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Strategic planning for public relations

Smith, Ronald D

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Abstrak

This innovative text offers a new way of understanding public relations and other types of strategic communication. Following the pragmatic, in-depth approach of the first edition, this text presents a step-by-step unfolding of the planning process most often used in public relations practice. Drawing from his experience in professional practice and in the classroom, author Ronald D. Smith walks readers through the critical steps for the formative research, strategic and tactical planning, and plan evaluation phases of the process. Complete with clear explanations, relevant examples, and practical exercises, this text identifies and discusses the various decision points and options in the development of a communication program. Both classic public relations situations and current, timely events are presented in cases and examples throughout. This second edition offers new examples and updates on research, and provides new discussions on critical topics, including stereotyping and statistics. As a classroom text or a resource for professional practice, this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning. It serves as an accessible and understandable guide to field-tested procedures, offering practical insights that apply to public relations campaigns and case studies coursework.