

PREREQUISITES FOR A PUBLIC RELATIONS PROGRAM

GOALS:

Establish policies which create a mutuality of interest between the organization and its publics

Translate these policies into useful, not promotional, activities and communications

- Serve as well as sell
- Aim to make news ... not news releases

I. Behavioral & Attitudinal Research

- To discover what motivates and influences your publics to act

II. Relationship & Communications Audit

- To evaluate effectiveness of present methods & strategies
- Determine existing state of understanding/ignorance about the institution & its goals
- Accurately gauge state of trust/mistrust & latent readiness to offer mutually desirable behaviors

III. Long Range Plan

- The touchstone to which your publics can relate activities, policies, pronouncements, change

IV. Organizational Structure

- A disciplined communications corridor which encourages co-authorship of planning & policy
- Fosters initiative & accountability in the execution of assignments