

AJEEP
PUBLIC RELATIONS CAMPAIGN PLANNING AND
MANAGEMENT
CHRISTINE DI SALVO

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AJEEP
Public Relations Campaign Planning & Management
Course Syllabus

Course Description

Public Relations Campaign Planning and Management is a capstone course designed to integrate previous public relations courses and internships for the purpose of providing a comprehensive overview of how all the elements of strategic public relations programming are done.

This class is designed to teach public relations seniors and graduate students the value of strategic communication. The overall result of the class is to complete a public relations plan for a real client.

Students will work in teams very much like a public relations firm and complete a public relations plan for a real client. Real clients can include a for-profit and a non-profit organization. If students choose a non-profit organization, they have the opportunity of learning about the many agencies that serve the immediate community. If students choose a for-profit client, they have the opportunity of working with more lucrative budgets.

At the beginning of this course instructors should schedule clients to present their public relations dilemmas to the students in the form of a request for proposal. Sample RFP's are attached to this module. During the course, students have the opportunity of meeting with both for-profit clients as well as non-profit clients so that they can learn more about their organizations.

At the end of the course, instructors should schedule a presentation day for the students so that they can present their plans to the clients. It is important to establish some type of competition so that the students compete to be the best team, thus fictitiously winning the clients business.

Course Goals and Student Learning Objectives

The objectives of Public Relations Campaign Planning and Management is to integrate all aspects of the student's learning and experience into a coherent understanding working as a professional in the public relations field.

Students should gain knowledge in:

- Creative problem solving.
- The planning and writing of a comprehensive public relations plan for a "real" client.
- Effective presentation of ideas to management.
- Management of multi-faceted public relations programs.

- The public relations function in various organizational and managerial structures.
- The current practice of professional and ethical public relations.

Material Requirements

Laptop Computer

Assignments and Grading Policy

Group Written Plan	100
Group Presentation	100
Peer Evaluation	100
Total points:	300

270-300=A

239-269=B

208-238=C

177-207=D

Below 176=F

Students must earn a C to pass the course.

Public Relations Campaign Planning & Management/Course Schedule

Class	Date	Topics, Readings, Assignments, Deadlines
1		Introduction to Public Relations Campaigns. Request for proposals discussed and presented.
2		Defining Components of Public Relations Plans and Rules for Writing Them Situational Analysis and challenge statement assigned
3		* Situational Analysis and challenge statement due. Goals and Primary Focus (audience, publics) Goals and Primary Focus assigned
4		•Goals and Primary Focus due Objectives Discussion, objectives assigned
5		*Objectives due, Strategy & tactics discussion, strategy & tactics assigned
6		•Strategies and Tactics due Timeline/ Budget/Evaluation discussion, assigned
7		Presentation of finished public relations plans

Public Relations Campaign Planning & Management

Course Introduction:

The professor/instructor should go over the course syllabus and pay particular attention to the outcomes of the course, which are strategizing, writing and producing a public relations plan for a “real” client.

The professor/instructor should discuss the grading policy and the overall objectives of the course.

The professor/instructor should show past public relations plans that were created by other students. There are a few public relations plans in this binder.

Before the class begins, the professor/instructor should line up a “real” client for the students to work with. The client should present the request for proposal to the class so if the students have any questions they can ask at that time.

The professor/instructor should also establish communication between the student and the client so that they can work with the client during the entire course.

At this class lecture, the professor/instructor should break students up in to teams so that they form their own fictitious public relations agency.

Class 2 Lecture:

Defining Components of Public Relations Plans and Rules for Writing Them Situation Analysis and challenge statement assigned

Insert slides # 1, 2 and 3.

Public relations plans can be verbal or written and vary from organization to organization. There are ten components to a public relations plan and we will go over these briefly today and in subsequent lectures discuss each one in detail.

The ten components of a public relations plan are:

- ◆ Situation Analysis
- ◆ Problem, Challenge or Opportunity Statement
- ◆ Goal
- ◆ Primary Focus (Audience)
- ◆ Objective
- ◆ Strategy
- ◆ Activity
- ◆ Timeline
- ◆ Budget
- ◆ Evaluation

Insert slide #4, 5, 6, 7, 8

Situation Analysis

The Situation Analysis tells the story of the organization. It is the who, what, when where, why and how of the organization. This is very important because it sets the stage for who the client is and it gives the reader an accurate understanding of the situation from which to develop a public relations plan.

As a public relations professional, the situation analysis exhibits your knowledge of the organization. Public relations professionals should do an in depth analysis of the organization before writing this section. They may want to do a communication audit of both the internal publications as well as an external analysis of press coverage of the organization.

Students should write the situation analysis in a story-telling format. They should describe how the situation developed and how it reached a point that requires public relations action. The statement must be complete and accurate but must not place blame on the organization. It should be an analysis of the company and the situation at hand.

The student should tell a story. The situation analysis should describe the development of the situation from its origin to its current state based on a

thoughtful review of the information. This might be where the public relations team may recommend research to the client.

Finally, the situation analysis should provide a compelling argument for taking action. It should be forthright about problems, weaknesses and mistakes but don't place blame. This analysis should not include solutions or suggestions but should provide a strong argument for public relations action.

Insert slide # 9, 10, 11

The situation analysis should end with a problem, challenge or opportunity statement. If you've done a thorough job on research, you will uncover some type of public relations problem. Perhaps the image of your client is not positive in the media, or public perception is negative, you will find this out when you write the situation analysis.

Problem, Challenge or Opportunity Statement

The situation analysis ends with a statement describing a problem, challenge or opportunity. It tells what the situation is and why public relations should be seriously considered.

The statement should be written after information has been gathered and the situation has been analyzed. The statement must focus on communicating with people. It should show that a situation exists that warrants public relations action and an expenditure of resources. This statement should be a call to action.

Label the statement as a challenge, challenge or opportunity statement. Write the statement in a conversational style. Begin the statement by identifying the nature of the situation. For example, "There is a problem, or we have a challenge..."

For examples of both the situation analysis and problem statements, students can refer to former public relations plans.

Assignment:

Students are required to write a situation analysis and a problem statement and turn it in to the instructor at class 3.

Chapter 5

Defining Components of Public Relations Plans and Rules for Writing Them





Public Relations Plans

- ◆ Verbal or written
- ◆ Vary from organization to organization
- ◆ 10 Clearly defined components



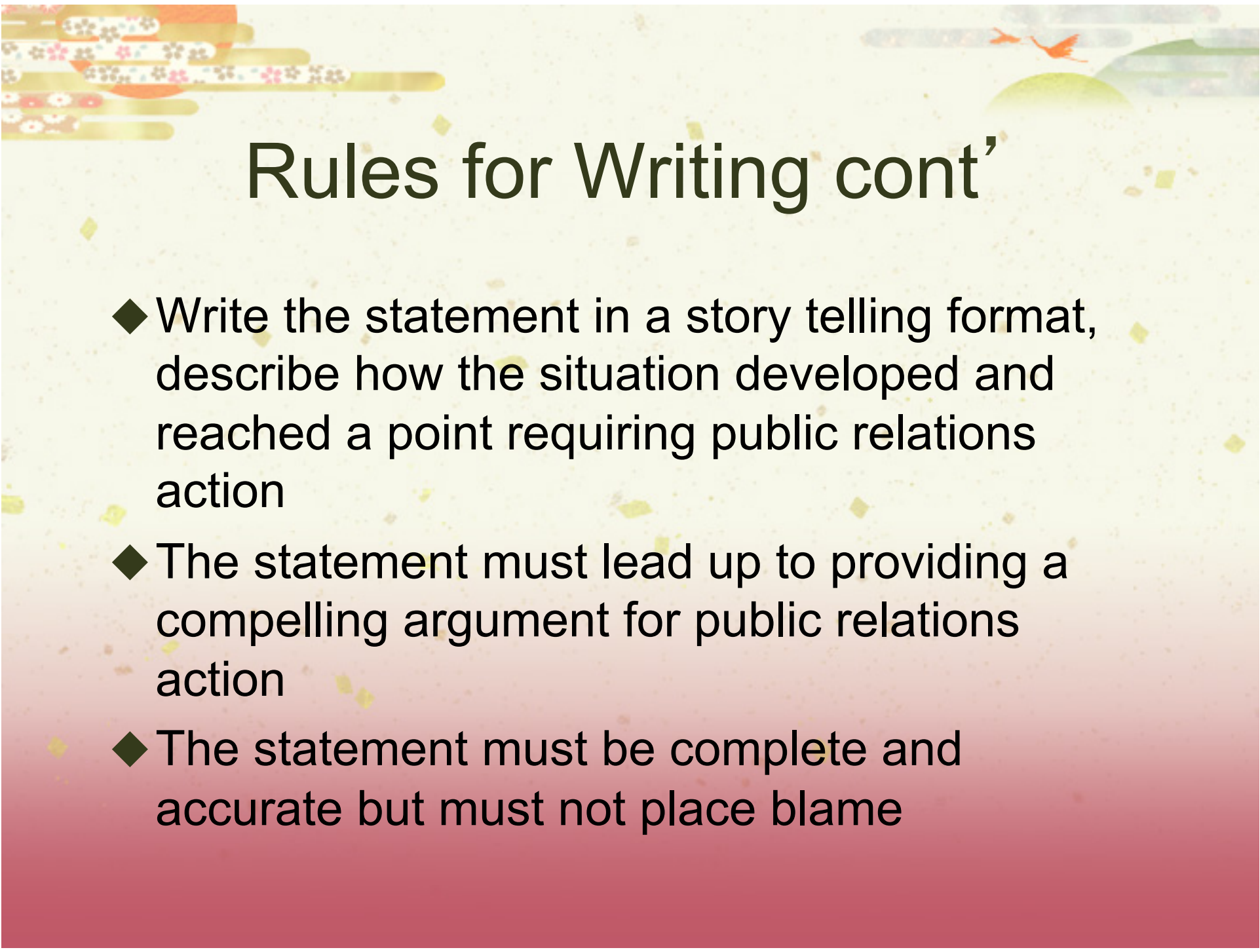
10 Components of PR Plans

- ◆ Situation Analysis
- ◆ Problem, Challenge, Opportunity Statement
- ◆ Goal
- ◆ Primary Focus (Audience)
- ◆ Objective
- ◆ Strategy
- ◆ Activity
- ◆ Evaluation
- ◆ Timeline
- ◆ Budget



Situation Analysis

- ◆ This is important because it assures the reader and accurate understanding of the situation from which to develop a plan
- ◆ It demonstrates your depth of knowledge of the organization
- ◆ Focused investigation of internal and external factors



Rules for Writing cont'

- ◆ Write the statement in a story telling format, describe how the situation developed and reached a point requiring public relations action
- ◆ The statement must lead up to providing a compelling argument for public relations action
- ◆ The statement must be complete and accurate but must not place blame



Situation Analysis cont'

- ◆ Tell a story
- ◆ Describe the development of the situation from its origin to its current state based on a thoughtful review of the information
- ◆ This might be where you recommend research



Rules for Writing

- ◆ It is your analysis of the situation
- ◆ Write the analysis in a conversational style
- ◆ Present your analysis in a storytelling format
- ◆ Include media history and current media coverage



Rules for Writing cont'

- ◆ Should provide a compelling argument for taking action
- ◆ Should be forthright about problems, weaknesses, and mistakes but don't place blame
- ◆ Should not include solutions or suggestions but should provide a strong argument for public relations action



Problem, Challenge or Opportunity Statement

- ◆ Situation analysis ends with a statement describing a problem, challenge or opportunity
- ◆ It tells what the situation is and why public relations should be seriously considered
- ◆ Statement should be written after information has been gathered and the situation has been analyzed

Problem cont'

- ◆ Statement must focus on communicating with people
- ◆ It should show that a situation exists that warrants public relations action and an expenditure of resources
- ◆ Statement is a call to action



Rules for Writing

- ◆ Label the statement as a problem, challenge or opportunity statement
- ◆ Write the statement in a conversational style
- ◆ Begin the statement by identifying the nature of the situation: “There is a problem...We have a challenge...”

Lecture 3:

Goals and Primary Focus (Audience) discussion and assignment

Insert slide #12, 13, 14, 15

The goal of the public relations plan is one sentence to one paragraph in length. This is what you want the plan to accomplish in one easy sentence. This is the vision of a desired position or condition. This is a target from which to organize resources. This goal is what your plan should focus on. For example, if you are trying to increase sales of a product, your goal can be just that, "increasing sales of a product." The goal should provide a measurement of success.

The rules for writing a goal are to focus on a single aim. Students should state the goal in a single sentence and avoid the temptation of telling what must be done to achieve it. The writer should describe the ultimate condition or state of being desired. For example, if you are working with a medical center and you are trying to increase patients, the goal could be "for the medical center to serve 50 additional patients."

The goal can begin, "upon completion of this public relations campaign, the goal is to increase patients at the medical center by 50 patients."

Primary Focus (audience)

Insert slides: 16 & 17

The primary focus or audience that you will focus on in your public relations plan is very important. The primary focus is important because without a focus on a particular group of people you can not create effective strategies and tactics for your plan. One must look at the public relations case before you and decide who are we trying to reach with this communication plan.

The primary focus is on people. It may be individuals comprising an organization. It could be business or community leaders. It may be activists, student or government leaders. Depending on the case it may be public, private or non-profit employees or members of organizations.

When you decide on your primary focus, you need to list the entities, for example women, but not all women, women of a certain age, of certain socio economic levels, also the writer needs to explain why each entity is the focus of the plan. The writer should also provide demographics for each entity and finally, you need to think through what does each entity have to gain from the public relations plan.

The professor/instructor should call attention to previous public relations plans so that the students understand how to write the primary focus.

Assignment: Students are asked to submit their written goals and primary focus in class #4.

Goal

- The condition or state of being described as if it has already been achieved.

Why is the goal important to reviewers?

- Vision of a desired position or condition
- A target from which to organize resources
- Use “to be”
- Verification that the plan is focused correctly
- Provide a measurement of success

Rules for Writing a Goal

- Focus on a single aim
- State the goal in a single sentence and avoid the temptation of telling what must be done to achieve it
- Describe the ultimate condition or state of being desired
- For the medical center to be serving 50 additional patients

Rules cont'

- What do you want the ultimate condition to be as a result of having executed the public relations plan successfully?
- Avoid using an objective for a goal

Primary Focus (Audience)

- Focus is on people, individuals comprising an organization
- Business, community, activist, student or government leader
- Public, private, non-profit
- Employees, members of organizations

Rules for Writing

- Make the focus people
- Describe the entities
- Explain why each entity is the focus of the plan
- Provide demographics of each entity
- What does each entity have to gain from the plan

Lecture 4-Objectives

Insert Slides 18-23

The objectives are a very important part of the plan. The writer should refer to the primary focus that they have already written and design an objective for either each one of the primary focus, or if it applies, an objective for a few of the primary focus at one time.

An objective tells what must be done, with whom and why such action is necessary. Objectives are divided into three parts, part one tells what action is to be taken. Objectives always begin with the word "to." For example part one of an objective could be: "To provide complete information."

Part two of an objective tells with whom the action is to be taken and includes the target audience. For example, part one and two of the objective looks like this: "To provide complete information to journalists."

Part three explains the purpose of the objective. Part 1,2, & 3 looks like this: To provide complete information to journalists so they are able to write articles based on accurate facts and figures.

Objectives should also be measurable. When the plan is completed, the writer can refer to the above objective and ask, "did the journalists publish articles." If they did, then the objective achieved what it set out to do.

In review, an objective should have three parts, it should tell what action is to be taken, it must be preceded by the word to, it should tell with whom (primary focus) the action is to be taken and then it tells why taking action with a particular target audience is necessary.

An objective must be measurable, achievable, it should include a target date or deadline and the writer should only include targets over which the plan developer has complete control.

Assignment: The students should submit the objectives in class 5.

Objective

- What must be done
- With whom
- Why such action is necessary

Part One

- Tells what action is to be taken
- Preceded by to
- To provide complete information

Part 2

- Tells with whom the action is to be taken
- Includes a target audience
- To provide complete information to journalists

Part 3

- Tells the purpose of the objective
- To provide complete information to journalists so they are able to write articles based on accurate facts and figures
- Measurable outcome-Did journalists publish articles?

Rules for Writing

- An objective must have three parts
- Tells what action is to be taken
- Must be preceded by the word to
- Tells with whom the action is to be taken
- Tells why taking action with a particular target audience is necessary

Rules cont'

- An objective must be measurable
- An objective must be achievable
- An objective may include target date or deadline
- Only include targets over which the plan developer has complete control

Examples

- Work on many levels of the problem simultaneously to deliver a “cannon shot” impact that is deep and long lasting
- Generate publicity that strongly links Box of Snaps with baseball and highlights new “prize inside” series.

Examples

- To generate publicity that in the minds of Major League Baseball fans strongly links Box of Snaps with baseball and raises an interest in the new “prize inside” series so that more fans buy Box of Snaps.

Lecture 5

Strategies and Tactics

Insert slides 3-7 Strategy Power Point

Strategies and tactics are the most important part of your public relations plan. Without the strategies and tactics the public relations professional does not have a plan of what duties to perform to achieve optimum results.

A good way to explain strategies and tactics to students is to compare strategies and tactics to baking a cake. Let's say we want to bake a chocolate cake. The recipe for the cake, or just baking the cake, is our strategy. The ingredients in the cake like flour, sugar, butter, eggs, chocolate are the tactics.

Let us first talk about strategies. Strategies should be realistic, performed at the right time with the proper energy, personnel and expertise to complete the strategies successfully.

The first strategy that students should employ is brainstorming about a key theme or message that can be used throughout the campaign. If you review successful public relations they always have a key message that is carried throughout the campaign.

If we review U.S. President Obama's Presidential Campaign of 2008, the message was "change." From that message, the campaign carried out all strategies and went on to win the election in 2008.

Upon writing the strategies, the writer should review the objectives they have written for the plan. These strategies should describe how you plan to carry out the objectives.

For example if an objective states: To reach out to journalists about our new product so that they may publish articles. Strategies for this objective may include a product launch, or a press conference to demonstrate the product so that journalists will write articles.

Lecture: Tactics

Activity/Tactic Power Point

Slides 1-4

If we go back to our analogy of baking a cake, tactics are the ingredients that make up the cake. A tactic provides reviewers with a detailed strategic sequence of moves necessary to carry out a strategy. For example, if the strategy is a press conference, the tactic is all of the logistical duties to accomplish to carry out the press conference. These would include: writing the press release, invitations to the press conference, venue, lectern, catering, compiling press kits and more.

Rules for writing the tactics are to think of the detailed steps that need to happen to carry out a strategy. This is not a to do list and not a list of communication tools but a series of strategic moves to carry out the strategy.

Assignment: Students should submit the strategies and tactics at class 6.



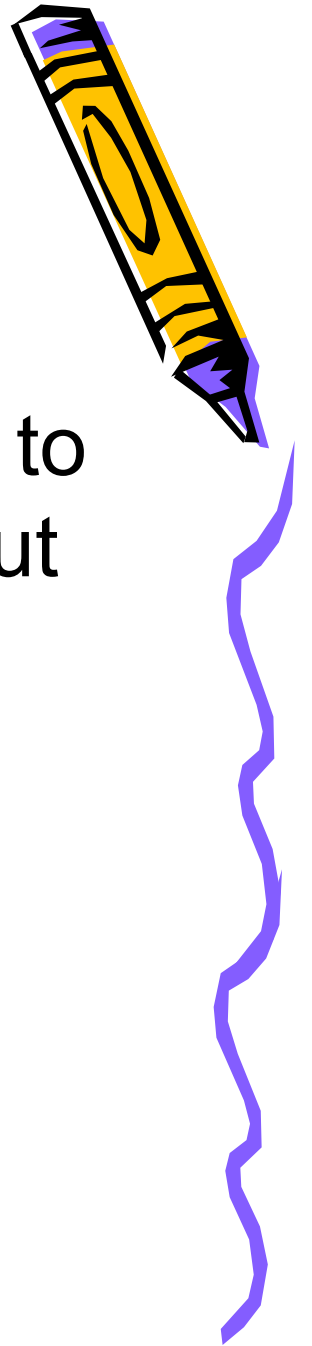
6. Strategy

Describe how you will achieve your plan's objectives



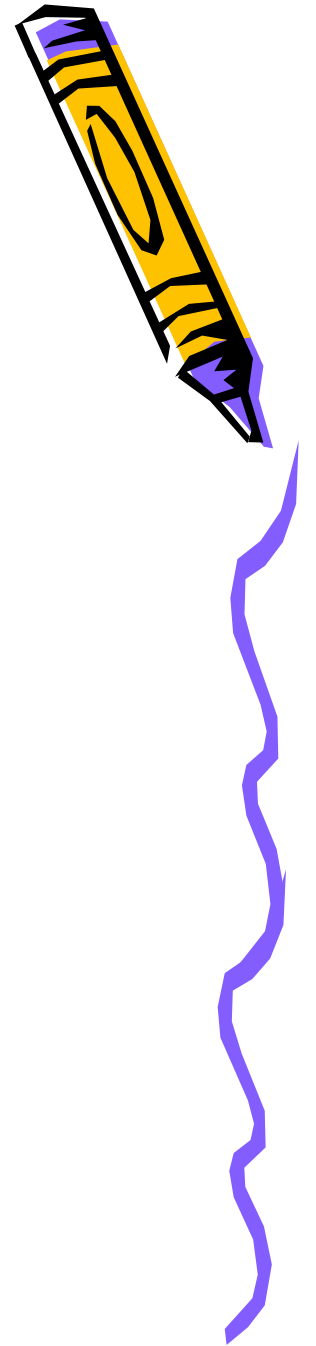
Objectives:

- Must have a strategy or two or three to demonstrate how you are carrying out the objectives.



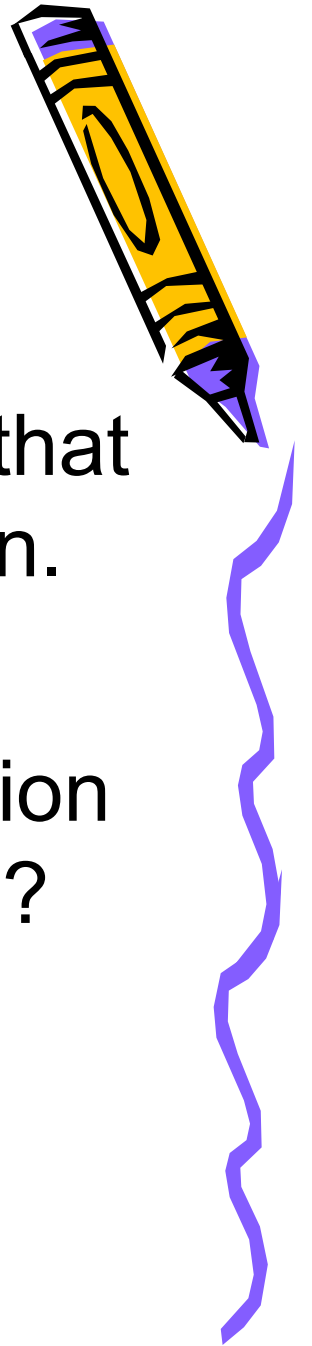
Strategy

- Realistic
- Time
- Energy
- Personnel
- Expertise
- Financial resources available



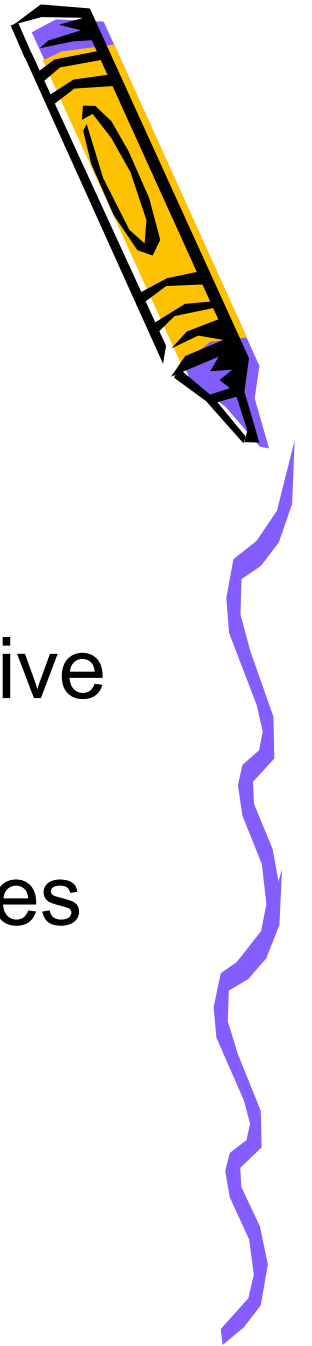
Strategy

- Can state key themes or messages that will be used throughout the campaign.
- Review the rules of persuasion
- How does an idea become a conviction to act on an idea, what are the steps?
- Figure 5.3 and 5.4



Rules for Writing

- Should describe how an objective is going to be accomplished
- May include a discussion of persuasive techniques
- May include a discussion of messages or themes



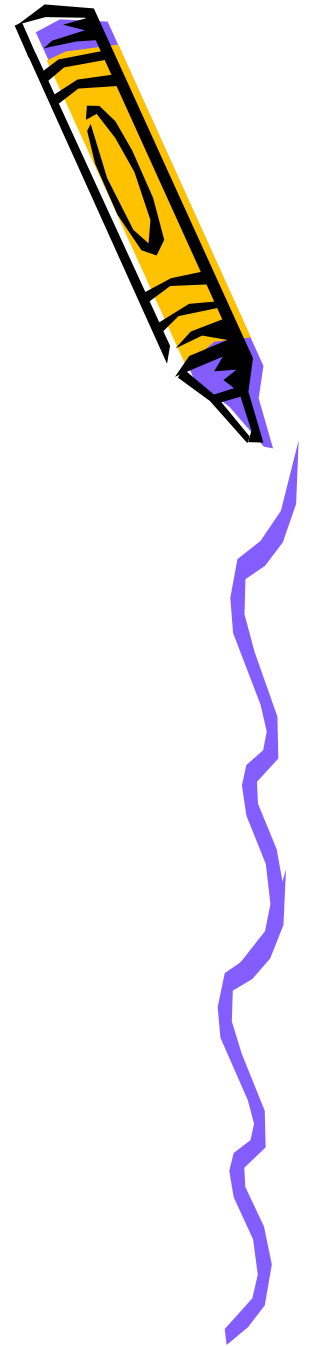
Rules cont'

- This is the place for creativity-a platform for presenting ideas that plan reviewers have not considered
- Details of a strategy are presented as activities or tactics



Objective

- To present plans effectively for expanding the airport so that community residents support the project.
- Strategy-Making a public announcement through a news conference.



Activity/Tactic

Puts the strategy into
action



Activities/Tactics :

- » One or more activities to implement a strategy
- » Can include communications tools like brochure, newsletter, website, event
- » Must describe what the device is as well as its purpose

Activity/Tactic

- » Should provide reviewers with a detailed strategic sequence of moves necessary to carry out a strategy



Rules for Writing

- » Detailed steps to be taken to carry out a strategy
- » Not a to do list
- » Not a skeleton list of communication tools
- » Series of strategic moves
- » Should provide complete information.



Lecture 6

Timeline, Budget & Evaluation

Slides: 1-3

Timeline

Once the students have written their strategies and tactics. It is time for the writer to place their strategies and tactics in to a time line. The students need to ask the client, is this a six month plan, a year plan? Whatever the duration, the writer needs to place the strategies into a timeline so that the client can expect what duties will be done when.

Slide #2 demonstrates a timeline for Ubisoft's video game, *Just Dance*. Students began their plan in January and plan to end it in September. They have listed what duties will be performed each month.

Budget

The budget is probably one of the hardest parts of the public relations plan for students to grasp. Generally, when a client announces a request for proposal, a budget is given for the entire plan. Using the numerical figure, students need to calculate how many hours a strategy will take and if there are any hard costs involved.

The professor should recommend using an excel spreadsheet to determine how much the plan will cost to execute. Once the hard numbers are calculated the students can then prepare a pie chart for their presentation.

Slide 3 demonstrates how much the student team allocated to work on the *Just Dance* campaign. The client allocated \$400 thousand for this account. The pie chart demonstrates how many dollars will be spent on each category.

Evaluation

Once the public relations plan is completely written, the writer must determine if the public relations plan is executed, how it will be evaluated. Each strategy should be reviewed. If an event is planned, how many persons attended, if media outreach is a strategy, how many journalists wrote articles? If a social media campaign is conducted, how many likes on Facebook should be determined etc.

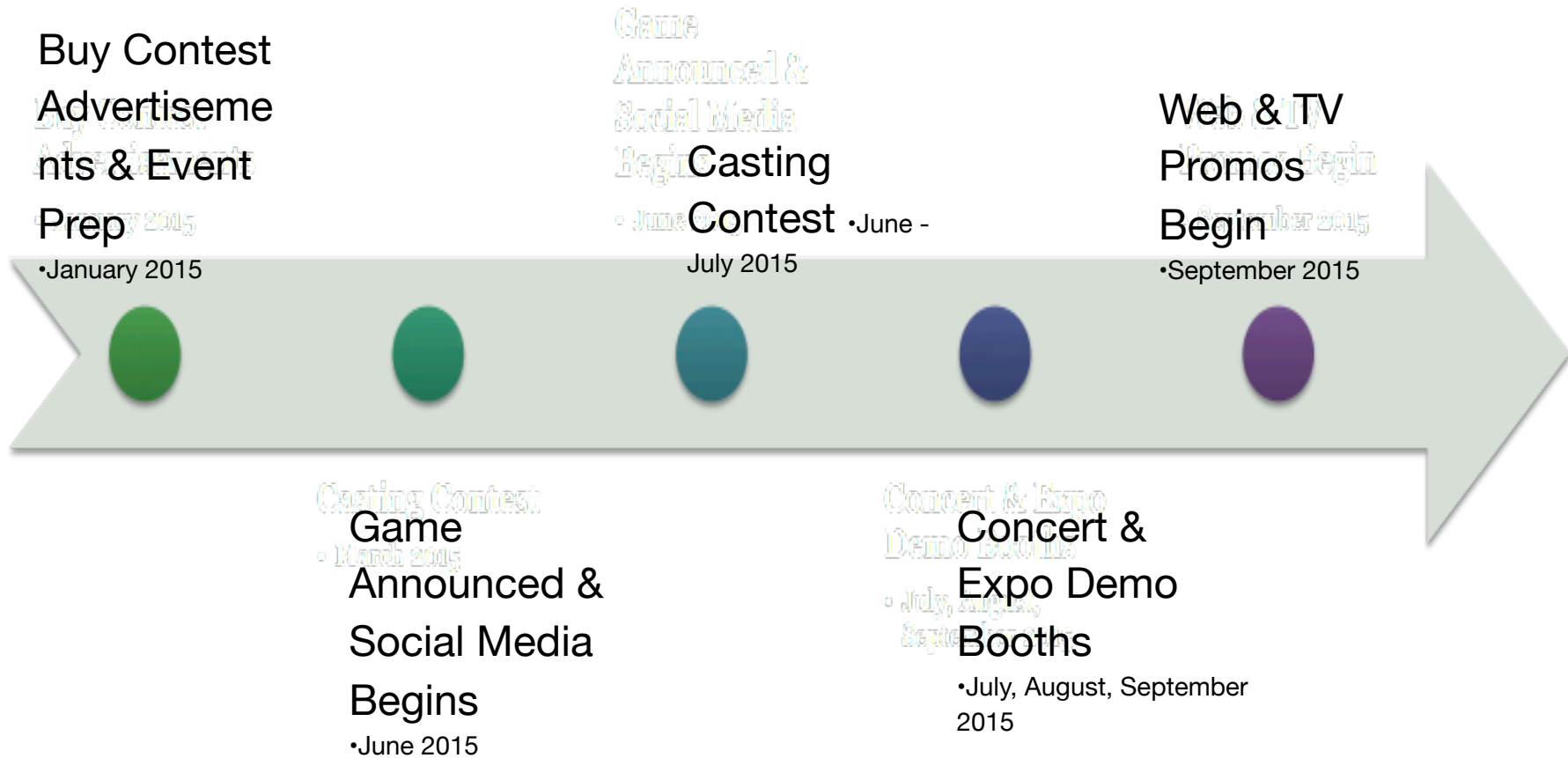
Public Relations Campaign Planning

Timeline

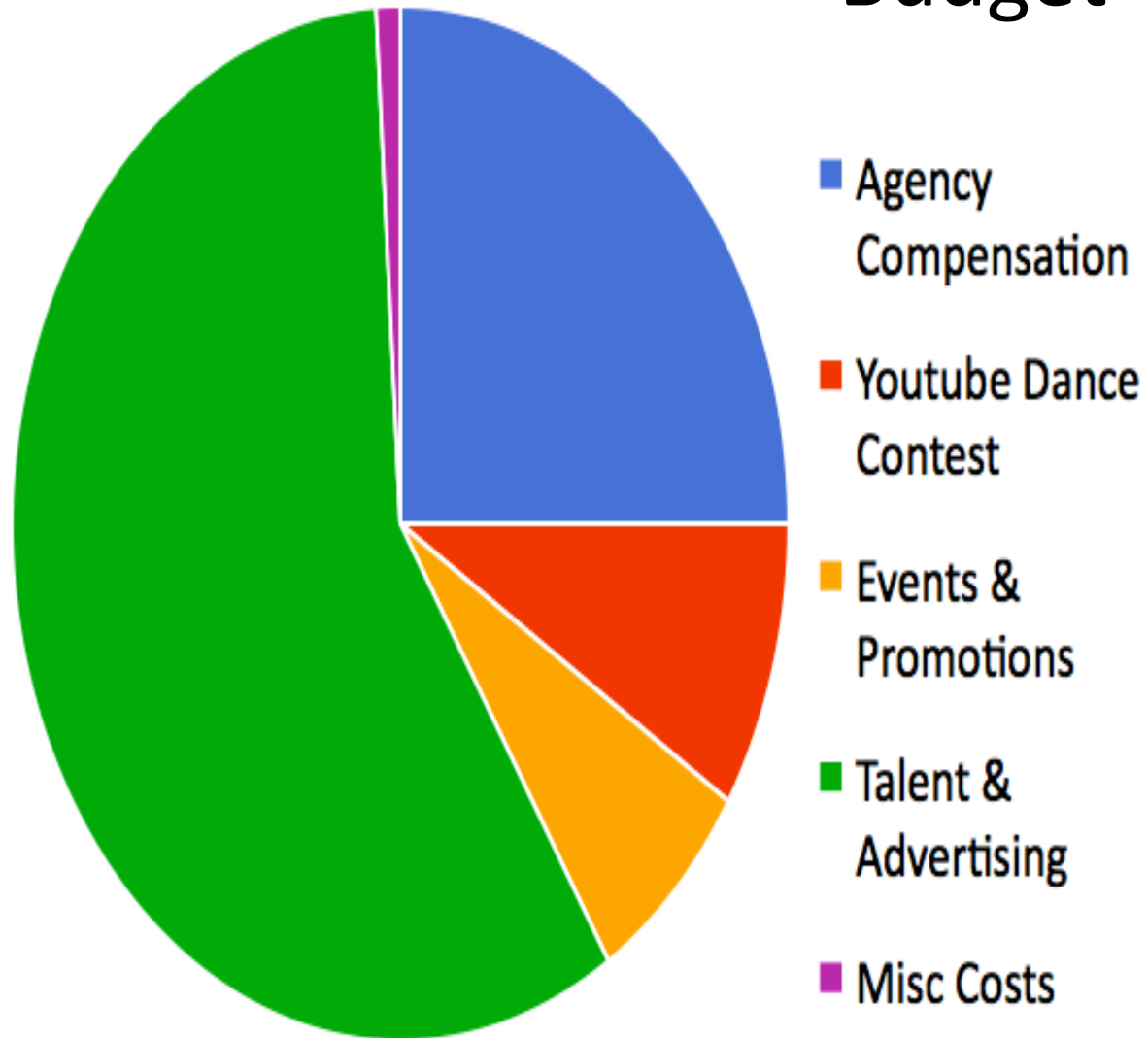
Budget

Evaluation

Timeline



Budget



EVALUATION

- Review each strategy
- Decide how you will evaluate the public relations plan once it is executed
- Events
- Media outreach
- Social Media campaign

Lecture 7

Presentation of Public Relations Plans

On this final day, the professor should expect a written plan from each team as well as a power point presentation. If possible, the professor should invite the client to listen to the student plans and pick a winner or a team that they would fictitiously hire. This competition allows the students to strive to be their best.

PR199 Campaign Management PRESENTATION EVALUATION SHEET

CLIENT: _____

TEAM: _____

Preparation of Group
(Group well rehearsed) (20 points) _____

Presentation Well Organized & Easy to Follow
(10 points) _____

Quality of Visual Aids (10 points) _____

Presentation is persuasive, group has sales ability.
(20 points) _____

Presentation contains creative strategies and tactics.
(20 points) _____

Group responds well to questions. (20 points) _____

TOTAL (100 Points Maximum) _____

90-100= A, 80-89= B, 70 to 79 = C, 60 to 69 = D,
Under 60 =F

PR199 Campaign Management
WRITTEN PLAN EVALUATION by Professor Di Salvo

CLIENT:

TEAM MEMBERS:

SECTION	POINTS AWARDED
TITLE PAGE, TABLE OF CONTENTS (10 POINTS)	
EXECUTIVE SUMMARY/SITUATION ANALYSIS (10 POINTS)	
CHALLENGE/GOALS (10 POINTS)	
CLEARLY STATED GOALS AND OBJECTIVE (10 POINTS)	
ID OF PRIMARY/SECONDARY PUBLICS (10 POINTS)	
GOOD EXPLANATION OF STRATEGIES/TACTICS (20 POINTS)	
REALISTIC TIME LINE/SCHEDULE (10 POINTS)	
REALISTIC COMPREHENSIVE BUDGET (10 POINTS)	
EVALUATION METHODS (10 POINTS)	
FINAL WRITTEN PLAN GRADE (100 POINTS)	