

Public Relations Planning

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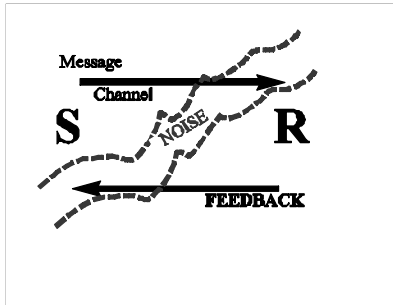
What is Public Relations?

✎ 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...

- ✎ Message, Audience, Channel
- ✎ Information, Attitudes, Behavior
- ✎ PR = Deliberately planned management function
- ✎ Effective two-way communication

Shannon & Weaver Model (Effective Communication)



Effective Public Relations is...

- ✍ more than creating the “snazzy” brochure
- ✍ more than landing a front page story in the Star-Ledger
- ✍ more than creating a Web site with bells and whistles
- ✍ and much more than guessing what your audiences see, think and feel about your organization

Did you say audiences?

- ✍ Internal Audiences
- ✍ External Audiences

**National Alliance on
Mental Illness New Jersey
Audience Segmentation**

- ✍ Internal:
- ✍ Staff/officers
- ✍ Board of Trustees
- ✍ Current members
- ✍ Advisory Committee members
- ✍ Stakeholders
- ✍ Donors
- ✍ External:
- ✍ NJ residents w/ mental illness
- ✍ Families
- ✍ State and Federal legislators/policymakers
- ✍ Teachers/supervisors
- ✍ Businesses
- ✍ Media
- ✍ Potential donors

IRSP Your Audiences

- ✍ **I**dentify
- ✍ **R**ank
- ✍ **S**egment
- ✍ **P**rofile

Research

- ✍ What's the problem?
- ✍ Who are our audiences?
- ✍ What are audiences' current opinions?
- ✍ How do audiences currently get information about us?
- ✍ How do audiences prefer to get information about us?
- ✍ What are we doing that's working/not working?
- ✍ Budget?
- ✍ Time/cost/agents?

Research you can do

- ✍ Talk to current members/volunteers
- ✍ Survey identified audiences/population
- ✍ Use research that already exists
- ✍ Content analyses of media
- ✍ Communications assessment (what's currently working/not working)

Message, Channel and Media Selection

- ✍ Research-based
- ✍ Identifies best ways to reach audiences
- ✍ Identifies messages that will resonate

Setting PR Goals

- ✍ Timely
- ✍ Measurable

PR Goals

- ⌘ Ten percent of key audiences will accept NAMI NJ as an “organization of wellness” within six months.
- ⌘ Measurable: 10 percent
- ⌘ Timeframe: six months
- ⌘ Legitimate goal: acceptance

How do we reach our PR goals?

- ⌘ Strategies and specific activities

Goal: Ten percent of key audiences will accept NAMI NJ as an “organization of wellness” within six months.

- ⌘ Strategy: Educate NJ business markets and residents about NAMI NJ by increasing media coverage so they will know of NAMI NJ.
- ⌘ Strategy: Conduct special events to generate media coverage for NAMI NJ
- ⌘ Strategy: Publicize NAMI NJ Web site to NJ business markets and residents.

Strategy: Educate NJ business markets and residents about NAMI NJ by increasing media coverage so they will know of NAMI NJ.

- ✍ Activity: Create PSAs/ news releases for daily newspapers and trade publications featuring "Top Ten Ways to Cope with Mental Illness" with the option to check Web site or call for more tips.
- ✍ Purchase print advertisements in target newspapers and trade publications with the central focus: "Mental illness affects everyone."
- ✍ Produce feature articles for trade publications and newspapers about successful patients/case studies.

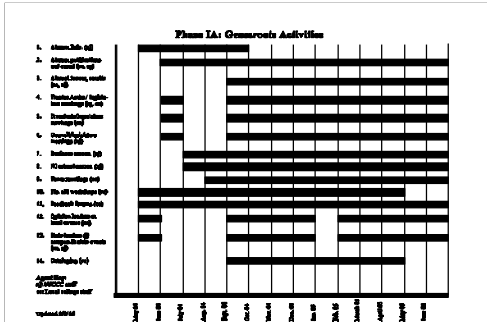
Measurement

- ✍ Event evaluation surveys
- ✍ Population surveys
- ✍ Audience attendance
- ✍ Audience inquiries
- ✍ Media coverage
- ✍ Publication readership
- ✍ Other ways?

Gantt Charts

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

Sample Gantt Chart



Budget

- ☞ News releases..... \$0
- ☞ PSAs..... \$25,000
- ☞ Print ads.....\$100,000
- ☞ Feature stories..... \$0

- ☞ Goal 1 Total: \$125,000

Questions or Comments?

THANK YOU FOR ATTENDING!
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