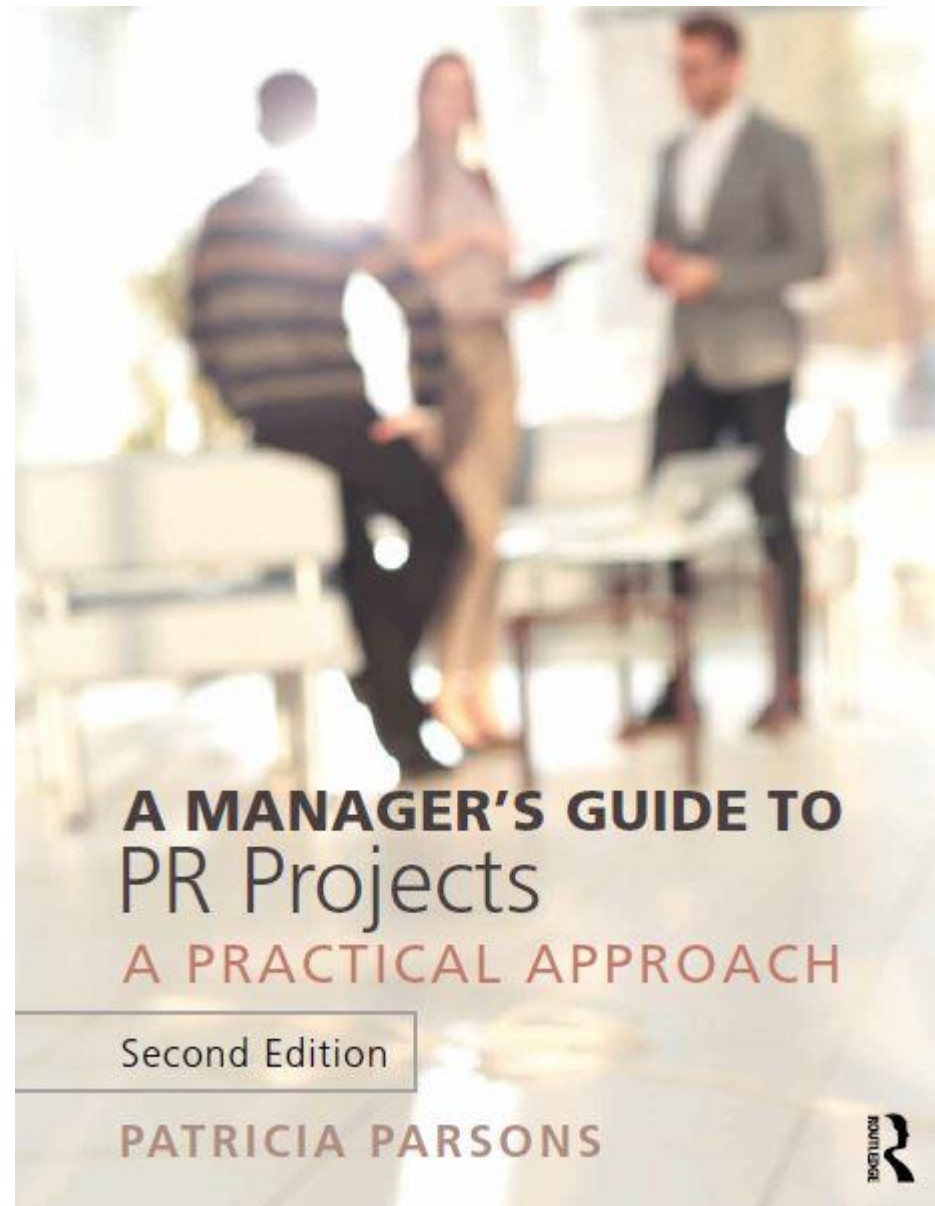


The following slide presentation is designed to accompany the workbook “*A Manager’s Guide to PR Projects: A Practical Approach*” 2nd edition

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PART 1

INTRODUCTION TO PR PROJECT PLANNING

WHAT THIS SECTION COVERS...

- Definitions of important terminology
- The planning process from a managerial perspective
- Integrating ethical considerations into your planning



DEFINING OUR TERMS

PUBLIC RELATIONS, MANAGEMENT, PROJECTS

DEFINING PR IN THE 21ST CENTURY

- A management function that assists organizations to reach their goals
- A strategic process of research, planning and evaluation
- Focuses on developing and maintaining mutually beneficial relationships between an organization and its publics
- Utilizes engagement and influence
- Utilizes a variety of targeted communication tools and techniques
- Requires managerial and technical skills, creativity, flexibility and integrity

MANAGEMENT: GENERAL CONCEPTS

- A process of continuing and related activities
- Involves and concentrates on reaching organizational goals
- Works with and through people and organizational resources.

WORKING DEFINITION OF MODERN PR

MODERN PUBLIC RELATIONS is a management function that uses a process of research, planning, implementation and evaluation to help an organization achieve its communication and relationship goals.

WHAT DO PR MANAGERS DO?

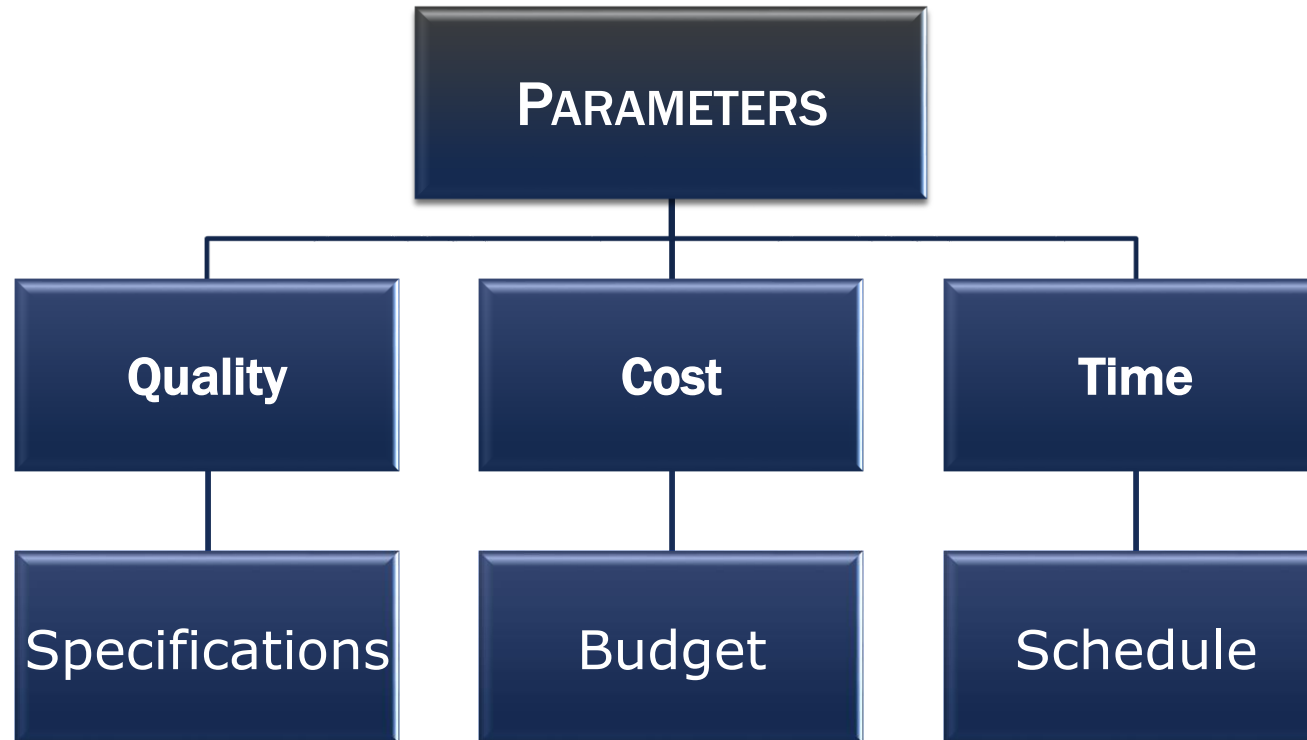
- Short and long-term **planning** to achieve PR objectives
- **Organize** the money, resources, people & activities for implementing plans
- **Influence** how communication and other activities will be developed to meet organizational goals based on research
- **Control** activities by using on-going & summative evaluation strategies



THE PLANNING PROCESS

A MANAGERIAL PERSPECTIVE

THE PLANNING PROCESS: MANAGERIAL PARAMETERS



EXCELLENT PUBLIC RELATIONS MANAGEMENT

Public relations can only truly be effective if it...

- Is managed strategically
- Is a separate function from marketing
- Has direct reporting to senior management
- Is a single (centralized) department
- Utilizes two-way symmetrical communication
- Has a senior PR manager in the managerial role

SYSTEMS THEORY AS A FRAMEWORK A THEORY OF RELATIONSHIPS

As SYSTEMS THEORY is a way of conceptualizing relationships between and among objects (organizations and their publics, for example), it is a useful framework for the development of public relations programming.

WHAT IS A SYSTEM, ANYWAY? IN WHICH WE ATTEMPT TO DEFINE...

- “A system is a set of interacting units that endures through time within an established boundary by responding and adjusting to change pressures from the environment to achieve and maintain goal states.”

- Cutlip, Center & Broom, p. 229

IMPORTANT CONCEPTS FROM THE DEFINITION OF A SYSTEM

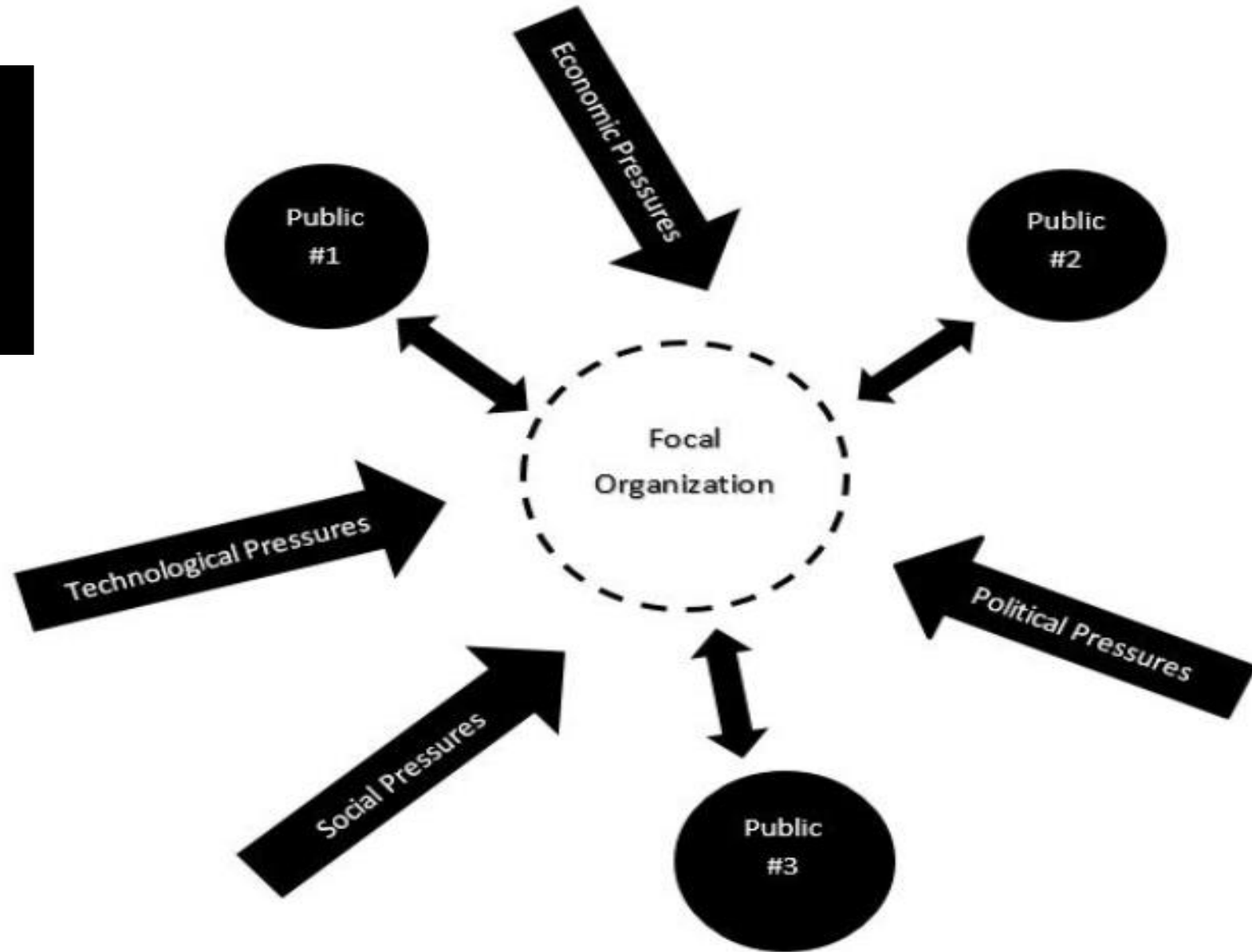
- **Interacting units**
 - interaction
- **Endures through time**
 - Not here today, gone tomorrow
- **Within boundaries**
 - The organization is differentiated from its publics
- **Adjustment**
 - The units must adapt to one another
- **Goals**
 - Organizations must have goals to succeed

BOUNDARIES

SOME IMPORTANT CONCEPTS...

- Boundaries can allow for input to go out but not come in
 - **A closed system**
- Boundaries can allow for two-way flow of input
 - **An open system**
- When applying systems theory to PR, the PR function defines the boundaries
- The boundaries describing specific publics can change

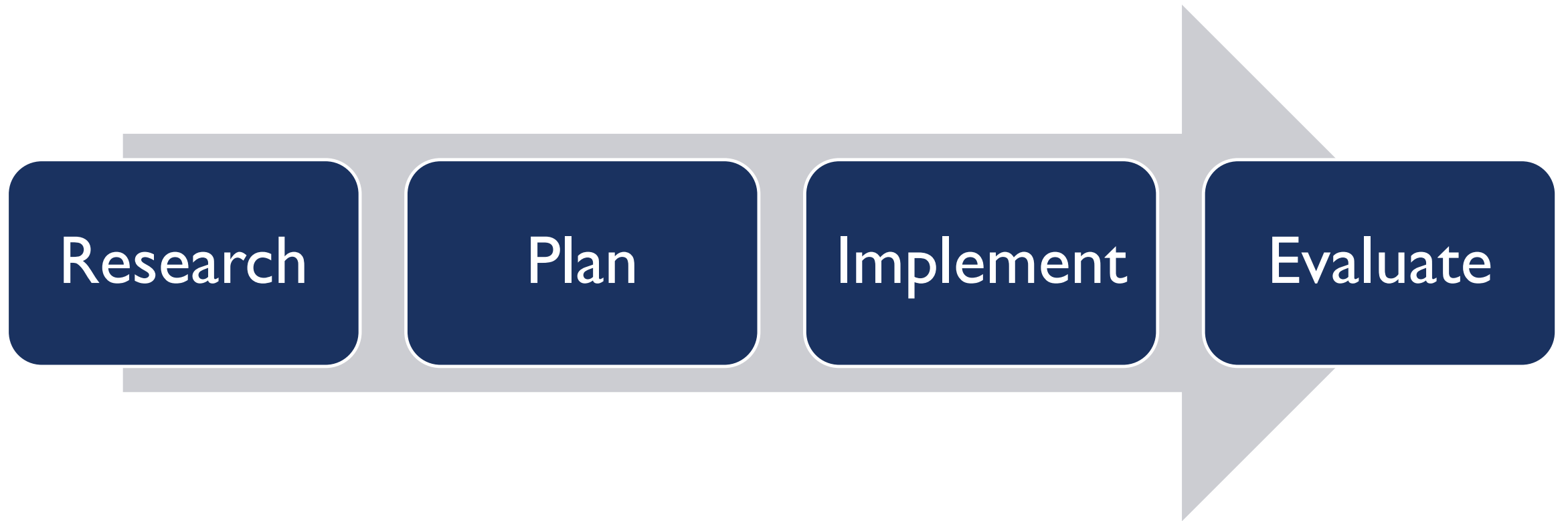
The Organization as a System



EXTERNAL PRESSURES ON ORGANIZATIONS IN THE 21ST CENTURY

- Political
- Economic
- Social
- Technological

THE “PUBLIC RELATIONS PROCESS”





ETHICS & INTEGRITY IN THE PLANNING PROCESS

THE “PILLARS OF PR ETHICS”

What does it mean to have INTEGRITY?

ETHICS & INTEGRITY IN PR PLANNING

Pillars of Public Relations Ethics

- Non-maleficence (do no harm)
- Beneficence (do good)
- Truth-telling (honesty)
- Confidentiality (privacy)
- Justice (fairness & social responsibility)