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رئيس المجلس العلمي



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رئيس المجلس العلمي
كلية العلوم الإنسانية والاجتماعية

A pedagogical publication on

Public Relations Planning

Targeted at first-year Master's students specializing in Public Relatio

Dr.saida himeur

2023/2024



Mohamed Boudiaf University of M'sila
Faculty of Humanities and Social Sciences
Department of Media and Communication Sciences



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**Objectives of the Assessment (According to the 3
:Curriculum)**

.Mastery of planning techniques

Command of public relations techniques and strategies

Introduction:

This pedagogical publication, titled 'Planning in Public Relations, explores the fundamentals and significance of planning in this vital field. The publication provides a comprehensive overview of designing effective strategies to successfully achieve public .relations objectives

Throughout this publication, we delve into the key foundations of strategic planning and how PR professionals can benefit from it .to build and enhance relationships with their target audiences

The publication serves as a fundamental guide for those seeking to improve the effectiveness of their public relations strategies and achieve sustainable success in aligning with their organizational .vision and goals

Addressed to first-year Master's students specializing in public relations, this publication aims to equip them with information and knowledge to prepare for a future in the field

We offer fourteen lectures, covering the concept of public relations, and guiding them through creating a PR program with strategic planning. Providing them with all the necessary foundations and tools for sound planning

Dr. Saida Himeur / Algeria

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Conceptual Introduction to Public Relations

Lecture Elements

- Definition of Public Relations.
- Roots of Public Relations.
- Principles of Public Relations Science.
- Functions of Public Relations.
- Tasks of Public Relations.
- Objectives and Functions of Public Relations.
- Importance of Public Relations Functions.

Lecture Objectives:

- Understand the function of Public Relations.
- Establish the theoretical foundation of the Public Relations field.

Introduction

Public Relations, in its simplest form, involves continuous communication to establish positive relationships between an organization and its audiences, aiming to achieve satisfaction and .understanding between them

The significance of Public Relations lies in helping the public form opinions by providing comprehensive information, enhancing the relationship between the organization and its audience, and improving its image. The emergence of the Public Relations specialization is closely tied to the evolution of economic and industrial life, offering expertise to meet the public's needs and .desires

Credit for laying the foundations of modern Public Relations is attributed to Ivy Lee, considered one of the pioneers in the field, nicknamed the "Father of Public Relations." His philosophy emphasized that doing good is not enough; people must be .informed about these actions to make a meaningful impact

He called on organizations to adopt a humanitarian approach, stating, "I try to translate dollars, cents, stocks, and profits into a language of humanity." He emphasized the necessity of treating workers well, providing them with fair wages, and advised organizations to avoid secrecy, sharing everything with the public .except industrial secrets

He was the first to use advertising for informational purposes rather than just promoting goods, explaining the institution's perspective. One of his notable successes was changing the public perception of Rockefeller, portraying him as generous and .charitable through candid golf-playing images

Public Relations has existed since ancient times, dating back to human communities ; It requires communication to protect and sustain its interests. Communication was traditionally facilitated through events and social gatherings. Ancient examples include the Pharaoh's portrayal and the priests' veneration to control public opinions. In modern times, Public Relations went through stages, .emerging in France in 1946 and in the Netherlands in 1946

Public Relations is both a science and an art with a defined and planned function, aiming to understand and meet the public's needs.

It comprises three elements:

the organization, the public, and communication. Public Relations intersects with other sciences; psychology studies individual behavior within an organization, sociology focuses on individuals and their social environment, and Public Relations influences an individual's motivations, relationships, and feelings for .smooth work operation without pressure

Additionally, Public Relations is related to media, which focuses on conveying events to the public, while Public Relations is

concerned with presenting and interpreting the organization's
image to the public through the media

There is no consensus on defining the concept and
function of Public Relations. However, various definitions have
been provided, including

According to Mohammed Mohammed Badi: "It is a
management function aimed at assessing public trends,
determining policies and procedures that align with the interests
of the public, implementing communication programs that
achieve understanding and acceptance for the organization, its
policies, and procedures" (Mohammed Mohammed Badi, 1984,
.p.35)

Sam Black, one of the most renowned specialists in Public Relations, defines it as the "science and art of achieving understanding based on honesty and complete information".
(Ridwan Belhathri, 2013, p.231)

The British Institute defines it as organized and systematic efforts aimed at establishing good relations and maintaining mutual understanding between the organization and its public.

Roots of the Public Relations Function.

The credit for developing the field of Public Relations goes to American journalist Ivy Lee. Working for "World" magazine, he observed that joint-stock companies and businesses tended to be isolated, and the public did not favor them. Lee established the first office in New York and published

principles advertising in 1906. Additionally, Lauton File
recognized the importance of Public Relations, stating that
respect for the public is essential. The first Public Relations
.agency emerged in 1902

Begins from within the organization by meeting the needs of
employees, appreciating their efforts, praising them, and
.listening to their concerns

Emphasizes honesty and integrity in explaining everything
issued by the organization to gain the trust and satisfaction of
the public

Earns the trust of the public

Informs the public of the truth to avoid rumors

Raises public awareness by enlightening public opinion

Collaborates with other institutio

Ensures accurate information through scientific research

based on logic and objective analysis for informed decision–

making

.Diversifies Public Relations activities

Adheres to ethical principles in practicing Public Relations

.activities

.Contributes to the well–being of society

Functions of Public Relations

For administrative entities, Public Relations encompasses multiple

functions, including marketing, finance, and production. The Public

Relations function is one of the key and sensitive roles, serving as

the pulsating heart and delicate string of the organization. Ali Ajwa

outlines Public Relations functions as follows:

Editing Employee and Press Publications

Editing employee newsletters, prreleases,

shareholder reports, and all communications

from management to individuals within the

organization and external audiences

weeklysupplements,and

commercial editors to

generate interest in

disseminating news and

topics related to the

.organization

Improving Organization –

Image through Special

Events

Enhancing the

organization's image

through special events

such as concerts,

exhibitions, organizing

visits, providing facilities,

conducting contests,

presenting commemorative

gifts, fostering relationships

with guests, and producing

a film about the

organization for

introduction

Factors to Improve and

Reinforce Organization

Image

Analyzing competitors'

.behavior

Clarity and credibility

.of the message

Promoting the

organization's image

through activating and

sponsoring social initiatives

.and activities

Creating trust in the

organization's products

among employees and

.external audiences

Monitoring –

citizens' complaints

Promptly –

responding to and

addressing citizens'

.complaints

Organization Spokesperson Interactions

The

spokesperson

communicates with

.various groups

Advice and

Consultation

Public Relations Tasks:

The establishment's objectives are identified first, followed by
assigning tasks to accomplish these goals. This involves setting up

a plan and a budget aligned with the assigned task. Tasks

include:

Preparation for the Assigned Task

- Allocating resources for the Public Relations professional

responsible for the task

- Research and Planning

- Conducting research and creating plans.

- Execution of Prepared Work and Tasks:

- Implementing prepared work and tasks.

- ***Supervision, Analysis, and Relationship Building:***

- Supervising execution, analyzing effectiveness, and

establishing relationships, analyzing the correlations between them,

and determining results.

- **Achieving Desired Results**

- Implementing activities effectively to create favorable

conditions for achieving set goals. Public Relations campaigns

involve various and diverse themes, and an inclusive approach comes through repeating elements with the possibility of repeating results.

– **Comprehensive Campaigns May Include:**

- Implementing charitable programs.
- Engaging with the public.
- Long-term campaigns to address issues.
- Crisis management.
- Marketing campaigns to boost demand for the organization's

products.

- Organizing awareness and guidance campaigns to solve

social problems.

- Seeking partners and collaborating with them.

– Objectives of Public Relations:

There are numerous objectives, including:

- Renewing and presenting the prevailing opinions and attitudes towards the organization.
- Engaging with and collaborating with other institutions.
- Gaining public support through delivering and improving services.
- Dealing with the media to counteract rumors and create a positive mental image.
- Introducing the institution and its products and services

(Mohammed Fahi, 1978, p.14).

–Importance of Public Relations:

The increasing number of Public Relations agencies, improving their tasks, and developing their skills in the modern era are evidence of their importance, making it a subject studied in its own right.

Factors contributing to highlighting its importance include:

- Institutions distancing themselves from communicating with their audience.
- The widespread network of mass communication channels.
- Intense competition among institutions.
- The spread of education and knowledge, with the public's need for information and data.

Therefore, the role of Public Relations in performing its

tasks will help:

- Assist sales representatives in their marketing tasks.
- Facilitate organizational management.
- Create a sense of trust in the institution's products.
- Boost morale among employees.
- Assist in obtaining necessary funding.

Conclusion:

Public Relations is among the most crucial functions for both institutions and individuals, acting as the face of the organization.

Its success contributes significantly to the overall success of the institution, serving as a vital interface for maintaining internal and external loyalty

Internal Management in Public Relations:

Lecture Elements:

–Advantages of Internal Management in Public Relations:

- The PR expert is considered part of the management team, facilitating effective communication with all departments of the organization.
- Comprehensive knowledge of the organization and its issues allows for better understanding and interaction with team members.
- Proximity to top management streamlines communication processes, increasing the speed of decision-making and addressing emergencies.

.Drawbacks of Internal Management:

- Potential loss of objectivity when addressing problems.

- Difficulty in seeing goals from a different perspective.

Advantages of Outsourcing to an External Consultant:

- Objectivity in addressing problems and a comprehensive perspective.

- Servicing multiple clients enhances readiness to handle emergencies.

Drawbacks of Outsourcing to an External Consultant:

- External consultants may be treated as strangers to the organization, lacking insight into the reasons behind external issues related to their role.

- Seeking external help sporadically or only in emergencies can impact the continuity of relationships between the organization and its internal and external audiences.

Conclusion:

The top management should have the freedom to choose between establishing an internal management team, relying on an external consultant, or a combination of both. This involves engaging the internal management in regular PR activities while seeking external expertise for urgent and complex issues, provided that the internal management in the organization is highly competent in effectively coordinating between administrators.

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Organizing Public Relations Management.

Lecture Elements:

Definition of Organization:

- The process of structuring human efforts within an organization to achieve its goals efficiently, with minimal costs, effort, and time, ensuring maximum productivity possible.
- Designing the general organizational structure, employing necessary functions, and setting performance rates for each role to achieve organizational goals.

Importance of Organization:

- Achievement of goals with minimal effort and cost.
- Efficient utilization of available resources.

- Fostering collaboration among employees and harmony.
- Consolidating responsibilities for ease of coordination.

Elements of Organization:

Task: Defined activities to achieve objectives.

- Resources: Includes human, financial, and knowledge

resources.

- Policies: Agreed-upon conditions binding individuals in their

tasks.

- Systems and Procedures: The routines and steps followed

in work processes.

- Structure: The arrangement of functions.

- **Individuals:** The people performing tasks, a crucial element

in organization.

Principles of Organization :

- Distribution of authorities and tasks, ensuring understanding by all.

- Fair distribution of material and human resources.
- Selection of competent leaders for various departments.
- Avoiding criticism of superiors in front of subordinates.
- Not receiving orders from more than one boss.
- Addressing minor conflicts between superiors.
- Avoiding criticism among employees.
- Enforcing a policy of rewards and punishments.
- Maintaining organizational flexibility.

Objectives of the Lecture :

- Understand the importance of organizing public relations

management in achieving organizational goals.

- Review the essential elements for organizing daily

operations and ensuring effective integration between different departments.

- Analyze the roles and responsibilities of PR teams, ensuring

effective communication within the organization.

- Explore best practices for achieving effective organization to

maintain smooth communication and success in PR initiatives.

Introduction :

This lecture delves into the fundamentals of organizing public relations management. Organizing PR operations is vital for organizations to ensure goal achievement and build a strong,

sustainable image. We will explore the principles and concepts that form the basis of organizational management in this field, considering both internal management and external consulting.

Definition of Organization:

- It is the process of organizing human efforts in an organization to achieve its goals with efficiency, minimal costs, effort, and time.
- It involves designing the general organizational structure, employing necessary functions, and setting performance rates for each role.

Importance of Organization:

- Achieving goals with minimal effort and shortest paths.

- Economizing expenses through efficient utilization of resources.
- Fostering collaboration and harmony among employees.
- Consolidating responsibilities for ease of coordination.

Elements of Organization

- Task, Resources, Policies, Systems and Procedures, Structure, and Individuals.
- Each element contributes to the effective functioning of the organizational structure.

Principles of Organization:

- Distribution of authorities and tasks, ensuring understanding.
- Fair distribution of material and human resources.

- Selection of competent leaders for various departments.
- Avoiding criticism of superiors in front of subordinates.
- Not receiving orders from more than one boss.
- Addressing minor conflicts between superiors.
- Avoiding criticism among employees.
- Enforcing a policy of rewards and punishments.
- Maintaining organizational flexibility.

Conclusion :

In conclusion, understanding the importance of organizing public relations management is foundational for the success of modern organizations. By comprehending the significance of organization and directing efforts toward achieving goals, we

can enhance the role of public relations and amplify its positive impact.

Conceptual Introduction to Planning in Public

Relations

Lecture Elements

➤ Concept of Planning:

- Planning, as defined by "George Terry," is the selection associated with facts, setting and using assumptions related to the future when envisioning and forming proposed activities believed necessary to achieve desired results.
- In public relations, strategic planning involves setting measurable strategic, conceptual, and procedural goals that serve two purposes: strategic goal selection and procedural objectives ensuring the organization's continuity, growth, and the

justifiability of PR programs as an applicable administrative activity.

.Advantages of Planning in Public Relations :

Building Public Trust: External communication in the PR plan reinforces the organization's commitment to gaining public satisfaction and considering their perspective.

Integrated Programs: Planning PR activities leads to the adoption of a comprehensive program that aligns with the organization's strategy and relates to its objectives, demonstrating the positive contribution of PR management to the organization's performance.

Resource Clarification: Planning clarifies the precise material and human resources needed for plan execution.

Problem Prediction: PR planning allows predicting environmental problems and variables, planning for them, and minimizing their impact.

Facilitates Evaluation: Planning eases the evaluation, control, and guidance processes.

Avoids Random Performance: Planning helps to steer clear of random activities by adhering to policies and preventing the pressure of daily responsibilities from hindering strategic thinking.

Components of Good PR Planning :

- Clarity of goals for the organization's audience.
- Precise identification of the target audience for PR

programs.

- Continuity and diversity to meet the diverse needs of the audience.
- Understanding the audience's desires, needs, opinions, and tendencies for effective PR management.

- Obtaining the support of top management for financial and human resources.

- Integration and comprehensiveness between the main plan and its sub-plans.

- Collective participation in plan development, leveraging

diverse experiences.

- Providing an appropriate degree of flexibility.

- Stability and Focus: The plan should accommodate any

necessary adjustments while maintaining continuous

communication and focus on the target audience.

Types of Public Relations Plans:

- Long-Term Plans: Covering five years or more, usually

termed as strategic PR plans, they include long-term objectives

and serve as a measure of PR management's success in

achieving those goals.

- Medium–Term Plans: Covering one year or more, they encompass secondary or sub-objectives.
- Short–Term Plans: Covering one year or less, designed to address specific short-term goals or situations.

Conclusion:

In conclusion, planning in public relations is a strategic process crucial for organizations seeking success, excellence, and public satisfaction. It involves thoughtful and systematic consideration of ways, tools, and methods to embody these goals. PR planning, as the lifeblood of an organization, plays a vital role in its present tasks and future predictability.

Planning Stages in Public Relations

Lecture Elements:

–Justifications for Strategic Planning

– Strengthens coordination between diverse organizational activities for optimal resource utilization.

– Provides a description of expected growth to assess key organizational objectives.

– Addresses unexpected challenges, enhancing change management.

Importance of Planning for Public Relations:

- Achieves coordination across various functions for collective thinking and efficient resource utilization.
- Identifies expected growth to assess organizational goals.
- Addresses crises and challenges while enhancing understanding of future trends.

Lecture Objectives:

- Clarify the concept of planning stages and their significance in public relations.
- Understand initial analysis and evaluation processes for defining objectives and target audiences.

–Explore the development of strategies and tactics to achieve specific goals.

–Address performance evaluation and make necessary adjustments to improve the effectiveness of media campaigns.

Introduction

In this dedicated lecture exploring planning stages in public relations, these stages are fundamental to achieving organizational objectives and fostering effective communication. By understanding and applying these stages, we can enhance public relations management and amplify our impact in social and business environments.

Importance of Planning for Public Relations

- Facilitates coordination among diverse organizational activities and efficient resource usage.

- Aids in formulating long-term plans to define primary goals and expected evaluations.

- Enhances the organization's understanding of challenges and prepares for effective change management.

Justifications for Strategic Planning :

- Reveals performance errors and addresses noticeable gaps.
- Encourages managers to consider biases and prepare for change.

–Contributes to tackling challenges and performance gaps

within the organization.

Conclusion:

We conclude this lecture by emphasizing the importance of understanding and applying planning stages in public relations.

These processes are crucial for achieving organizational goals and promoting effective communication. Let us work together to strengthen planning and execution skills, ensuring the success of public relations campaigns and elevating the organization's standing in the community. Thank you for your participation and interest in this essential topic.

Strategic Planning Stages

Lecture Elements:

–Levels of Planning in Public Relations

- Strategic Level: Involves preparing a general strategic plan for the next 5–10 years, focusing on overall policy, goal setting, and analyzing the current situation with an eye on potential changes.
- **Programmatic Planning Level:** Encompasses executing policies, procedures, and activities necessary to achieve organizational goals, detailing the public relations plan for effective implementation.

Lecture Objectives:

–Grasp the depths of strategic planning and its strategic application in the context of public relations.

–Understand how to effectively apply planning levels and navigate through various planning stages.

Introduction:

Strategic planning in public relations is fundamental for achieving corporate and institutional goals, emphasizing the construction of corporate images and reputations. This lecture will explain planning levels, how to apply them effectively, and delve into the various stages of the planning process.

Levels of Planning in Public Relations:

–Strategic Level: The PR manager is responsible for crafting a comprehensive strategic plan for the coming years (5–10),

involving policy planning, goal setting, and analyzing the current situation with an eye on potential changes.

–Programmatic Planning Level: Encompasses executing policies, procedures, and activities necessary to achieve organizational goals. The PR plan details the plan extensively for implementation.

Planning Stages:

Goal Identification:

- Initiates with defining strategic, medium-term, and short-term objectives.

- Objectives can be broken down into achievable tactical stages while considering available resources and audience needs.

Preparation for Strategic Planning :

- Involves preparing the organization for the strategic planning

process.

- Studies internal and external environments, identifying internal elements, strengths, and weaknesses, along with analyzing external factors to recognize threats and opportunities.

Target Audience Identification:

- Studies societal habits, traditions, and social differences.
- Helps identify target audiences related to organizational goals through demographic information (age, income).

Objective Adjustment:

- Ensures goals align with available resources and audience needs.

- Considers material and human capacities, selects suitable

communication and media channels.

Action Plan Development and Public Relations Strategy

- Outlines the strategy for PR and communication activities.
- Addresses key questions related to the organization's position,

reputation, and current trends.

Choosing the Right Time for Implementation :

- Considers special time-related considerations.
- Chooses an appropriate time for publishing or executing the

plan for maximum impact.

Writing the Plan:

- Focuses PR efforts on achieving desired goals.

- Serves as a guide for the team, distributing roles and securing

management support.

Plan Execution:

- Involves detailed programs for plan execution.
- Requires providing necessary means and resources for

implementation.

Monitoring and Evaluation:

- Requires constant monitoring of each stage before progressing

to the next.

- Demands evaluating program results before, during, and after

implementation.

Conclusion:

Strategic planning in public relations involves understanding and navigating through these stages effectively. By comprehending the intricacies of planning levels and stages, organizations can optimize their PR efforts, ensuring alignment with goals and fostering successful communication. Thank you for engaging in this crucial topic.

Planning a Public Relations Program for a Charity

Organization

Lecture Elements:

Lecture Objectives:

Introduction:

In this important lecture about planning a public relations program for a charitable association, this program is presented as a strategic step to enhance understanding and effective communication with various segments of society, promoting a positive perception of the association's initiatives.

Lecture Objectives:

1–Understand the basics of planning for public relations and how it can contribute to achieving the goals of the charity.

2– Clarify roles and responsibilities in implementing an effective public relations program to enhance the association's interaction with various stakeholders.

3–Review modern tools and techniques in the field of charitable associations' public relations and how to invest them effectively.

4– Emphasize the importance of building strong networks and positive relationships with the media and partners to enhance the association's message.

5–Encourage participants to develop an actionable plan including tangible strategies to improve the charity's public relations.

Stages of the Program:

1– Assessing the Current Situation:

- Where are we now? Understanding the organization's goals

and public opinions through in–depth studies such as observations, secret shopping, and desk research.

2–Setting Goals:

- Clearly define goals to choose suitable activities and prioritize

them effectively.

3 –Identifying the Target Audience:

- Define the intended audience for the program, whether it's

employees, citizens, high or low–income groups.

4– Choosing Appropriate Communication Channels:

- Select the appropriate means to convey the message with minimal cost, often choosing multiple methods, including internal tools like the organization's magazine, meetings, open doors, and external ones like newspapers and radio.

5–Developing a Program:

- Involves media campaigns, timing, communication methods, and the individuals who will execute it, along with the adopted strategy.

6–Public Relations Program Strategy:

- Divided into preventive (protecting the organization from potential risks) and corrective (solving problems and crises) strategies, with various approaches such as surprise, focus, disappearance, and more.

7–Program Management:

- Selection of qualified individuals in terms of number,

qualifications, and experience.

.8Setting the Program's Budget:

- Varies between organizations and activities.

9– Evaluating the Program:

- Assess the effectiveness of the public relations program by

measuring the achievement of set goals, the impact on the

audience, and financial considerations.

10– Evaluation Models

- Pre–evaluation: Before starting through a trial sample, helps

identify methods.

- Concurrent Evaluation: To correct errors as they occur.
- Post-Evaluation: Comparing results with the intended goals,

identifying negatives, and appreciating positives.

Conclusion :

We hope this session provides an opportunity to gain new concepts and exchange ideas on how to enhance public relations for charitable organizations. Let us be a source of inspiration and positive change in society by applying sustainable public relations planning skills.

Planning for Media Plan Development

Lecture Elements:

Lecture Objectives:

Introduction:

Discussing the plan's components to ensure messages reach the target audience through optimal channels and at the right time.

Setting Objectives:

- 1– Define Audience Categories.
- 2– Define Communication Objectives.
- 3– Define Media Approach Strategy.

Building the Message

- 1– Define the Message.

2– Choose Media.

3– Define Tactics.

4–Set the Budget.

Developing the Timeline:

1– Establish a Timetable.

2–Evaluate the Plan and Measure Impact.

3–Obtain Feedback.

4– Crisis Management.

Tips for Presentation :

Ensure the presentation doesn't exceed 15 minutes, is visually concise, and the presenter is well-versed in the plan details.

Guidelines for Plan Preparation:

1– Information Gathering:

- Follow the SWOT analysis, surveys, annual reports, available data.

2–Setting Plan Objectives :

- Behavioral Impact, Attitude Change, Knowledge Enhancement.

3–Defining Communication Objectives:

- Increase website visitors by 20%, achieve 100% news

coverage, measure event interaction and interest.

- Utilize the smart model (Specific, Measurable, Achievable,

Relevant, Time-bound).

4– Identifying Target Audience Categories:

- Define primary and secondary audiences based on social,

demographic, geographic, and psychological factors.

5–Media Approach Strategy:

- Determine the overall image and key messages impacting the audience.

6– Building Media Message :

- Tailor messages to plan goals, the target audience, and media types.

7– Choosing Media:

- Include traditional and social media, considering information sources, appropriate tactics, and audience reach.

8– Defining Tactics Used :

- Determine forms and methods for creating content in the plan.
- Media Tactics: Design logos, videos, motion graphics, prints, images, newspaper data, and events.

Conclusion:

This session emphasizes a strategic approach to developing a media plan. Defining clear objectives, understanding the audience, and choosing effective communication strategies contribute to the success of the plan.

Public Relations Professionals: Lecture Outline

Lecture Elements :

1–Academic Qualifications for Public Relations (PR)

Professionals.

2–Characteristics of PR Professionals.

3–Specifications for the Official Spokesperson In PR.

4–**Lecture Objectives:**

5–**Introduction:**

Greetings and welcome to this lecture on the role of public

relations professionals In the modern age. PR plays a

fundamental role In building communication bridges between

organizations and their audiences, addressing new challenges

presented by technology and social changes. Throughout this lecture, we will explore the multifaceted roles of PR professionals and how they contribute to enhancing the organization's image and communication with the public.

6–Characteristics of PR Professionals:

7–Continuous and dynamic work.

8–Pleasant appearance, logical reasoning, and charisma.

9–Stable and committed personality to convey a positive

Image of the organization.

–Courage and the ability to express opinions firmly.

–Persuasion skills, Intelligence, adaptability, perceptiveness, and objectivity.

Academic Qualifications for PR Professionals :

Should have a solid background In sociology, psychology, management, and scientific methodology.

Strong reading and listening skills.

Proficient in writing and effective communication.

Official Spokesperson Specifications:

- Use "we" Instead of "I" when speaking on behalf of the organization.
- Start with the most Important information.
- Maintain composure, calmness, and balance.
- Respond directly to direct questions; answer indirectly with diplomacy.
- Possess strong public speaking skills.
- Create a short film Illustrating the spokesperson's focus.

Conclusion :

In conclusion, the lecture emphasizes the importance of PR professionals In building strong and effective relationships with the public and society. They serve as pioneers in shaping the media Image and crisis management, contributing to the success of organizations In a rapidly changing world. Let's commit to leveraging the acquired knowledge and developing our capabilities to ensure the ongoing evolution of the field and success In the PR profession. Thank you for your Interest and participation In this educational journey.

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