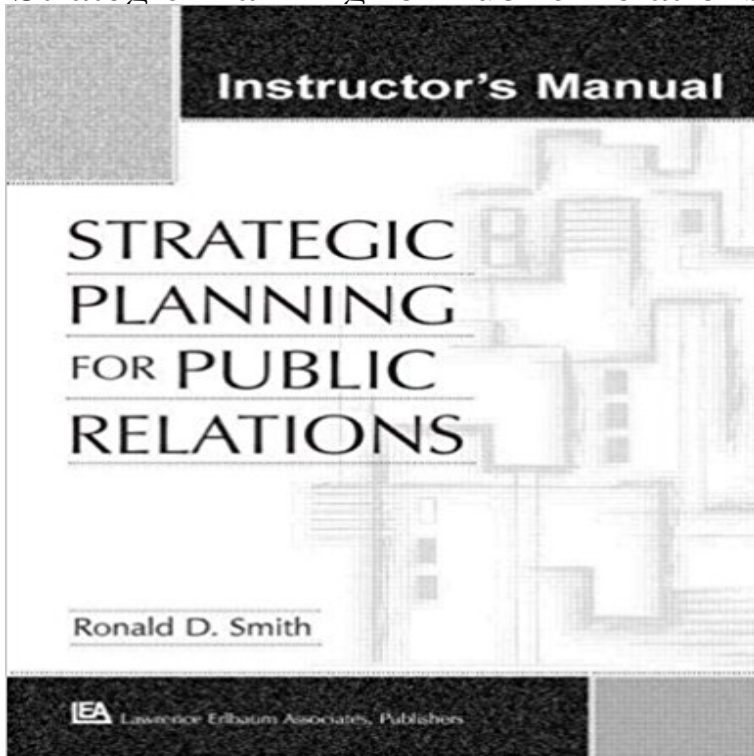


Strategic Planning for Public Relations



This innovative text offers a new way of understanding public relations and other types of strategic communication. As an in-depth approach to public relations planning, it presents a step-by-step unfolding of the planning process most often used in public relations practice. Drawing from his background in practice and teaching, Ron 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. Recognizing that the practice of public relations and marketing communication is becoming more strategic, this text emphasizes the process of making decisions -- not by hunches or instinct, but by solid and informed reasoning, drawing on the science of communication as well as its various art forms. The process illustrated here will be applicable to work in businesses and nonprofit organizations of all types. Assuming that effective creativity is more likely to result from careful, insightful planning than from a bolt of inspiration, Strategic Planning for Public Relations assists creative people in becoming more organized in their planning, and helps methodical people bring more creative energy to their work. Whether employed as a classroom text or as a resource for 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 that will enhance public relations practice.

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