

## **\* Second assignment**

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**Submit name of organization, six to eight organizational goals and six to eight public relations objectives.**

- List the goals and objectives, either number or use bullets.
- The organizational goals need to consider all aspects of the organization, not just public relations. Any public relations goals can be stated as reputation management goals, relationship management goals, and/or task management goals (Smith, 2005, pp. 69-70).
- The public relations objectives must be presented as awareness objectives, acceptance objectives, and action objectives (Smith, 2005, pp. 75-79).
- Goals (any public relations ones) and PR objectives should be original and should follow the phrasing and style presented by Smith (2005).

