



PUBLIC RELATIONS PLANNING PROCESS

Four-Step Process

A. Defining the Problem

B. Planning and Programming

C. Taking Action and Communicating

D. Evaluating the Program

Planning Steps and Program Outline

1. The Problem, Concern, or Opportunity
“What’s 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?”
3. Program Goal
“What is the desired situation?”
4. Target Publics
“Who—internal and external—must the program respond to, reach, and affect?”
5. “What must be achieved with each public to accomplish the program goal?”
6. Action Strategies
“What changes must be made to achieve the outcomes stated in the objective?”
7. Communication Strategies
“What message content must be communicated to achieve the outcomes stated in the objectives?”
“What media best deliver that content to the target publics?”
8. Program Implementation Plans
“Who will be responsible for implementing each of the action and communication tactics?”
“What is the sequence of events and the schedule?”
“How much will the program cost?”
9. Evaluation Plans
“How will the outcomes specified in the program goal and objectives be measured?”
9. Feedback and Program Adjustment
“How will the results of the evaluations be reported to program managers and used to make program changes?”