

## **Assignment**

### **“Follow the outline presented below to complete the written PR plan”.**

**(#1 - #14)**

#### **1. Title Page**

#### **2. Table of Contents**

#### **3. Summary** (narrative)

- Overview of PR plan and areas the plan will focus on or address ---- this should be written after plan is outlined.
- Identify length of PR plan with beginning and ending dates.

#### **4. Introduction** (or rationale) (narrative)

- Present history, background and current overview of organization.
- This provides the foundation and rationale for the PR plan.

#### **5. Organizational Goals** (list)

- 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).
- Any goals should be original and the public relations goals should follow the phrasing and style presented by Smith (2005).
- These are important to know in order to establish that the PR objectives relate to the overall goals of the organization.
- Number or use bullets as these are identified.

#### **6. Public Relations Objectives** (list)

- These are the objectives that should be considered in the development of the PR plan and should ultimately be achieved with program implementation.
- The public relations objectives must be presented as awareness objectives, acceptance objectives, and action objectives (Smith, 2005, pp. 75-79).
- PR objectives should be original and should follow the phrasing and style presented by Smith (2005).
- List in order of importance or priority.
- Consider internal publics as well as external publics.
- State these in one or two sentences. Specify primary or secondary if applicable.
- Number or use bullets as these are identified.

#### **7. Public Relations Message**

- This is the message that the sport organization desires the internal and external publics to receive through the program implementation phase.
- State message in one or two sentences.
- Specify primary or secondary messages if applicable.
- A slogan may be used in combination with the messages. (This must be original; do not use one that the organization is currently using or has used in the past).

#### **8. Publics** (list)

- Identify the individual publics, with geographical areas, that the PR plan will be directed.
- List general and specific publics, and internal and external publics.

#### **9. Strategy (or Methodology)** (narrative)

- General explanation of how (method or strategy) the PR message is to be communicated.
- Statement on the limits of the PR plan (what it can and cannot be expected to accomplish).

- Based on the methods used to communicate messages, and the potential and limits of the plan, state why the program implementation outlined below is the best approach to take.
- Complete this section in approximately one to two pages.

## 10. Program Implementation

- This is the heart of the plan** and is dependent upon the initiative and creativity of the manager and staff.
- This section outlines the various communication tools, tactics and activities that will be used to get the selected PR messages across to the publics and to achieve the PR objectives.
- There are a variety of tactics and activities that can be used and may be included under the following four PR implementation categories (see Smith, 2005, pp. 157 - 216):

a. **Interpersonal Communication Tactics** (Smith, 2005, pp. 160 - 171) - personal involvement (i.e. open house), information exchange (i.e. educational seminar, speakers' program - selected specialists within or outside the organization scheduled to make public appearances in the community), and special events (these activities are only limited by the creativity of the staff and may include such activities as opening ceremony or reception for new facility, banquets, fund-raisers, camps, clinics, community relations events, and other similar events).

b. **Organizational Media Tactics** (Smith, 2005, pp. 171 - 181) - general publications (i.e. flyers, newsletters, brochures, media guides, yearbooks, and educational materials), direct mail (i.e. invitation, catalog), miscellaneous print media (i.e. posters, bulletin boards) and audiovisual media (i.e. audio - recorded info, toll-free line; video - promotional videotape, slide show; digital - email, listservs, web sites)

c. **News Media** (Smith, 2005, pp. 181-200) - direct news material (i.e. news release, feature release, media kits), indirect news material (i.e. story idea memo), opinion material (i.e. position statement, letter to the editor), interactive news opportunities (i.e. news interview, news conference, media day, coach's TV show)

d. **Advertising and Promotional Media** (Smith, 2005, p.p. 200- 216) - print advertising media (i.e. newspaper advertisements), electronic media advertising (i.e. TV commercial, radio commercial, Public service announcement), out-of-home advertising (i.e. inflatable), outdoor posters (i.e. billboards), and promotional items (i.e. giveaways, clothing)

- Activities included in the PR plan are not limited or restricted to those listed above, but should be placed under one of main headings, and then use subheadings.

- For the written PR plan, list all the different tactics and activities selected for the plan at the beginning of this section, and provide a two to three sentence description about each one.**
- Describe in narrative form three of these activities in detail.**
- One activity for at least one of the internal publics must be included in the PR plan.**
- Specifics should provide enough information for the reader to replicate the activity.**
- Each manager must determine which activities are necessary for achieving the PR objectives.**
- The activities also must be compatible with the budget, the organization's number of personnel necessary to accomplish the tasks, and the identified time frame.**

## 11. Evaluation (narrative)

- Explain how the success of the individual tactics and activities will be determined
- Explain how the overall effectiveness of the PR plan will be evaluated.
- Explain how you will evaluate each PR objective.
- Develop the evaluation process by reviewing each PR objective to verify that you have identified an evaluation tool to determine whether this objective will be achieved through the PR plan.
- This should be incorporated into the PR plan.
- Describe the evaluation process, its frequency, and how the results will impact the future activities of the plan.

- For each survey used, provide questions or content areas of survey, and describe how data will be collected and analyzed, and which staff will be involved in this process.

## 12. **Conclusion** (narrative)

- Present concluding statements as a final argument for the approach taken in the plan, and the benefits that will result.
- Complete this section in three to five paragraphs.

## 14. **Appendices**

### a. **Personnel** (list)

- Identify the team of individuals that will be required to implement the PR plan, along with their assigned tasks.
- Explain the staff members' assigned tasks and responsibilities in relation to the activities in the PR plan.
- Do not include staff members unless they have responsibilities related to the planning and implementation of the PR plan.

### b. **Budget**

- For each activity, identify items involved in the planning and implementation of the activity that cost. Determine any expenditures that will be associated with each PR activity.
  - Identify the financial source required for the activity.
- Indicate whether the expense is a part of the budget or secured through sponsorship.

### c. **Timetable** (list)

- Outline a formal time frame for all the activities (identify the length of the PR plan with beginning and ending dates), including the time period involved in the planning process and the game and/ or event schedule.
- Project and plan for the future - the dates and the time frame should be after the current semester; do not use current or past dates. For example, the earliest any activities can be implemented for the PR plan would be January 1, 2009. A seven-month plan could go from June 1, 2009 through December 31, 2009.
- A calendar should be identified with dates and deadlines for all planning activities and actual games or events
- The PR plan should be for at least a six-month period, but typically the plan will be designed for a minimum of a year.
- Any plan should be continuously reviewed and subject to revision.

### d. **Game or Event Schedule** (which ever applies)

- A game schedule should be included if the PR plan covers the time period of the competition for the sport.

### e. **Media or Publicity Outlets**

Provide a list of the media or publicity outlets with name and contact information (address, phone, email address) that will be used to reach the targeted publics with your message. Check media directory.

### f. **Cite source used for any graphics, schedules, facts, or statistics included in assignments.**