

**A PUBLIC RELATIONS PLANNING PROCESS
OR
“MEATPAPER PLANNING”**

A systematic approach that takes into account audience targeting, proven behavioral science techniques, PERT charting & budget/manpower.

1. Institutional mission statement & goals
2. Public relations goals stemming from the above
3. Publics (internal, semi-internal, external) by priority
4. Opinion Leaders in each public
5. Desired behaviors: things they can do, things we hope they will not do, things we want them to let us do
Four behavioral indicators:
 - a. abuse
 - b. participation
 - c. rewards
 - d. cheerleaders
6. Research: what do we know, what do we need to know
7. Latent Readiness: Abuses or Barriers: structural or perceptual difficulties that need to be overcome; Affinities: structural or perceptual that ease the way
8. Environmental Scan: What is going on internally or externally that may influence behaviors or activities
9. Strategies, theories, tactics which are relevant to planning activities to reach & build positive relationships with each public
10. Budget: manpower, mindpower, machinery, money
11. Evaluation: how will we know the desired behaviors have been achieved

Stakeholder Group	Opinion Leaders	Desired Behavior	Latent Readiness:		Research		Environmental Scan	Relevant Strategies, Theories,	Tactics & Activities	Timeline & Budget	Measurement
			Abuses	Affinities	Know	Need to Know					