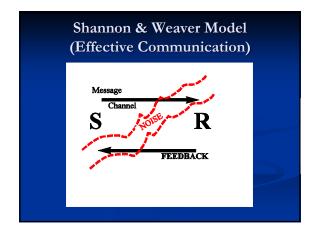# Public Relations Planning

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Public Relations 101

- PR is the behavioral science that creates, maintains and evaluates TRUSTWORTHY relationships using communication to the mutual benefit of an organization and its key audiences.

Factors to consider…

- **M**essage, **A**udience, **C**hannel
- **I**nformation, **A**ttitudes, **B**ehavior
- PR = Deliberately planned management function
- Effective two-way communication

Shannon & Weaver Model (Effective Communication)

Message
Channel
S   NOISE   R
FEEDBACK

Basic PR Planning Steps

- Situation Analysis
  - Identify issues
  - Formative research
  - Real state/ideal state
  - IPFR audiences
  - Construct messages
  - Select channels and media
  - Evaluate competition
  - Identify resources
- PR Plan
  - State goal
  - Fashion objectives
  - Design strategies
  - Select tactics
  - Create timeline
  - Evaluate success

Situation Analysis: Identify Issues

- Interview client/management
- Interview potential target audiences
- Search available literature and databases

Example:
New Jersey leads the nation in "brain drain," where our best high school graduates leave the state to attend college.

Situation Analysis: Formative Research

- Question audiences
  - Interviews with client/management
  - Surveys
  - Focus groups
  - Intercept studies
  - Previous studies

Situation Analysis: Real State/Ideal State

- Compares client's perceived communication problems with actual communication problems
- States where we are
- Projects where we want to be

Situation Analysis: IPFR Audiences

- **I**dentify
- **P**rofile
- **F**ragment
- **R**ank

Situation Analysis:
Construct Messages

- Must be **received** by intended audience
- Must get audience's **attention**
- Must be **understood**
- Must be **believed**
- Must be **remembered**
- Ultimately, must be **acted upon**

Situation Analysis:
Select Channels and Media

- Channels:
  - Print
  - Electronic
  - Face-to-face
  - Special event

- Media (specific conduits)
  - Star-Ledger
  - Newsweek
  - New Jersey Business
  - Posters in hallways
  - Postcards

Situation Analysis
M-A-C Selection Chart

Audiences	Key Messages	Channels
Key internal	Received	Print
and external	Attention	Face-to-face
publics targeted	Understood	Special event
in your	Believed	Electronic
campaign	Remembered	
	Acted upon	

Situation Analysis: Evaluate Competition

- Identify main competition
- Learn what competitors are doing
- Identify messages competitors are using to attract your audience's attention

Situation Analysis: Identify Resources

- Time?
- Costs?
- Agents?

- Expensive mass media advertising?
- Special talent?
- Fund-raising?
- Staff?
- Printers, suppliers, vendors?
- Media relations?

Basic PR Planning Steps

- Situation Analysis
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- PR Plan
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PR Plan: State a Goal

- Global ambition
- What you hope your PR plan will accomplish
    - Real state - Ideal state

Goal:

High school students and their parents will choose community colleges because of NJ STARS, their best option when making college decisions.

PR Plan: Fashion Objectives

- What you have to accomplish
- Timely
- Measurable
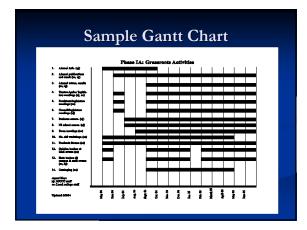- Include an audience
- Strategic in nature, not task-related

PR Plan: Fashion Objective

- Double the number of first-time NJ STARS students enrolled at NJ's community colleges by the start of the 2005-2006 academic year
- Audience: NJ STARS students
- Measure: Double the number
- Timeframe: September 2005

PR Plan: Design Strategies

- Approach to achieve objective
- Declare what your audience will know, feel or do
- Connect audiences and messages

- Generate
- Inform
- Influence
- Position
- Educate
- Persuade
- Respond

PR Plan: Select Tactics

- Specific action that fulfills strategy
- **A**gent
- **C**ost
- **T**ime

PR Plan: Create Timeline

- Spread sheets
- Gantt charts

Gantt Charts

- Show what needs to be done
- Show when it needs to be done
- Identifies who is responsible
- Time
- Agent

Sample Gantt Chart

PR Plan: Evaluate Success

- Did plan accomplish objectives?
- Positive/negative changes?
- Did we communicate effectively?
- Achieve mutual beneficial relationship?

Measurement Tools

- Event evaluation surveys
- Audience surveys
- Audience focus groups
- Key communicator network
- Audience attendance
- Audience inquiries
- Media coverage
- Publication readership
- Attitudinal and behavioral change

Background

- Enacted June 2004
- Tuition and fees
- Top 20 percent
- First eligible:
  Class of 2004

NJSTARS

Issues

- Keep best and brightest
  in state
- Return on investment for
  students
- Students' college
  decision

NJSTARS

Formative Research

- Public opinion poll
- Economic impact study
- High school guidance counselors survey
- NJ STARS focus group
- Agency campaign review

NJSTARS

Public Opinion Poll
Key Findings

- 89 percent aware their county has a community college
- 57 percent have some type of community college experience
- Residents believe education benefits the state
- 85 percent agree college is too expensive
- Economic factors are the greatest obstacle

Economic Impact Study
Key Findings

- Students with an associate's degree earn $400,000 more in additional income over the course of their careers (vs. students with only a high school diploma)
- 95 percent of students who start at a county college stay in state upon college completion

Guidance Counselors Survey
Key Findings

- 70 percent have a good or excellent overall perception of community colleges
- 87 percent have working relationships with community colleges

NJ STARS Focus Group
Key Findings

- Students want a credible source they can relate to for information
- Big sign: FREE TUITION
- Lessen the financial burden on parents

Campaign Review
Key Findings

- NJ 101.5 radio traffic and weather
- Billboards

Formative Research Conclusions

- Messages to parents focus on affordability
- Use community college staff to get to guidance counselors
- High school students focused on cost of college education (tuition), not end results (degree and career)

Internal Audiences

- PR directors
- Recruiters and admissions staff
- Current NJ STARS students
- Presidents
- Trustees
- Foundation members
- Family/friends of current NJ STARS students

External Audiences

- High school students in top 20 percent
- Parents of these students
- Friends of these students
- High school guidance counselors
- NJEA leadership and staff members
- The media

Global Ambition (Goal)

High school students and their parents will choose community colleges because of NJ STARS, their best option when making college decisions.

Objective One

- Double the number of first-time NJ STARS students enrolled at NJ's community colleges by the start of the 2005-2006 academic year
- Audience: NJ STARS students
- Measure: Double the number
- Timeframe: September 2005

Objective One: Double the number of first-time NJ STARS students enrolled at NJ's community colleges by the start of the 2005-2006 academic year

- Strategy 1.1 – Inform parents about NJ STARS
- Strategy 1.2 – Encourage parents to tell their kids about NJ STARS
- Strategy 1.3 – Influence guidance counselors to recommend NJ STARS
- Strategy 1.4 – Persuade eligible students to enroll

Strategy 1.1 – Inform Parents About NJ STARS

- News stories
- Bill signing
- NJ 101.5 ads
- Billboards
- Bus shelters
- www.nj.com ads

Strategy 1.2 – Encourage Parents to Tell Their Kids About NJ STARS

- Information sessions
- Letter from college president
- Letter from Governor
- Online chats
- Student success stories

Strategy 1.3 – Influence Guidance Counselors to Recommend NJ STARS

- Meet with current NJ STARS students
- Meet with community college staff
- Present at NJ School Counselors' Association
- Student success stories

Strategy 1.4 – Persuade Eligible Students to Enroll

- Posters in high schools
- Postcards in high schools
- Meetings with current NJ STARS students
- Billboards
- Online chats
- Letter from college president
- Letter from Governor

Evaluative Research

- Track Inquiries
- Track attendance at information sessions
- Compare first-year numbers to second-year numbers
- Survey all first-time NJ STARS students in fall 2005

Questions or Comments?