
Contents

Preface, vii.

Chapter 1 Before We Begin, 1

Defining public relations, 2
Using this book, 3
Defining Management, 3
Defining “projects,” 4
Public relations process: A few details, 4
Onward!, 7

Chapter 2 The Research Phase, 9

An everyday process, 10
What research can accomplish, 11
Problem or opportunity?, 12
How research is done, 13
The communication audit, 14
Characterizing relationships with publics, 15
Analyzing the information, 16
Using the worksheets, 19

- Data Table
- Problem & Opportunity Analysis
- Data Analysis Checklist

Chapter 3 The Planning Phase, 21

The plan, 22
Defining publics, 22
Constructing objectives, 24
Relationship objectives, 26
Considering processes, 27
Keying objectives to publics, 27
Developing messages, 28
Choosing public relations vehicles, 28
Rationales for channels and strategies, 29
Using the worksheets, 30

- Identification & Categorization of Publics
- Checklist for Outcome Objectives
- Public Relations Planning Worksheet

Chapter 4 Managing Implementation, 31

Revisiting management definitions, 32

The historical context, 33

Management and leadership, 33

Budgets as management tools, 34

Deadlines and time management, 36

Controlling quality along the way, 38

People: Working with and through, 40

Using the worksheets, 41

Budgeting Worksheet

Time Management

Quality Control Checklist

Chapter 5 Evaluation, 43

A practical definition, 44

Why evaluate?, 44

What we evaluate, 45

Evaluating relationships, 48

The “benchmark,” 49

Using the worksheets, 50

Media Monitoring Tracking Sheet

Resources, 51

Public Relations Plan:

Sample Format, 56