



PRSA Institute

Strategic Public Relations Planning

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Public Relations 101

? PR is the behavioral science that creates, maintains and evaluates TRUSTWORTHY relationships using communication to the mutual benefit of an organization and its key audiences.





TRUSTWORTHY

What's the bottom line?

Profit

Reputation





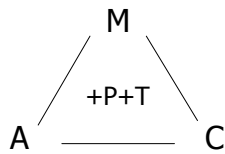
Factors to consider...

- ? **M**essage, **A**udience, **C**hannel
- ? **I**nformation, **A**ttitudes, **B**ehavior
- ? PR = Deliberately planned management function
- ? Effective two-way communication





MAC Triad

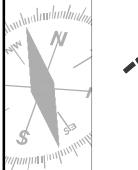
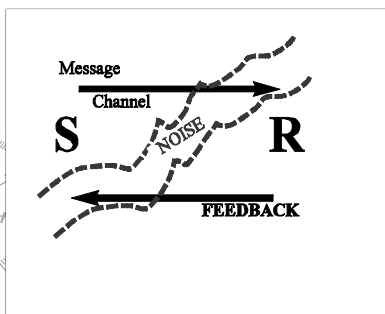


M=Message A=Audience C=Channel P=Purpose
T=Timing





Shannon & Weaver Model (Effective Communication)



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The Cracked Egg Model

8. Mass Sentiment 1. Mass Sentiment

7. Social Action 2. Issue or Incident

6. Social Value 3. Pros/Cons Form

5. Time 4. Public Debate

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Strategy

- ? A plan – a “how,” a means of getting from here to there
- ? A pattern – in actions over time
- ? A position – establishing a “domain”
- ? A perspective – vision and direction, what the company will become

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Efficiency and Effectiveness

- ? Organizational Efficiency
 - ⚡ Inwardly focused
 - ? What are we doing
 - ? How can we do it better
- ? Organizational Effectiveness
 - ⚡ Outwardly focused
 - ? Threats, opportunities
 - ? Shore up relationships

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SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (part of the organization)	S Strengths	W Weaknesses
External origin (not part of the organization)	O Opportunities	T Threats




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Strategic Planning

? Answers...


- ? What do we do?
- ? For whom do we do it?
- ? How do we excel?



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Goals and Objectives

- ? Goals
 - ? Directional, visionary
- ? Objectives
 - ? Measurable, time-based, actionable, and include an audience





Strategies

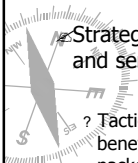
- ? Approach to achieve objective
- ? Declare what your audience will know, feel or do
- ? Connect audiences and messages
- ? Generate
- ? Inform
- ? Influence
- ? Position
- ? Educate
- ? Encourage
- ? Persuade
- ? Respond
- ? Convince





Example from My Students

- ? Objective 1 – Increase awareness of the Office of International and Off-Campus Programs by 35% among TCNJ undergraduate students within one year

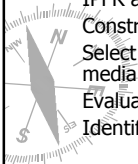


- ? Strategy 1.1: Inform students of office location and services
- ? Tactic 1.1.1: Create brochure about study abroad benefits to include in freshmen Welcome Week packets



Basic PR Planning Steps

- | | |
|---------------------------|--------------------|
| ? Situation Analysis | ? PR Plan |
| Identify issues | State goal |
| Formative research | Fashion objectives |
| Real state/ideal state | Design strategies |
| IPFR audiences | Select tactics |
| Construct messages | Create timeline |
| Select channels and media | Evaluate success |
| Evaluate competition | |
| Identify resources | |



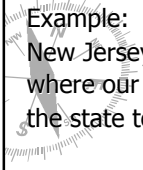


Identify Issues

- ? Interview client/management
- ? Interview potential target audiences
- ? Search available literature and databases

Example:

New Jersey leads the nation in "brain drain," where our best high school graduates leave the state to attend college.





Formative Research

- ? Question audiences
 - Interviews with client/management
 - Surveys
 - Focus groups
 - Intercept studies
 - Previous studies





Real State/Ideal State

- ? Compares client's perceived communication problems with actual communication problems
- ? States where we are
- ? Projects where we want to be





IPFR Audiences

- ? **I**dentify
- ? **P**rofile
- ? **F**ragment
- ? **R**ank





Apply Psychology and Sociology

- Demographics:
- Race
 - Culture
 - Geography

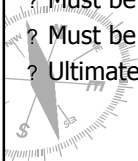
- Psychographics:
- Lifestyle choices
 - Music
 - Movies
 - TV habits
 - Tech preferences
 - Gender





Construct Messages

- ? Must be **received** by intended audience
- ? Must get audience's **attention**
- ? Must be **understood**
- ? Must be **believed**
- ? Must be **remembered**
- ? Ultimately, must be **acted upon**



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Maslow's Hierarchy of Needs

Self-actualization	morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts
Esteem	self-esteem, confidence, achievement, respect of others, respect by others
Love/Belonging	friendship, family, sexual intimacy
Safety	security of body, of employment, of resources, of morality, of the family, of health, of property
Physiological	breathing, food, water, sex, sleep, homeostasis, excretion

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Important Distinctions

- ? Attitudes vs. Opinions
- ? Image vs. Identity
- ? Credibility and Believability

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Source Credibility

- ? Tell the TRUTH
- ? Expertise
- ? Objectivity
- ? Likeability
- ? Similarity
- ? Power



Select Channels and Media

? Channels:

- Print
- Electronic
- Face-to-face
- Special event



? Media (specific conduits)

- Star-Ledger
- Newsweek
- New Jersey Business
- Posters in hallways
- Postcards



M-A-C Selection Chart

Audiences

Key internal and external publics targeted in your campaign



Key Messages

- Received
- Attention
- Understood
- Believed
- Remembered
- Acted upon

Channels

- Print
- Face-to-face
- Special event
- Electronic



Evaluate Competition

- ? Identify main competition
- ? Learn what competitors are doing
- ? Identify messages competitors are using to attract your audience's attention





Other Factors

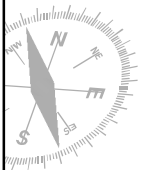
- ? Markets (Customers)
- ? Competition
- ? Technology
- ? Supplier Markets
- ? Labor Markets
- ? Economy
- ? Regulatory Environment



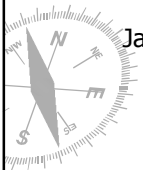


Identify Resources

- | | |
|-----------|-------------------------------------|
| ? Time? | ? Expensive mass media advertising? |
| ? Costs? | ? Special talent? |
| ? Agents? | ? Fund-raising? |
| | ? Staff? |
| | ? Printers, suppliers, vendors? |
| | ? Media relations? |



Q&A



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