

Step: Two-Action:

The strategic action (plan) should be focused on resolving and investing the situation identified in the problem/opportunity statement. It begins by flipping the problem/opportunity statement into goals. For example in tourism and hotels industry, the goal might be the following: So to increase motivation towards the tourism and hotels' services by (30%) attitude needs to increase by a higher level (50%) and awareness by an even higher level (80%). Once the goal of the public relations program and measurable objectives has been established, it is time to turn attention to strategies. Strategies provide the means by which objectives are reached. There are certain elements that should be included in this step:

- 1- Identify what is trying to be accomplished with each public (tie the strategy to an objective).
- 2- Second, segment audiences based on common characteristics.
- 3- Third, create communication strategies that are focused on the selfinterests of the publics.
- 4- Identify how publics will be reached with messages or actions.

P.R. management through the action step should write procedures that explain what can be done to achieve the goal, and the activities which represent promises that organizations should be committed to do and act in such a way that earns the consent or fidelity of these publics.

A good action (plan) meets the following criteria:

- It should be an end and not a means to the end.
- It should be measurable.
- It should have a time frame.
- It should identify the public for the intended outcome.

For example, the P.R. management hotels intended to act towards sales increasing by 20% over the next 6 months from the food and beverage

department however, there are many variables that contribute to increased sales that are not under the control of public relations such as price, product quality, and availability. which means the P.R. should lead the team work from different departments to achieve the wanted goal and P.R. shows its ability through increased awareness, improved attitudes, and possible consumer trials of the product. And present the image that the product is of high quality, reasonably priced, and available to consumers, these activities should contribute to increased sales. As mentioned previously, actions are focused on the effectiveness of meeting strategies such as the number of placed messages in the media, the size of the audience that received the message, the percentage of positive messages that were contained in the stories, and so forth. It is helpful to measure output objectives because they provide a good indicator of how well the strategy has been implemented.