

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.

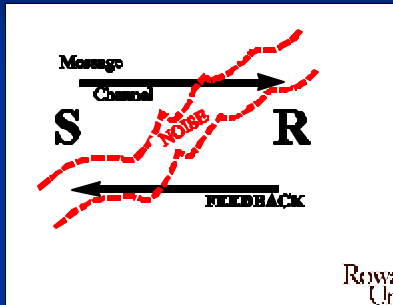


Factors to consider...

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

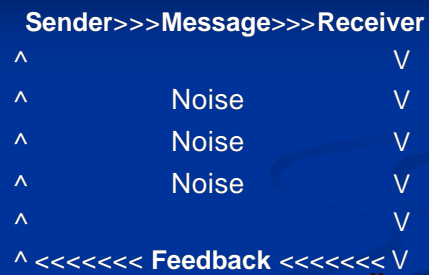


Shannon & Weaver Model (Effective Communication)



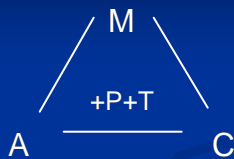
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Two-Way Communication Model



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MAC Triad



M=Message A=Audience C=Channel
P=Purpose T=Timing

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Basic PR Planning Steps

- Situation Analysis
 - Identify issues
 - Formative research
 - Real state/Ideal state
 - IFPR 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: IFPR Audiences

- Identify
- Fragment
- Profile
- Rank

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: 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?



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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
- Agent
- Cost
- Time



PR Plan: Create Timeline

- Spread sheets
- Gantt charts

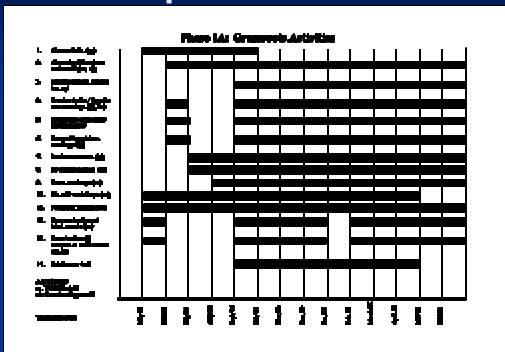


Gantt Charts

- 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

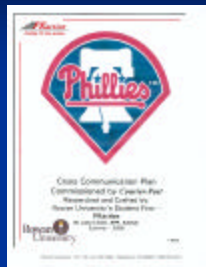
- Did plan accomplish objectives?
- Positive/negative changes?
- Did we communicate effectively?
- Achieve mutual beneficial relationship?



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



Issues

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



Formative Research

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



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
- Billboards
- Bill signing
- Bus shelters
- NJ 101.5 ads
- 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?

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