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Strategic PR Planning Process

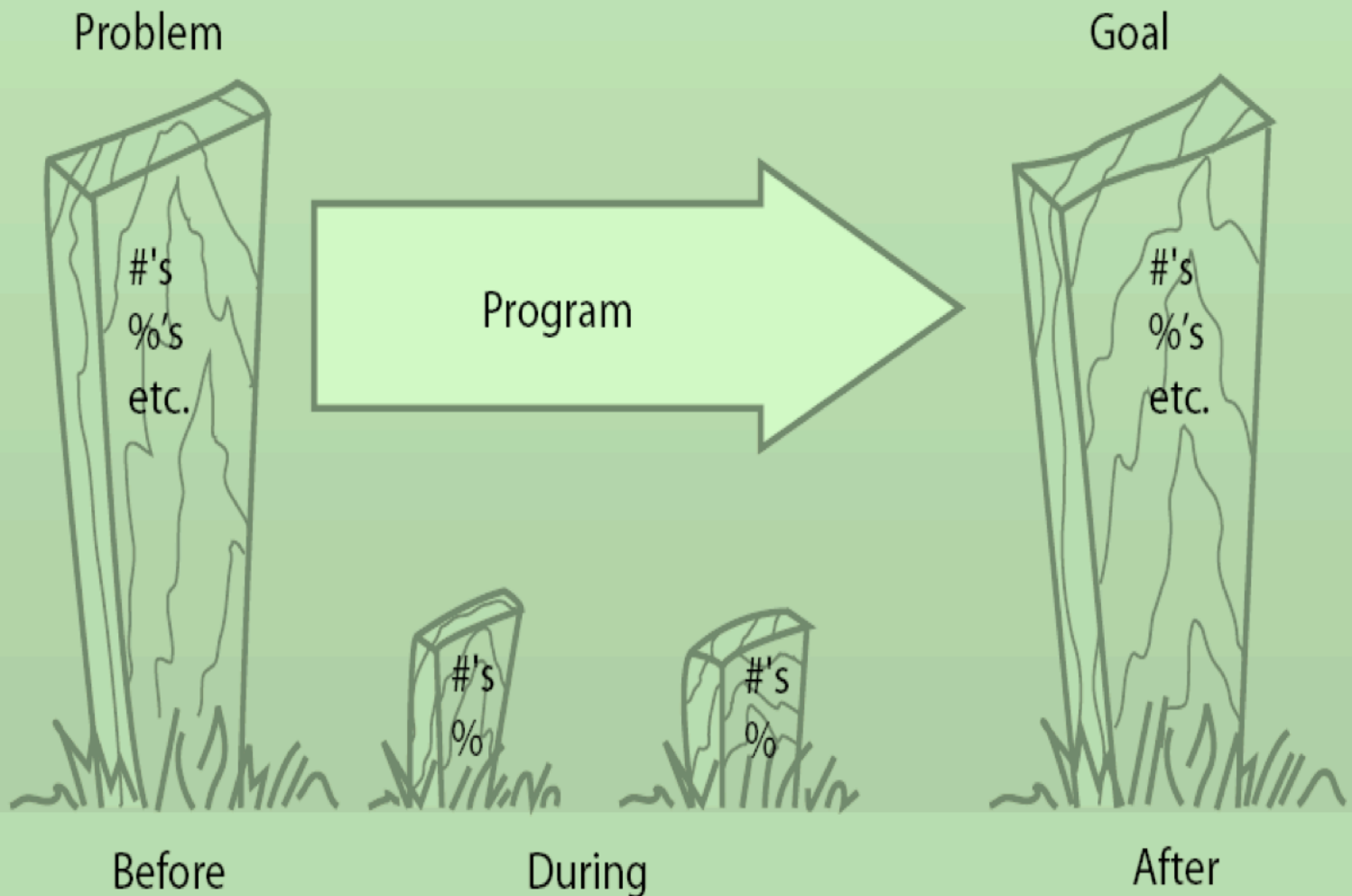


Manajemen Bisnis Konsultan PR

Haililah Tri Gandhiwati

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Public Relations Strategic Planning Process



Public Relations Strategic Planning Process

Four-Step Process

STEP ONE: **Defining** **the** **Problem**

Strategic Planning Steps and Program Outline

1. The Problem, Concern or Opportunity
“What is happening now?”
2. Situation Analysis (Internal and External)
“What positive and negative forces are operating?”
“Who is involved and/or affected?”
“How are they involved and/or affected?”

Public Relations Strategic Planning Process

Four-Step Process

Strategic Planning Steps and Program Outline

STEP TWO: **Planning** **and** **Programming**

3. Program Goal

“What is the desired situation?”

“By when?”

4. Strategy

“What is the overall action and communication plan for achieving the program goal?”

“What is the budget available to implement the program?”

Public Relations Strategic Planning Process

Four-Step Process

Strategic Planning Steps and Program Outline

STEP TWO: **Planning** **and** **Programming**

5. Target Publics and Objectives
“Who—internal and external—must the program respond to, reach, and affect?”
“What must be achieved with each public to accomplish the program goal?”

Public Relations Strategic Planning Process

Four-Step Process

Strategic Planning Steps and Program Outline

STEP THREE:

Taking Action And

Communicating

6. Action Strategy

“What changes must be made to achieve the outcomes stated in the objectives?”

7. Communication Strategy

“What message (content) must be communicated in order to achieve the outcomes stated in the objectives?”

“What media best deliver that content to each of the target publics?”

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Four-Step Process

Strategic Planning Steps and Program Outline

STEP THREE:

**Taking
Action**

And

Communicating

8. Implementation Plan

“Who will be responsible for implementing each of the action and communication tactics?”

“What is the sequence of events and the schedule?”

Public Relations Strategic Planning Process

Four-Step Process

STEP FOUR: Evaluating the Program

Strategic Planning Steps and Program Outline

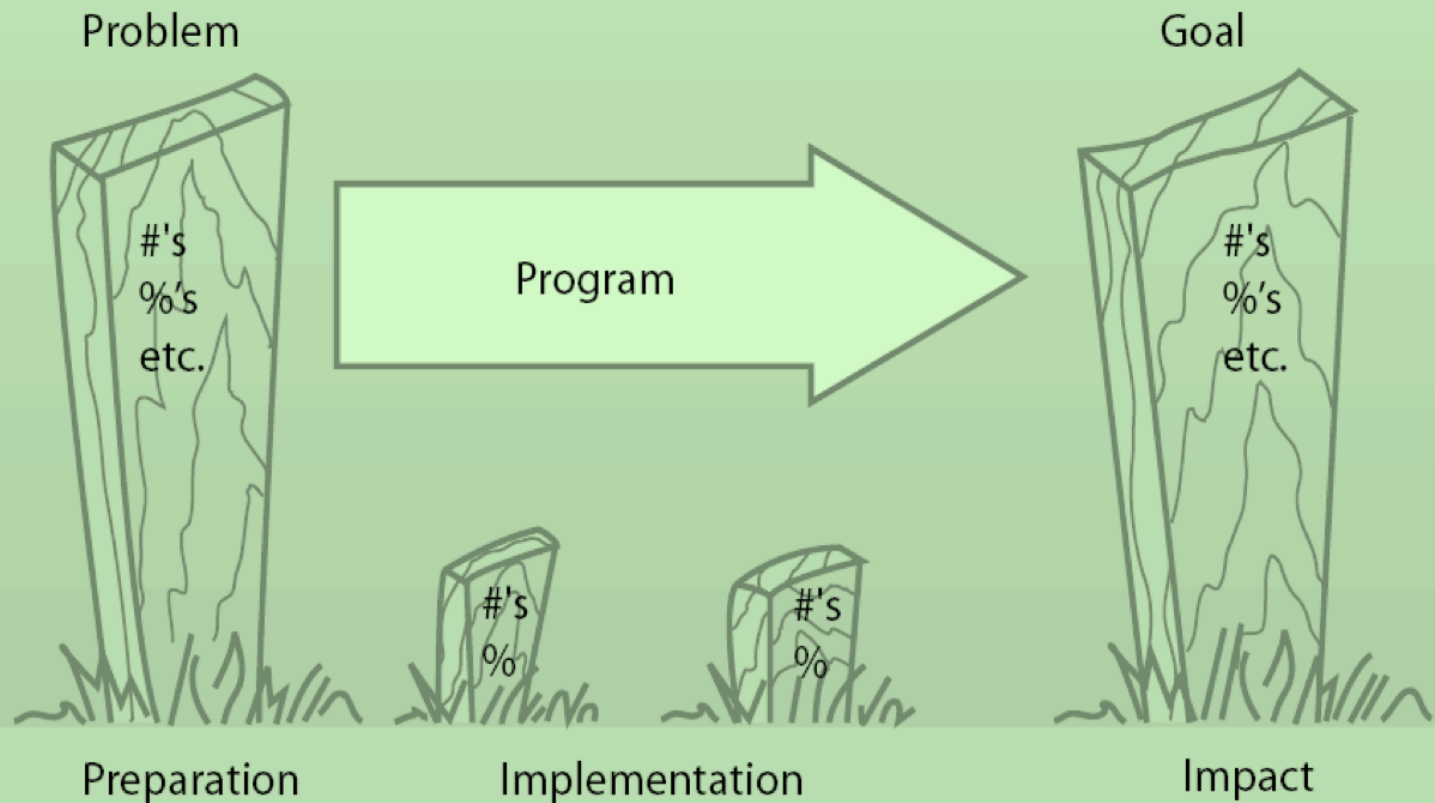
9. Evaluation Plans

“How will the outcomes specified in the program goal and objectives be measured?”

Key Question

How will I know if the
program is working...
or worked?

Public Relations Strategic Planning Process



Preparation Phase

1. Adequacy of background information used for designing the program
2. Appropriateness of program content
3. Quality of program presentations

Implementation Phase

1. Number of messages sent and activities planned
2. Number of messages placed in media and activities implemented
3. Number who receive messages and activities
4. Number who attend to messages and activities.

Impact Phase

1. Number who learn program content
2. Number who change opinions
3. Number who change attitudes
4. Number who behave in desired fashion
5. Number who repeat behavior
6. Nature of social and cultural change.

Public Relations Strategic Planning Process

Four-Step Process

STEP FOUR: Evaluating the Program

Strategic Planning Steps and Program Outline

9. Evaluation Plans

“How will the outcomes specified in the program goal and objectives be measured?”

10. Feedback and Program Adjustment

“How will the results of evaluation be reported to program managers and used to make program changes?”

Assignment

Tonton film Contagion rilis 2011

Things to do:

1. summary of the movie
2. Tokoh dan penokohan
3. Key Message
4. Problem Solving (How), effort apa saja yang dilakukan dan mana yg paling efektif.
5. Key Learning Points for Communication & Public Relations model (ambil satu teori yg relevan) utk kelas MBK PR tambahan; Key Learning Points for the Business and Consultant.
6. Lakukan ANALISIS

SOURCES



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