

4-Step, 10-Step, RACE, RPIE....Oh My!

PR Planning Processes Demystified

RACE/ 4-Step	RPIE/ 4-Step	10-Step	Step Description
Research	Research	Program Goal	<ul style="list-style-type: none"> Define challenge, concern, or opportunity – one-time situation or ongoing? Describe desired situation and the gap Use primary, secondary, qualitative, quantitative, formal and/or informal research
		Situation Analysis	<ul style="list-style-type: none"> What’s happening now Supportive and challenging forces Who is involved and/or affected and how
Analysis	Planning	Target Publics	<ul style="list-style-type: none"> Audiences/stakeholders the program should reach and affect -don’t forget internal audiences Define specifically – demographics, psychographics, behavior toward messages/issues
		Objectives	<ul style="list-style-type: none"> What should be achieved with each public to accomplish the program goal Four parts -audience, behavior/action, measurement and timeframe
		Strategies	<ul style="list-style-type: none"> Changes needed to achieve the outcomes in the objectives Message content that must be communicated to each audience to achieve the outcomes stated in the objectives Media/channels that best reach the target publics
Communication	Implementation	Tactics	<ul style="list-style-type: none"> Specific tools needed for each strategy -website, event, brochure, Facebook, eNews story, Op-ed, etc.
		Timeline	<ul style="list-style-type: none"> Staff responsible for implementing each tactic Sequence of events and schedule
		Budget	<ul style="list-style-type: none"> Costs of each tactic–don’t forget time, subscriptions, materials
Evaluation	Evaluation	Measurement	<ul style="list-style-type: none"> How outcomes specified in the goals and objectives will be measured – eg vote, attendance, open rate, survey response, etc.
		Feedback and Program Adjustment	<ul style="list-style-type: none"> How results will be reported to management teams and used to make the program better