



**PLANNING PROGRAMS AND
CAMPAIGNS**

Chapter 18

THE VALUE OF A WRITTEN PLAN

Mostly our book has focused on the tactical aspect of PR- news releases, feature placements, publicity photos, video news releases, satellite media tours, media relations, newsletters, etc. – that require considerable writing skill and creativity.

Now that you have mastered multiple “media techniques” it is important to devote a chapter to the key concepts of campaign management and PR programming.

We are talking about the coordination of multiple “tactics” as part of an overall program to achieve organizational objectives.

A written plan is imperative for any PR campaign. It improves the campaign’s effectiveness.

BLUEPRINT

Think of this plan as a blueprint.

It explains the situation, analyzes what can be done about it, outlines strategies and tactics, and tell how the results will be evaluated.

Understanding how to write a comprehensive public relations program can help you become much more than a public relations writer.

YOU WILL ALSO BECOME...

A PUBLIC RELATIONS MANAGER!

DEVELOPING A PLAN

The first step in developing a plan is to consult with the client or your management.

This serves two purposes: getting those people involved and it is likely to give you the basic information you need to start making a plan.

Avocado Example: Page 484

In gathering information, talk to and ask questions of people within the organization you are working with; review/study all pertinent reference material; brainstorm with colleagues; conduct surveys and hold focus groups.

After analyzing all the information you have gathered, you will have a better sense of the challenges and opportunities- the objectives will be more clear and the strategy will start to take form

You can better propose your plan now: “These are the facts I have, this is the situation as I see it, these are the objectives I think we should select, and this is the strategy I suggest.”

PROGRAM PLAN'S 8 PARTS

1. Situation
2. Objectives
3. Audience
4. Strategy
5. Tactics
6. Timing/Calendar
7. Budget
8. Evaluation

WHAT THE 8 PARTS INVOLVE

See page 487 for summary

Look at two types of Objectives: Informational and Motivational
(pages 488-489)

See Sunkist Case Study (pages 490-491)

See “How PR Helps Fulfill Marketing Objectives” (page 493)

StarGate social networking site program plan homework (p. 501-2)