

Planning your Public Relations **Strategic planning for the whole year – part two**

By Bob 'Idea Man' Hooey

As we mentioned in part one, the success of your efforts to be heard and make your message available to your public is not an easy task. Nor, is it a series of 'one-time' efforts or press releases.

Success in any venture requires research, gathering resources and people, goal setting, strategic planning, operational planning, followed by careful execution of those plans and strategies. Public relations are not really any different in this respect.

To be successful in the world of Public Relations, you need to scrutinize everything your company, organization or yourself presents to the public.

Do your brochures, handouts, literature and any other collateral materials integrate into your public image, and do they enhance or hinder those efforts?

One of the ideas I hear shared from Public Relations experts is "what is your public relations schedule for the year?" Good question! I'd suggest looking at a year at a glance to see where you want to allocate your resources and efforts for maximized results.

Here are a few questions you may want to address prior to planning or launching any public relations campaign.

- Are there certain times of the year where your company or organization has special events, anniversaries or other milestones to build on?
- Are there local events where you can piggyback your efforts and gain exposure and media play?
- How about special areas of community service you, your company or your organization might be uniquely positioned to provide?
- How about joint efforts with other associations or companies?
- Do you, your company or your organization belong to a professional organization?
- Does that association have any events or public relations efforts where you can align your efforts for a mutual benefit?
- Do you have a budget for public relations?
- How are you going to allocate it for the year?

A fully integrated, effective Public Relations Campaign is not a dream, but an attainable reality. It can be easily become a reality, when you pull your team together, set some realistic goals, as well as decide on who and what can be done to promote your group. It doesn't need to be an expensive undertaking and can easily dovetail into your overall marketing plan for your company or association.

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