S SPECIFIC

MEASURABLE

ACHIEVABLE

RELEVANT

TIMELY

What do you want to achieve?

What is the purpose of your PR?

Where will it be done?

How will you know you reached your goal?

Can you track the progress of your PR campaign? Can you reach your goal?

Have you set goals that are realistic, reasonable and within your standards? Is the goal worthwhile?

Is it consistent with your other business goals?

Does it fit with your business plan? When do you want to accomplish your goal?

Street Smart Public Relations

John F. Budd

Street Smart Public Relations:

Street smart public relations, a top pro tells how to get things done John F. Budd, 1992 Street Smart John Positano, Rock Positano, 2022-10-04 The essence of being street smart is the ability to take advantage of lucky breaks And everyone at least once in their lifetime gets a lucky break What they do with that lucky break varies tremendously from individual to individual Street smart people don t just sit around waiting for something to happen and fall into their laps they create their lucky breaks It's certainly not taught in school and formal education Why is it so important to take advantage of these lucky breaks Because Working hard isn t enough Networking isn t enough Diligence isn t enough Brilliant strategizing isn t enough Old school ties aren t enough Internal politicking isn t enough Working around the clock isn t enough Professional competence isn t enough You need something more You need to be street smart And successful people will tell you how right here in this book and will explain some of the techniques they employed that brought them to the head of the class Excellent Public Relations and Effective Organizations James E. Grunig, David M. Dozier, 2003-01-30 This book is the final product of the excellence project a comprehensive research effort commissioned by the International Association of Business Communicators IABC Research Foundation Going well beyond any of the previously published reports on the Excellence study this book contains many new statistical analyses of the survey data and more details from the case studies Discussing theory and data related to several ongoing discussions in the communication profession this book answers the following questions How can we show the value of public relations What is the value of relationships How do relationships affect reputation What does it mean to practice communication strategically How can we measure and evaluate the effects of public relations programs Should communication programs be integrated How does the new female majority in the profession affect communication Excellence This book as well as the research it reports is the product of symmetrical communication and collaboration As such it is intended for scholars applied researchers students and informed professionals who understand the value of research in developing a profession such as public relations Knowledge of quantitative and qualitative research methods will make it easier to understand the book however the results are interpreted in a way that makes the analyses understandable even to those with little or no knowledge of statistics and research methods Start a Home-based Public Relations Business Randi Minetor, 2012-06-05 Everything you need to know to run a profitable and satisfying public relations business from your home Learn all about generalization versus specialization how to make and manage money running an ethical business and building client relationships in this comprehensive guide that takes you through every aspect of setting up and running a thriving home based public relations business From your business identity and marketing techniques to guarding against your own errors and cashing out each chapter can help you build your own successful home based public relations business whether you are just starting out or a seasoned PR professional Look for useful charts and worksheets throughout the book including Home Office Location Screening Checklist Three Tiered

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