

Public Relations

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DESIGNING PR PROGRAM

A good management of PR not always rely on a great supplying and competence of staff, but also management PR which control all the program and activity



How to Design PR Program ?

- Trick in designing PR Program :
 1. Have to smart in identification of specific market and specific audience.
 2. Each has special interest and individual needs.
 3. We're not rely on the message form whom sent to business customers or employees or community opinion leaders, but we have to find the interest and right issues for small public.
 4. The programs should directed to special public which has special character or feature.

Planning Principal :

- There are two activity which is need to high light :
 1. Short Term Activity / small scale (writing, press release, launching new product, etc)
 2. Long Term Activity / big scale (ongoing program, finding people support, cooperation in develop staff pursuance and commitment, etc)

That's why, you have to reminds this key concept :

- Situation Analysis :
Research set in a good way, both te problems and opportunity (included public opinion analysis), why and what the positive and negative factor for organization.
- Clarifying needs for PR as an effective instrument in solving the problems or priority the chance.

Some elements in organizing PR

- Goal (outcome prominent which is expected) and the Objective (special objective to reach the goal).
 1. Consider the objective that hold to Information Based (to educate, to make aware) and Action Based (to change opinion, toraise funds).
 2. Start with objective statement with clear words as a sign for follow up.
 3. Express the objective in a special way, but still realistic.

- Public as a segment target :
 1. Determine your public more specific, evade the common terminology like community public or general public.
 2. Make your public list with priority scale, then give the brief explain to each public who has means in your planning.

- Strategy (The basic methods of attack, common position or common approach which is use to reach the goal and objectives, such as : benefitted interpersonal communication or give the informations to the staff about management changing and the impact.

- Tactics (special instruments which is used to targetted the messages, ex : organize a small meeting whose lead by supervisor, or writing article for corporate report.
- Budget & Timing (ex : Is there a launching event ?, how long ?, etc)
- Evaluation (ex : pinion survey, media analysis)

Research in Public Relations :

- PR activity rely on information.
- An ideal PR campaign rely on fact not assumption.
- Informations are used for :
 1. Planning
 2. Arranging and Pretest the message
 3. Evaluate the activity result
 4. Conducting PR activity for next

How to accumulate the data :

- Informal research
- Desk Research
- Formal Research
- Definite Survey

Conclusion

- PR working usually link to public opinion.
- PR Director can consider the best way to accumulate data, usually choosing one or combination of :
 1. Informal & Secondary Research
 2. Primary Research
 3. Qualitative Research

