

The One Page Public Relations Plan

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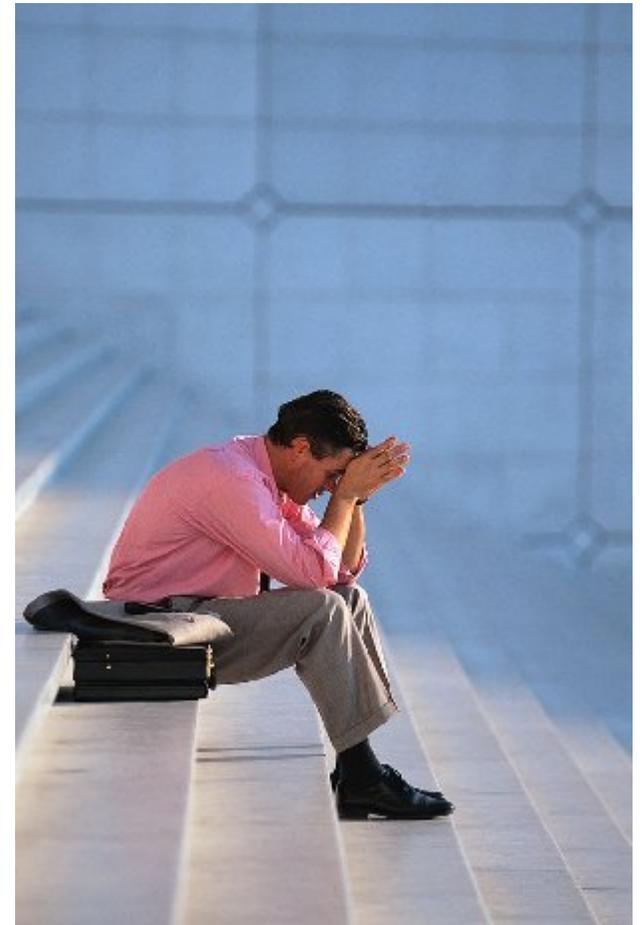
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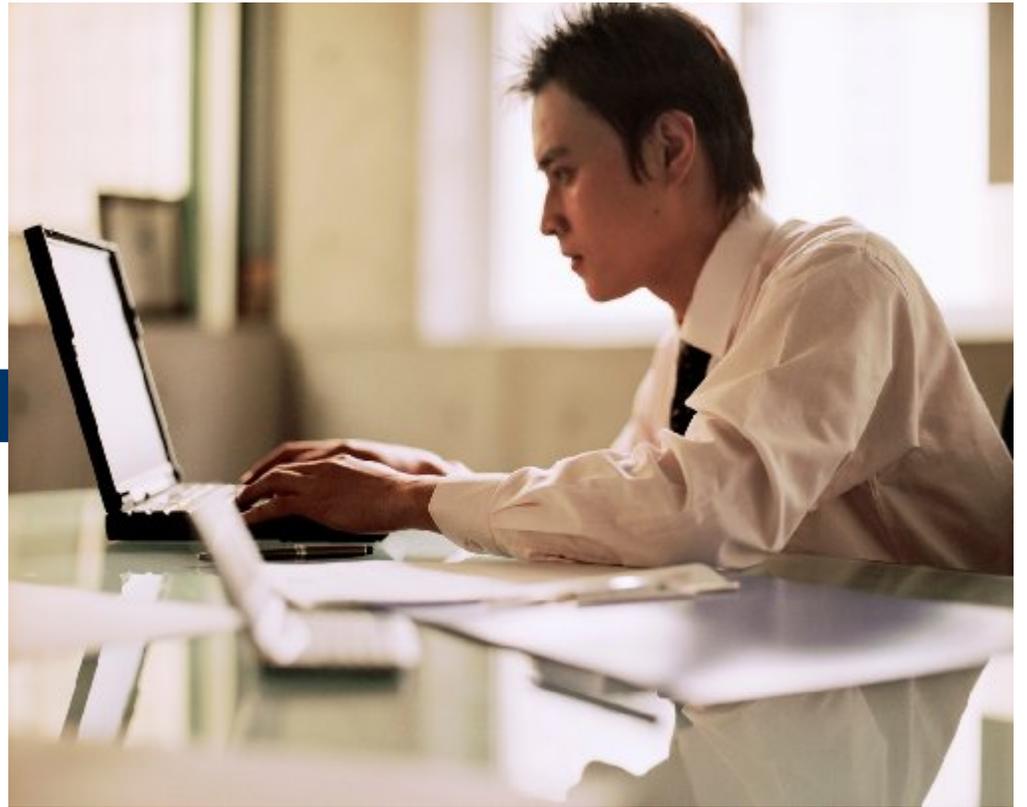
“Bad planning on
your part
does not
constitute an
emergency on
my part.”

**“He who fails to plan,
plans to fail.”**





“A good plan today
is better than a
perfect plan
tomorrow.”



**“Don’t let the perfect
get in the way of the doable.”**

The Value of Planning

The Universal Accreditation Board weighs this set of Knowledge, Skills and Abilities the highest percentage of points towards Accreditation in Public Relations

RESEARCHING, PLANNING, IMPLEMENTING & EVALUATING PROGRAMS (30%)

The Value of Planning

- **Research (Applied)**

Gathers information about the client, company, or organization for which the practitioner is working. Gathers information on issues to help develop objectives, strategies, and target audiences (priority publics) using a variety of research tools (the Internet, interviews, library, focus groups). Plans and interprets research activities from the public relations activity at hand (projects, crisis management). Takes into account message recipients' understanding of the product, company, candidate, and issue when conducting research.

- **Research (Basic)**

Develops a premise. Develops the research plan. Determines appropriate qualitative and quantitative methods. Decides on the population and sampling techniques to use with that population. Designs instruments (questionnaire, interview, etc.). Uses the acceptable techniques to collect data. Codes and analyzes results and presents findings.

The Value of Planning

- **Analytical skills**

Distinguishes between objectives and goals. Recognizes the difference between strategies and tactics. Objectively interprets data. Thinks logically.

- **Audience identification and communication**

Identifies appropriate audiences (publics) and the concerns of each, including employees, investors, suppliers, community, industry analysts, and government and non-government. Prioritizes and properly sequences communications to the different audiences (publics). Tailors messages to various audiences (publics).

- **Stakeholder management**

Identifies institutions, groups or individuals who have an interest in or are affected by some part of the program. Assesses interest of influential institutions, groups, and individuals. Mobilizes key stakeholders to help ensure the success of a program.

The Value of Planning

- **Planning ability**
Develops a comprehensive public relations plan that reflects the organization's needs including appropriate sequencing of plan elements.
- **Strategic thinking**
Synthesizes relevant information to determine what is needed to position the client/organization/issue appropriately in its market/environment, especially with regard to changing business, political, or cultural climates.

The Value of Planning

- **Methodology**

Develops public relations programs using research methodology or approaches that address the following components: Research, Goals, Planning, Execution, Monitoring, and Evaluation.

- **Evaluation of programs**

Determines if goals and objectives of public relations program were met. Determines if, and the extent to which, the results or outcomes of public relations programs have been accomplished. Develops, states, and tests a public relations program's informational, motivational, and behavioral objectives using qualitative and quantitative methodologies.

But in a pinch, what can you do?

The problem doesn't stop while you plan

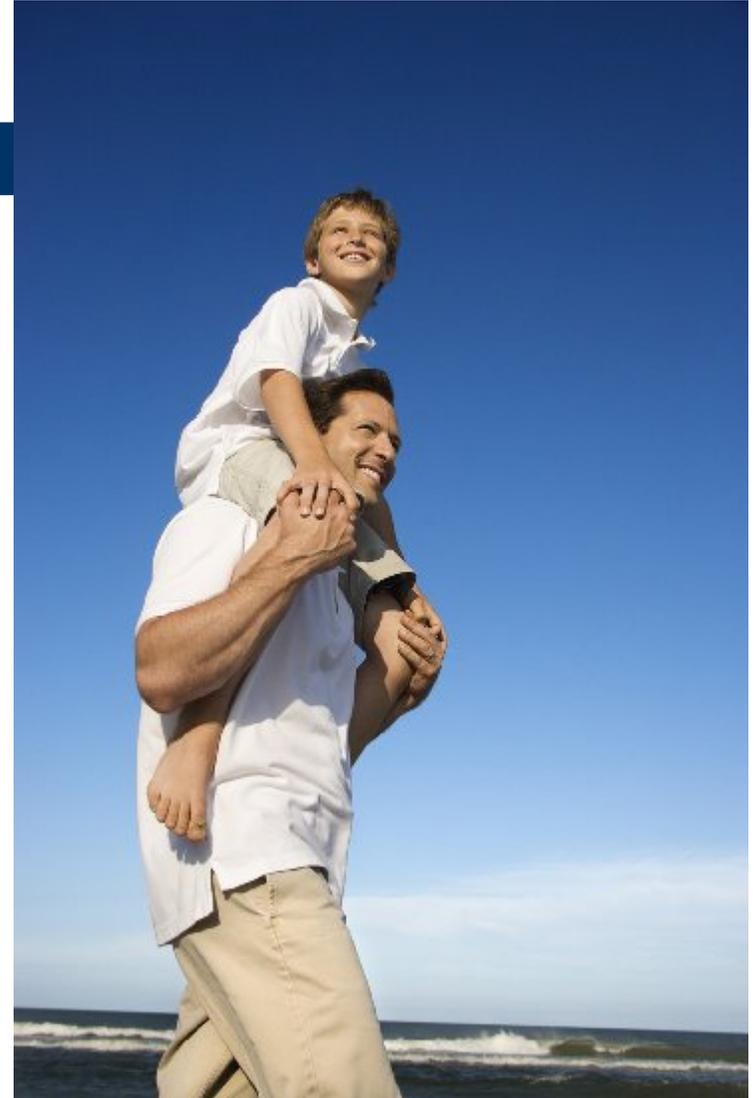
But you can't afford not to....

Need / Problem Statement

- Identify the needs or problems to be addressed. Ideas for information to include are:
 - Length of time needs/problems have existed.
 - Whether problem has ever been addressed before, and what the outcome was.
 - Impact of problem to target population. Impact of problem to surrounding populations.
 - What internal and external forces will impact the situation?
 - State the business, community, political or social factors that may be influencing the situation.

Who's your audience?

- Nonpublics – they are not affected by the problem. They have no impact on the organization and the organization has no impact on them.



Who's your audience?



- Latent publics – people who are unaware of their connection to the problem or organization.

Who's your audience?

- Aware publics – people who recognize they are somehow affected, but have not communicated about it with others.



Who's your audience?



- Active publics – people who are aware of their connection AND have communicated or organized to do something about the situation.

Who's your audience?



Hate

Dislike

Don't

Like

Love

Know

Audience 2-8 are the people willing to listen

Who's your audience?



- Define primary and secondary audiences as precisely as possible
 - What is their connection to the issue?
 - Provide any demographic or research data that helps define and characterize the audience
- The media is not a primary audience – it is a tool to reach your audience.

Goal Mapping

- Does response to this issue fall in line with your existing business goals?
Communication goals?
- If yes, which ones and focus on those as you define objectives and strategies
- If not, make note for future evaluation

Key Message Development

- Based on the goals of the public relations effort and on the available information from the internal and external sources, state the core messages of the outreach effort.
 - What message content must be communicated to achieve the outcomes stated in the objectives?
 - What media best reaches those audiences and delivers those messages?
- Not the same as factual information

What's your message?

- What do you want to say to your audience?
- Must be consistent with other messages both internally and externally
- Develop 6 word message
 - Not just what's important to you
 - But what's important to your audience
- Bridge back to it whenever possible

The words you use are important

- Take time to prepare the right words
- Verbal pictures
 - 47,000 sq feet vs. football field
- Gee whiz factoids that support your message
- Human stories that support your message



Objectives

- Objectives are
 - always measurable, even if not precise
 - measured over a specific period of time.
- Objectives represent the specific knowledge, opinion, and behavioral outcome to be achieved for each well-defined target public.
- The outcome criteria take the form of measurable program effects to be achieved by specified dates.



Objectives



- What must be achieved with each public to accomplish the program goal(s)?
- In practice, objectives do the following:
 - Give focus and direction for developing program strategies and tactics.
 - Provide guidance and motivation to those implementing the program.
 - Spell out the criteria for monitoring progress and for assessing impact.

Strategies



- Strategies are selected to achieve a particular outcome (as stated in a goal or objective).
 - What are the crucial decisions in this campaign?
 - Use the media to effect change?
 - Go directly to audiences via meetings, direct mail?
 - Influence stakeholders through a third party?
 - Gain awareness for your issue through a special event?
 - Strategy represents the overall game plan.

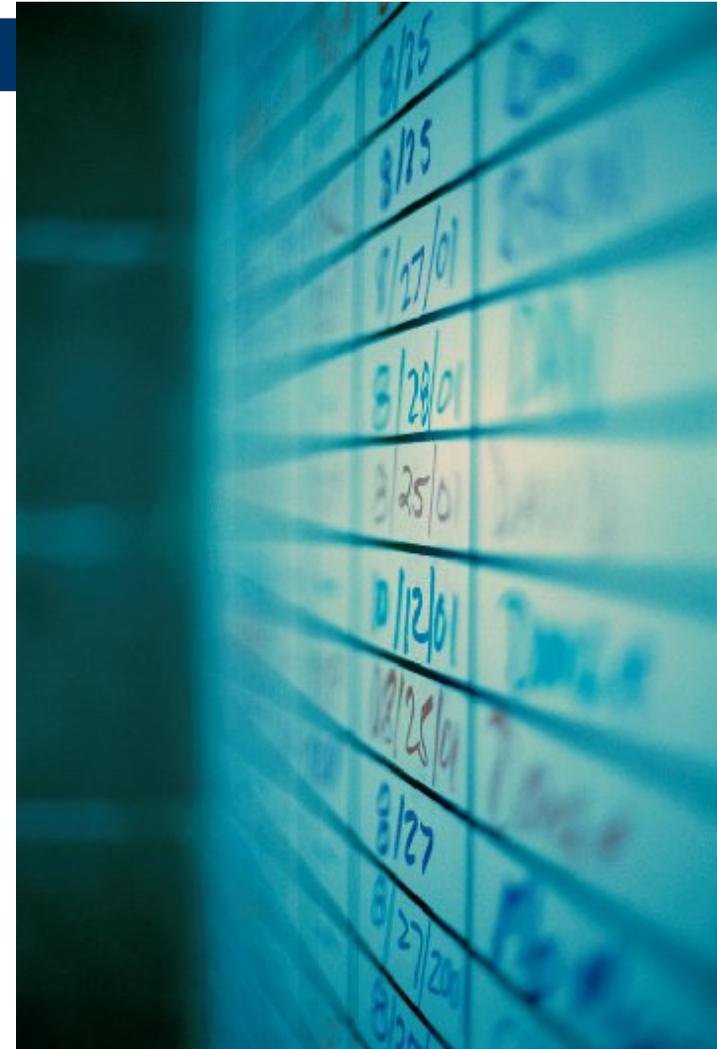
Tactics



- Tactics are decisions made during the course of the campaign – actions taken to make the strategy fit the reality and contingencies during implementation.
 - Who will be responsible for implementing each of the action and communication tactics?
 - What is the sequence of events?
 - How much will the program cost?
 - Who has decision rights to change tactics in the course of the campaign?

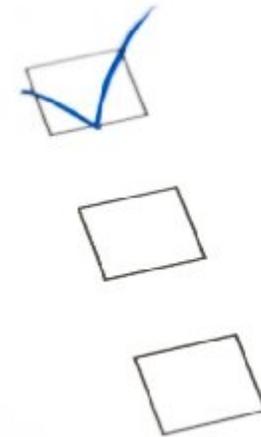
Timetable and Budget

- Outline major benchmarks and deadlines for each objective and strategy
- State the proposed costs and budget of the project. Also include information on how you intend to manage the budget.



Evaluation

- Implementation – Output
 - Number of message send to media and activities designed
 - Number of messages placed and activities implemented
 - Number who receive messages and attend activities
- Impact – Outcome
 - Number who learn message content
 - Number who change opinions
 - Number who behave as desired
 - Number who repeat behavior
 - Social and cultural change



Credits

- Portions of this presentation came from
 - Universal Accreditation Board
 - **Detailed Knowledge, Skills and Abilities (KSAs)
Tested in the Computer-Based Examination
(www.praccreditation.org)**

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The logo for Kailo, featuring the word "kailo" in a lowercase, sans-serif font. The letters "k", "a", and "i" are green, while "l", "o", and "o" are dark blue. A thick dark blue horizontal bar is positioned below the logo.

kailo

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