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strategic planning for public relations by Ronald D. Smith, APR Buffalo State College

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Strategic planning is at the heart of all public relations. Launching a PR campaign without a strategic plan is like embarking on a trip without a map or GPS. In today ' s business environment, with limited resources and ramped up accountability, it ' s not enough to head off in a general, vague direction.

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communication has been at the heart of much of Western social and political development. It is a fundamental element of democracy that played a major role in the American campaign for independence from Britain, perhaps the best early example of a comprehensive use of public relations techniques.

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Public relations planning is not about publicity stunts or events; it ' s about knowing how, when and where to get the most out of those activities so that you, as a small business owner, reach the...

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“ Strategic Planning for Public Relations is a crucial text for students entering the industry and seeking a future in managing the relationship between organizations and the public. Through valuable case studies, Smith guides the reader through the steps of the planning process and provides helpful tips and tools to become a master practitioner.

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What Is a Public Relations Plan? A strategic public relations plan is “ a roadmap to take

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you from where you are to where you want to be, ” says Mary Meagher, President of The Meagher Group, a Washington, D.C.-based public affairs firm that offers clients a unique blend of political, business, and communications experience.

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“ Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. ” PRSA At its core, public relations is about influencing,

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engaging and building a relationship with key stakeholders across numerous platforms in order to shape and frame the public perception of an organization.

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Strategic PR planning A public relations person who has a clear idea of the mission and goals of an organization and who understands how public relations fits into that mission can construct a strategic public relations plan by sequentially answering the ten following questions.

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