

The PR Process

- I. Research
 - A. Situation Analysis
 - 1. Initial Client Interview
 - 2. Archival Research
 - 3. Secondary Research
 - B. Target Publics
 - C. Primary Research

- II. Planning
 - A. Goal
 - B. Objectives
 - C. Theme
 - D. Messages
 - E. Strategies

- III. Communication
 - A. Tactics
 - 1. Media Tactics
 - 2. Nonmedia Tactics
 - B. Implementation
 - 1. Logistics
 - a. Staffing
 - b. Budget
 - c. Timetable

- IV. Evaluation
 - A. Ongoing Evaluation
 - B. Summative Evaluation
 - C. Formative Evaluation