TOPIC: PUBLIC RELATIONS

Description

For your Final Project you will turn your PR Outline (attached) into an actual PR Plan (what your public sector based message is and how you are communicating it throughout the different mediums used).

Communication Plan - worth 10 points

Start by providing a detailed communication plan (1-2 pages written in paragraph format) for the campaign as a whole that includes:

Explanation of why the campaign is needed

Target audiences

Time Frame

Locations

Connection to overall PR Plan of organization

Any other pertinent information

Note: You discussed most of this in your outline and now I want you to expand upon it and write it up in paragraph form justifying the different aspects. Pay attention to the feedback I provided on your outline to improve upon this section.

Samples of Mediums Used - worth 40 points

Next, for each of your mediums provide me with samples that match what you had in your PR Plan Outline. Use a separate page for each medium. Note: under each medium I am giving the textbook pages to refer to. I expect you use them for reference and help in crafting that section.

Press Release: provide an actual sample making sure you correctly format it. Make sure you include quotes from key stakeholders in your sample.

Website: in detail explain what your website would look like, what information it would contain, what the different tabs will be, etc.

Press Conference: provide an actual sample of your statement (minimum of 1 double spaced page long). Also, predict 5 questions you would receive from the press and prepare responses. Note your press conference script should be significantly different than your press release!

Social Media: For Facebook and Twitter explain what you will be posting, frequency of posts, audience, and how you will respond to others' posts about the campaign. Provide 2 examples of posts for each type of social media.

Other 2 mediums used (depending on what mediums you chose provide me with more details). For example, if you chose an event in detail explain your event including location, time, audience, activity, etc. Types of mediums to consider include (but are not limited to): events, blogs, internal e-mails, other networking sites, pitch letters, and third-party endorsements.