Chapter 18

PLANNING PROGRAMS AND CAMPAIGNS

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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.
Think of this plan as a blueprint. It explains the situation, analyzes what can be done about it, outlines strategies and tactics, and tells 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!
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.

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

PROGRAM PLAN’S 8 PARTS
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)