

COMPONENTS OF A PUBLIC RELATIONS PLAN OR COMMUNICATIONS PLAN

NOTE: This 10-step plan should begin after you analyze the situation, determine what you want to accomplish and define the things you want to correct, prevent or preserve.

1. OVERALL GOALS FOR PUBLIC RELATIONS

- Keep these few in number; three to five. One may be enough.
- Should always be consistent with management goals and mission
- Think in terms of end results, rather than process alone

2. TARGET AUDIENCES OR PUBLICS

- Groups or sub-groups with whom you need to communicate (both talk and listen)
- Consider: Who needs to know or understand?
Who needs to be involved?
Whose advice or support do we need?
Who will be affected?

3. OBJECTIVES FOR THOSE AUDIENCES

- Think in terms of the *awareness, attitude or action* you desire. Not your process; the end result
Verbs: Recognize, favor, accept, endorse, support, oppose, ban, buy, discard, whatever fits.
- Phrase objectives in terms of *specific results* you desire, and what you think is possible
- Each objective should cite an audience, an outcome, the attainment level (%) and time frame
Example: At the end of six months, 65% of employees will be in a car pool or ride-share program
- The same objective may fit a number of audiences, but strategies may need to be different

4. STRATEGIES

- Military meaning: science and art of employing political, economic, psychological and military forces to support policies or achieve goals in peace or war; to meet the enemy under advantageous conditions.
- In planning: how will you approach the challenge in order to work toward your objectives? What can you build on or take advantage of, in your situation? What devices will you employ?
- Your strategy may describe the diplomacy, psychology, philosophy, themes and appeals you will use, or the "message" you will convey. It may describe how you will work with other community groups.
- You probably will have several strategies for an objective.
- Some strategies may serve several objectives.
- **Vehicles or channels you will use should appear here, or in tactics or activities.**

5. TACTICS

- More specifically, how you will use your resources to carry out your strategy and work toward objectives
- You probably will have several tactics per strategy
- Some plans stop with tactics, omitting detail of activities

6. ACTIVITIES

- Specific activities required under your tactics, to carry out strategies

7. EVALUATION

- How will you know if you are reaching your objectives?
- Measurement? Observation? Opinion? Feedback?

8. MATERIALS

- What do you need to produce or purchase?

9. BUDGET ITEMS

- Out-of-pocket costs, staff time, volunteer energy

10. TIMETABLE AND TASK LIST

- Who does what when?
- Work backward from deadline, or forward from start date

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