

Importance of Planning in PR

Reasons for Planning PR Programmes.

1. Set targets for PR Operation –
(Against which results can be assessed.)
2. Estimate the working hours and other costs involved for such PR Plan.
3. Select priorities which will control the number and timing of different operations in the program.
4. Decide feasibility of carrying out declared objectives according to availability of:
 - **Sufficient staff of proper caliber.**
 - **Specific equipment like computers, cameras, vehicles etc.**
 - **Adequate Budget**

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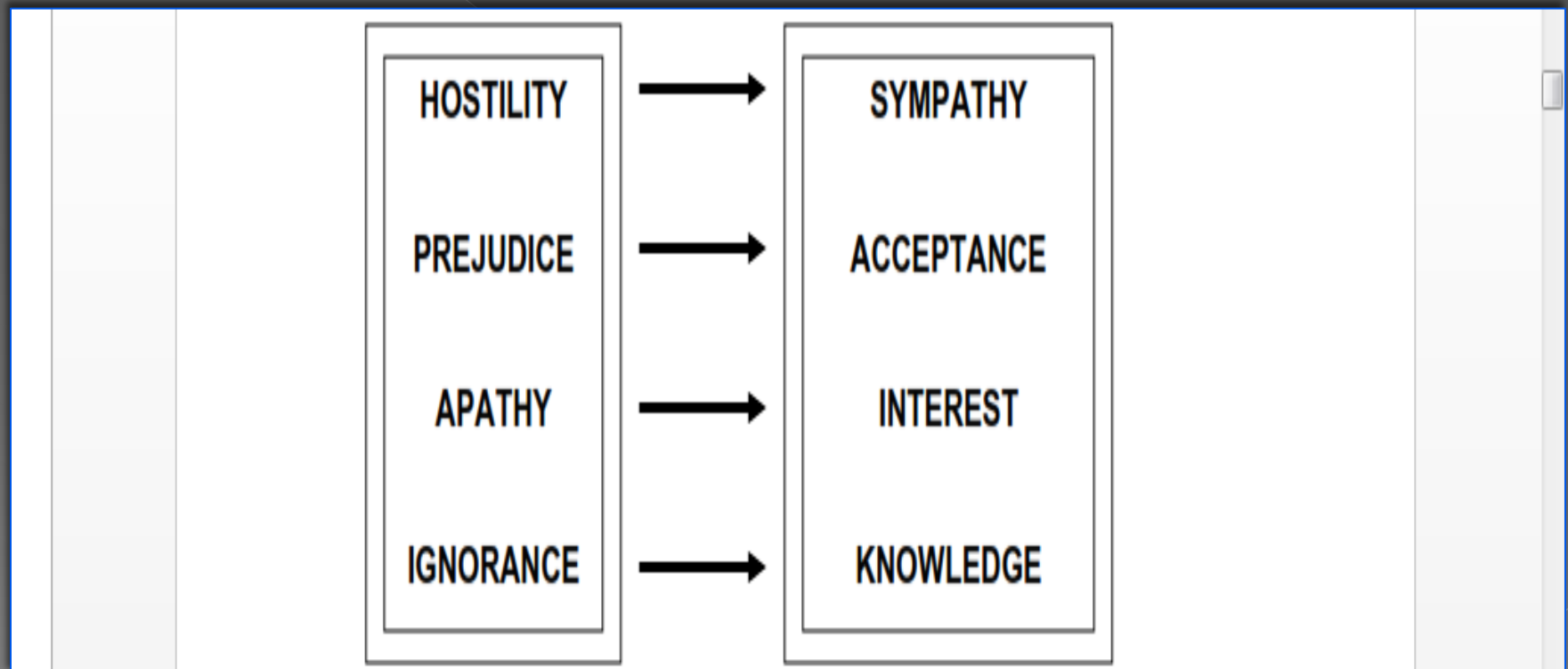
● **6 Point PR Planning Model**

- In order to plan a successful and result oriented PR plan following model should be adopted;
- Appreciation of the situation.
- Definition of objectives.
- Definition of publics.
- Selection of media & techniques.
- Planning of a budget.
- Assessment of results.

Let us now study the above listed parameters of successful PR plan model individually.

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Appreciation Of The Situation



Negative Situation

Positive Situation

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Methods Of Appreciating A Situation

In order to prepare an effective strategy to counter a situation it is important that the gravity of situation should first be assessed and appreciated. Following are the universally tried and accepted methods of appreciating a situation.

- Opinion, attitude or image surveys.
- Press clippings, monitored broadcasting scripts.
- Sales figures trends & sales report indications,

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Methods Of Appreciating A Situation

- ◉ State of competition within & from imports.
- ◉ Share price if Public Company, dividends, balance sheet etc.
- ◉ Industrial relation situation.
- ◉ Customer complaints, test reports & product performance.
- ◉ Discussion with sales force & distributors.
- ◉ Prices & effect of price changes.
- ◉ Market forces, economic, social & political.

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Definition Of Objectives.

1. Change the image because company has changed its activities.
2. Improve the caliber of job applicants.
3. Tell people about little known story of the company & gain credit for achievement.
4. Make company known & understood in new local & international markets.
5. Prepare stock market for a new share launch.

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Definition Of Objectives

6. Improve community relations following public criticism based on misunderstanding of company's intention.
7. Educate installers, users or consumers about the product.
8. Regain public confidence after a disaster which had portrayed company as inefficient in any way, the cause having been rectified.
9. Establish a new corporate identity.

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Definition Of Objectives

10. Support a sponsorship scheme.

11. Make politicians better informed about company's activities, perhaps because of some impending

legislation which could affect the company unfavorably.

12. Propagate company's research activities.

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- Although the publics of Public relations can be various yet these can basically be divided in to two major categories.

a) Internal

b) External

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But with operations, problems and expectations increasing manifold, these have expanded a lot For understanding purposes a generalized list is given below:

● **Expanded Publics.**

The Community;

Potential Employees;

Employees

Suppliers of services and materials;

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● **Expanded Publics**

Investors --- the money market;

Distributors;

Consumers and users;

Opinion leaders

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Why Should We know Or Define Publics?

- Unless we know our Publics, it will be almost impossible to plan a proper and useful PR campaign.
- Basically following are the purposes of determining and defining the Publics.
- To identify all groups of people relative to a PR program;
- To establish priority within the scope of the budget & resources;
- To select media & techniques;
- To prepare the message in acceptable & effective forms.

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What Happens If We Do Not Define Publics?

- Following problems will have to be faced if we do not define or know our publics.
- Efforts & funds will be scattered indiscriminately in the attempt to reach too many publics;
- The same message will be issued irrespective of its suitability for different groups of people;
- Work would not be timed to make the most cost effective use of working hours, materials & equipment;

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Selection of Media & Techniques.

- After setting of your objectives and identify your publics the next stage is that of selection of media and its technique to reach to your target audience to get desired results
- **Types of media:**
- **Print Media** : Press, Printed Material, Direct Mail, House Journals
- **Electronic Media** Radio, Television
- **Digital Media:** Internet, email V-log, Blog etc.
- **Social Media:** Face Book, Twitter, Skype, Whatsapp, Immo

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Need For Planning PR Budget

- To determine, what will it cost to carry out a PR Plan.
- What sort of plan can be carried out for a given sum of money?
- After agreeing to a cost & Plan, budget provides a check list to tasks, to be done as per a time table.
- Budget sets a discipline for both expenditure & over - expenditure.
- After completion of campaign, results can be measured against the budget.

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Assessment Of Results

- Evaluate results.
- Adopt proper evaluating methods.
- Compare results against Objectives.
- Measuring production
- Measuring awareness
- Measuring attitude change
- Measuring behavior change (ultimate objective)

REFERENCES

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- Study Guide Public Relations Code 968 Department of Mass Communication AIOU Islamabad.
- <https://www.google.com>

That's all
Thank you