



Strategic Planning for Public Relations

By *Ronald D. Smith*

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This innovative and popular text provides a clear pathway to understanding public relations campaigns and other types of strategic communication. Implementing the pragmatic, in-depth approach of the previous editions, author Ronald D. Smith presents a step-by-step unfolding of the strategic campaign process used in public relations practice. Drawing from his experience in professional practice and in the classroom, Smith walks readers through the critical steps for the formative research, strategic and tactical planning, and plan evaluation phases of the process.

Offering clear explanations, relevant examples, and practical exercises, this text identifies and discusses the decision points and options in the development of a communication program. The cases and examples included here explore classic public relations situations as well as current, timely events. This third edition includes expanded discussions of ethics, diversity, and technology integrated throughout the text, and has a new appendix addressing media training for clients.

As a classroom text or a resource for professional practice, this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning. It serves as an accessible and understandable guide to field-tested procedures, offering practical insights that apply to public relations campaigns and case studies coursework.

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Editorial Review

About the Author

Ronald D. Smith APR is a professor of public communication at Buffalo State College, the largest college within the State University of New York, where he teaches public relations planning, writing, and related topics to undergraduate and graduate students. Prior to his work as an educator, he spent 10 years as a public relations director and eight years as a newspaper reporter and editor. He is active as a consultant in public relations and strategic communication, assisting businesses and nonprofit organizations with planning, research, communication management and media training.

In addition to *Strategic Planning for Public Relations*, Smith also is the author of *Becoming a Public Relations Writer* (3rd edition 2008, Routledge) and co-author of *MediaWriting* (2nd edition 2009, Routledge) with W. Richard Whitaker and Janet E. Ramsey.

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