



Strategic Planning for Public Relations

Ronald D. Smith

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This text offers step-by-step processes for strategic communication activities, including planning, research, implementation and evaluation. It focuses on making decisions through solid and informed reasoning that draws on the science of communication, as well as its various art forms. A premise underlying the book is that public relations and marketing communications are becoming more strategic and scientific. It is this strategic perspective that will differentiate the effective practitioner from one who simply performs tasks and provides basic services. This book presents field-tested procedures in an understandable way so that public relations and marketing communication managers can apply them. It is built on two notions that can help make the reader creatively effective: the use of a step-by-step system of planning; and that effective creativity is more likely to result from careful and insightful planning than from a bolt of inspiration. This book aims to lead the reader through the various decision points and options in developing a communication program.

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