

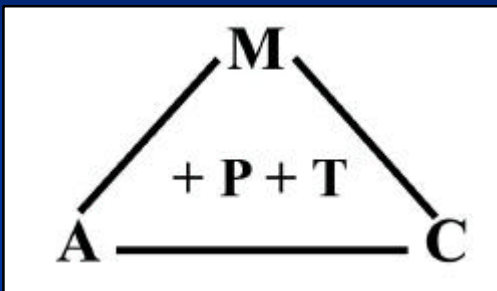
Developing PR Messages and Evaluating PR Efforts

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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.

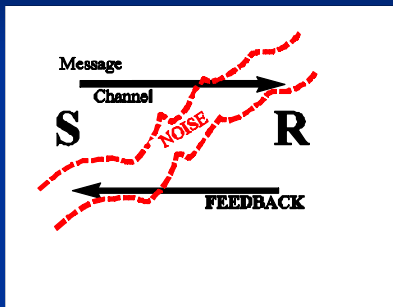
The MAC Triad



Factors to consider...

- Message, Audience, Channel, Purpose and Timing
- Information, Attitudes, Behavior
- 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 school district

Maslow's Hierarchy of Needs

- Physiological needs (basic)
- Safety needs (protection, freedom)
- Social needs (acceptance)
- Ego needs (self-esteem, self-confidence)
- Self-fulfillment needs (grow one's full potential)

PR 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**

Setting PR Goals

- Timely
- Measurable

PR Goal

- Increase membership in local Parent Teacher Association by 15 percent within nine months.
- Measurable: 15 percent
- Timeframe: nine months
- Legitimate goal: increase membership

Strategies to reach our goal

- Generate => media coverage
- Inform => target audience
- Educate => change/reinforce attitudes
- Persuade => elicit action

Goal: Increase membership in local Parent Teacher Association by 15 percent within nine months.

- Strategy: Educate parents with children in school district about PTA by increasing media coverage so they will know of PTA.
- Strategy: Inform parents about PTA events using direct information print campaign
- Strategy: Publicize PTA Web site to residents using electronic campaign.

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- Tactic: Write news releases for daily newspapers promoting upcoming PTA meetings and events with the option to check Web site or call for more information.
- Tactic: Create PSAs for local radio and TV stations – “How to talk to your kids about bullies”
- Tactic: Produce feature articles for newspapers about successful PTA events.

Measurement

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

Questions or Comments?

THANK YOU FOR ATTENDING!
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