation and review. Packed with numerous case studies, the book demonstrates a 10-point plan for ensuring successful campaigns and programmes. By using the techniques presented here, public relations practitioners will be able to drive events instead of being driven by them. Endorsed by the Institute of Public Relations, Planning and Managing Public Relations Campaigns is vital reading for students, practitioners or managers who want a definitive guide to the planning and management process.
Strategic Planning for Public Relations
Taylor & Francis

Abstract: Economic developments of the last several decades have changed the economic and social structures of industrialized and developing countries, leading to new business opportunities but also to terrifying social dangers and rising ecological catastrophes worldwide. Multinationals are increasingly expected by their stakeholders to find strategies and ways to respond to these international challenges, to play a more active role in addressing social issues, and to take responsibility for their actions in developing countries. It is the task of public relations practitioners to balance these societal demands and stakeholders expectations with the goals of their company and to communicate in an effective manner by developing socially responsible strategies. The effectiveness of strategies and communication programs depends on how public relations practitioners communicate with their stakeholders and on how much effort they make to build and maintain good relationships. To guarantee good relations and effective campaigns, the public relations function must be involved in the overall strategic management process where public relations strategies can be managed by objectives. Furthermore, public relations practitioners have to employ two-way symmetrical communication, to facilitate mutual understanding and relationship-building between their corporation and its stakeholders. Corporations can react to societal demands by using corporate social responsibility (CSR) as a public relations strategy. CSR can be considered either as an opportunity to improve a corporation’s image and financial success or as a response to arising conflicts and crises. Both strategic approaches are discussed in this study, as, in practice, corporations respond to issues (proactive) but also have to deal with crises (reactive). Today, many corporations use CSR proactively, as they are aware of its various positive outcomes and valuable contributions for both society and its business success. Corporations can act with altruistic or self-interested motives, but, whichever motivation establishes the basis for CSR, both require the employment of issues management, a strategic planning process that analyses the impact of societal issues and gives corporations the chance to invest effectively and proactively. Corporations can contribute to societal demands in three ways: first, by making cash and in-kind donations to public charities; secondly they can support [...]
of already established strategic organisational goals. Progress with professionalisation of the practice also shows an increasing need and want to operate at senior management levels, although it questions if the academic preparation to do so is adequate. Advances in communication technology and education approaches provide opportunities to better understand complex networks and relationships. The emphasis in this thesis is on strategic planning. Most frequently used tools and approaches are briefly discussed. They are mainly descriptive and often provide snapshots of current situations that can help with formulating a future desired situation. Most of these tools and approaches expand the brainstorming horizon providing opportunities for vertical (deeper) and horizontal (broader) thinking about organisational relationships. This thesis introduces additional models, namely the revised public relations catalyst model and the public relations lava lamp model, and concepts such as organisational personality that could be used to further the strategic thinking about the dynamics of such relationships. The new insights and perspectives on strategic planning presented here stem from qualitative explorative research based on observations and interpretations from applying strategic thinking exercises in seminars at the University of Central Lancashire, and from action research approaches by leading strategic planning and organisational change activities at the International Institute of Tropical Agriculture (IITA) which involved in-depth interviews, workshop sessions and online questionnaires. Positioning of organisational relationships is an increasingly important function of strategic management in international organisations such as IITA. This is driven by pressure for more engagement, transparency and accountability by public investors and partners related to providing the essential resource base in terms of finance and implementation capacity essential for the organisation's existence. Improving strategic planning competences relating organisational relationships not only provides opportunities for public relations practitioners to be part of senior management but also is essential for an organisation's continuity and relevance. It was found that strategic thinking improves by stimulating both vertical and horizontal thinking about initial surface problems. Problem based learning approaches in public relations education should be considered as they can help prepare future practitioners to improve their strategic planning competences. Advances in communication technology have the potential to maintain and improve organisational relationships far beyond current organisational network boundaries and creates opportunities for advancing strategic thinking and planning. Logical framework planning and other problem-based tools can help to identify solutions for a central problem. However, they require the facilitation of planning teams with different personalities that are encouraged to think deeper and wider to ensure that alternative solutions are considered and that enough cause-effect relationships are established for strategic interventions to be successful. The use of the lava lamp metaphor also stimulates strategic thinking about the dynamics of organisational relationships aided by different perspectives that stimulate vertical and horizontal thinking. The concept of organisational personality has potential to identify which organisations would be potential collaborators in finding better solutions and help to understand potential relationship issues better.

The basic principles of researched-based strategic planning remain unchanged

Public Relations Planning provides students with an in-depth understanding of the steps involved in planning and executing a successful PR campaign. Taking a strategic approach to the subject, the author brings years of practical experience to the project, helping students see how it all fits together in reality. The book goes beyond an introductory discussion of the theory of PR planning, incorporating material from cutting-edge research in the field. A discussion of the psychological aspects of communication, material on in-house/employee communication, as well as a chapter dedicated to discussing how social media strategies fit into a PR campaign, give students a real edge when it comes to executing an effective campaign. Plenty of global examples and a companion website featuring PowerPoint slides, a test bank, and answer key for end-of-chapter questions round out this excellent resource for students of public relations and corporate communication.

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompaniments: 9780415994224 .

When it was first published more than sixteen years ago, John Bryson's "Strategic Planning for Public and Nonprofit Organizations" introduced a new and thoughtful strategic planning model. Since then it has become the standard reference in the field. In this completely revised third edition, Bryson updates his perennial bestseller to help today's leaders enhance organizational effectiveness. This new edition: Features the Strategy Change Cycle—a proven planning process used by a large number of organizations; Offers detailed guidance on implementing the planning process and includes specific tools and techniques to make the process work in any organization. Introduces new material on creating public value, stakeholder analysis, strategy mapping, balanced scorecards, collaboration, and more. Includes information about the organizational designs that will encourage strategic thought and action throughout the entire organization. Contains a wealth of updated examples and cases. "John Bryson is THE expert on strategic planning in the public and nonprofit sector. I've learned a great deal from his work, as have thousands of practitioners. This latest edition of his classic work is even richer, with its new material on strategy mapping, stakeholder analysis, and strategic management."--David Osborne, coauthor of "Reinventing Government," "Banishing Bureaucracy," "The Reinventing Fieldbook," and "The Price of Government." "The concepts presented in John Bryson's book are applicable to all nonprofit and government organizations on a wide variety of complex issues. If you are looking for a new approach, a new way of approaching an issue, a way of changing the strategic direction of your organization, of making systemic change happen, then read this book!"--Gary L. Cunningham, director, African American Men's Project; director, Primary Care for Hennepin County, Minnesota; and CEO of North Point Health and Wellness Center.

Becoming a Public Relations Writer is a comprehensive guide to the writing process for public relations practice. Using straightforward, non-nonsense language, realistic examples, easy-to-follow steps and practical exercises, this text introduces the various formats and styles of writing you will encounter as a public relations practitioner. A focus on ethical and legal issues is woven throughout, with examples and exercises addressing public relations as practiced by corporations, non-profit agencies, and other types of organizations both large and small. In addition, the book offers the most comprehensive list of public relations writing formats to be found anywhere—from the standard news release to electronic mail and other opportunities using a variety of technologies and media. The fourth edition has been updated to reflect significant developments in the public relations field, including: New chapter on multimedia and social media releases New chapter on websites, blogs, and wikis Expansion of the chapter on direct mail and online appeals Updated examples of actual pieces of public relations writing A companion website including writing exercises, PowerPoint presentations, and relevant links Through its comprehensive and accessible approach, Becoming a Public Relations Writer is an invaluable resource for future and current public relations practitioners.
Becoming a Public Relations Writer is a comprehensive guide to the writing process for public relations practice. Using straightforward, no-nonsense language, realistic examples, easy-to-follow steps, and practical exercises, this text introduces the various formats and styles of writing you will encounter as a public relations practitioner. A focus on ethical and legal issues is woven throughout, with examples and exercises addressing public relations as practiced by corporations, non-profit agencies, and other types of organizations both large and small. In addition, the book offers the most comprehensive list of public relations writing formats to be found anywhere—from the standard news release to electronic mail and other opportunities using a variety of technologies and media. The fifth edition has been updated to reflect significant developments in the public relations field, including: New and updated information on research into persuasion and social psychology aimed at helping readers be more influential in their writing. Significant updating on a new chapter on multimedia, introducing a new transmedia format for a comprehensive news package for print, broadcast, online and social media. Expansion of a chapter on websites, blogs and wikis. Expansion of the chapter on direct mail and online appeals. Updated examples of actual pieces of public relations writing. A companion website with resources for instructors and students, including a glossary, flashcards, exercises, and appendices on ethical standards, careers in public relations, and professional organizations. Through its comprehensive and accessible approach, Becoming a Public Relations Writer is an invaluable resource for future and current public relations practitioners.

With constant changes and new challenges in the public relations climate, the second edition of Strategic Planning in Public Relations presents a fresh approach to PR. This report is essential for anyone involved in the public relations function of any organization. It provides an essential introduction to the topic of strategic planning in public relations and provides practical advice and best practice techniques to improve PR and campaign planning and implementation. Topics include: * Strategic planning and why we need it * The strategic planning process * Understanding your audience * Ensuring creativity lives up to the planning promise * Measurement and evaluation as a planning tool * Media planning

A writing and planning resource that is suitable for public relations students and practitioners

Integrated Marketing Communications presents essential elements of integrated marketing communications in a clear, concise, and informative manner. The book is written in a straightforward, easy-to-understand manner and is full of examples and illustrations that students will quickly identify with. KEY TOPICS: Integrated Marketing Communications: An Overview; Strategic Planning Principles; Branding Strategy; Advertising Planning: Creative; Advertising Planning: Traditional Media; Planning for Direct Response Communications; Planning for Online and Interactive Communications; Sales Promotion: Public Relations; Experiential Marketing, Events, and Sponsorships; Personal Selling; Evaluating Marketing Communications Programs MARKET: Appropriate for Integrated Marketing Communications courses

Informed by decades' worth of agency experience, Bernard Gauthier prepares aspiring public relations professionals to think strategically about communication and to plan and implement effective campaigns. Strategic Communication in Canada is grounded upon a simple yet comprehensive framework called the CARE model, which teaches readers how to strategically select goals and objectives that bring about change, identify and engage key audiences, determine their strongest resources as well as those needing improvement, and scan the external environment for opportunities and threats. Brimming with examples from the Canadian context, this highly accessible text demonstrates how to develop a communication strategy, from building an action plan and amassing content, to implementing the campaign and evaluating the results. Easy to follow, this step-by-step guide to strategic planning features practical advice and study tools such as learning objectives, key terms and concepts, questions for critical reflection, and an original, detailed case study of a successful campaign. This insightful read is essential for students in public relations, marketing communication, and business strategy.
book, light on theory and without footnotes” that offered hundreds of tips and “ideas.” Its title evolved into School Communication Ideas that Work. Like that successful and widely used book, published in 1972, The Public Relations Practitioner's Playbook for (all) Strategic Communicators is how-to and hands-on. Edition three was considered for the 2009 Pulitzer Prize. The theory it contains is woven into thousands of proven techniques, tips, tactics, tools and strategies spread over 626 pages. Explanations, examples and anecdotes are in a language that should appeal to experienced practitioners, college students and organization volunteers who assist with public relations, publicity and other strategic communication disciplines. It won't do the work for the would-be publicity or PR practitioner or counselor, but it will make his or her job much easier. Devotees of the Public Relations Practitioner's Playbook may have noticed, its title now includes for (all) Strategic Communicators. That's because the public relations profession has evolved into the more encompassing strategic communication, which includes not only public relations but public affairs, advertising, marketing, social media, graphic and web design and other areas of digital media convergence, strategic planning and campaigns. “Strategic communication occurs in corporate, non-profit, governmental and agency settings,” according to Elon (N.C.) University's website. “Organizations strategically communicate to audiences through publications and videos, crisis management through the news media, special events planning, building brand identity and product value, and communicating with stockholders (and stakeholders), clients or donors.

Public Relations: The Basics is a highly readable introduction to one of the most exciting and fast-paced media industries. Both the practice and profession of public relations are explored and the focus is on those issues which will be most relevant to those new to the field: The four key phases of public relations campaigns: research, strategy, tactics and evaluation. History and evolution of public relations. Basic concepts of the profession: ethics, professionalism and theoretical underpinnings. Contemporary international case studies are woven throughout the text ensuring that the book is relevant to a global audience. It also features a glossary and an appendix on first steps towards a career in public relations making this the book the ideal starting point for anyone new to the study of public relations.

The nature of the communicator’s job has changed dramatically over the last decade. While communicators still prepare speeches, press releases and articles for corporate magazines, they are now being asked to perform managerial duties such as planning, consulting stakeholders and advising CEO’s and vice presidents. Communication Planning focuses on these additional responsibilities and examines the role of integrated planning in modern organizations. Sherry Ferguson's comprehensive study includes the theoretical foundations of communication planning and strategic approaches to planning for issues management. Much maligned in the past as wasteful and self-serving, government public relations provides several distinct services that can be used to advance the substantive mission of an agency in ways that save money, time, and effort. In the same manner as budgeting, HR, strategic planning, and performance assessment, public relations must be included in t

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