

Study Unit 5: PR Strategy

Introduction

When an issue arises, you as PR person must come up with a strategy to ensure that the problem is addressed before it become a full blown crisis. To do this you will need to come up with a strategy.

In this unit, you will learn the process of developing and implementing a PR strategy..

Learning Outcomes of Study Unit 6

Upon completion of this study unit, you should be able to

- 5.1 Guidelines to developing and implementing a PR strategy
- 5.2 PR process

5.1 Guidelines to developing and implementing a PR strategy

For effective implementation of the Public Relations objective a Public Relations strategy is to be evolved. The process of strategy starts with planning which consist of:

- a. Determining Key results area**
- b. Define roles**
- c. Selecting and setting objectives**
- d. Preparing action plans relating to programming, scheduling, budgeting, fixing accountability and establishing rules and procedures.**

Rice and Paisley suggest the guidelines for planning a successful campaign.

- i. Assessment of the needs, goals and capabilities of target audiences.
- ii. Systematic campaign planning and production
- iii. Continuous evaluation
- iv. Complementary roles of mass media and interpersonal communication
- v. Selection of appropriate media for target audiences.

5.2 PR Process

The definition of Public Relations as relations with the general public through publicity, those functions of a corporation, organisation, branch of military service, etc., concerned with informing the public of its activities, policies, etc., attempting to create favourable public opinions.

Public Relations is the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communications.

Research-listening: This involves probing the opinions, attitudes and reactions of those concerned with the acts and policies of an organisation, then evaluating the inflow. This task also requires determining facts regarding the organisation: "what's our problem?"

Planning-decision making: This involves bringing these attitudes, opinions, ideas and reactions to bear on the policies and programmes of the organisation. It will enable the organisation to chart a course in the interests of all concerned: "Here's what we can do."

The fourth phase of Public Relations is deals with developing the message and choosing the media to transit.

The fifth phase of Public Relations is the implementation of the message and media, coordination or the dissemination of message.

The sixth phase of Public Relations is communication process to check whether message reached properly and the expected action or behaviour or knowledge on image factors.

The seventh phase of Public Relations, in case the message did not reach properly identified the reason for the ineffectiveness and rectification of the same and disseminate the revised message

When carrying out PR strategies or campaigns, the following questions need to be answered:

- i) What are the objectives in influencing public opinion?
- ii) What are the alternative avenues of action for attaining them?
- iii) What are the risks in taking each avenue?
- iv) What are the potential benefits in each?
- v) What are the potential consequences beyond each?
- vi) Which avenue do we choose to take?
- vii) What should be the structure of a proposal to proceed on the course chosen embodying the projects and programmes we want to carry out?
- viii) In what form do we present our proposal to best advantage for approval? To whom?
- ix) What is the minimum commitment in support and participation acceptable from administration if the plan is to go forward and succeed?

Summary of the study unit 5

In this study unit 6, you have learned the following:

1. The process in PR strategy making and implementation.

Self-Review Questions (SRQ) for study unit 5

Now that you have completed this study unit, you can measure how well you have achieved its learning outcomes by answering the following questions. You can check your answers with the Notes on Self-Assessment Questions at the end of this study unit

1. Highlight and discuss the steps in the PR process.

