

**PR Plan Group Project**  
**Introduction to Public Relations**  
**Fall 2007**

**Keith Forrest, Assistant Professor of Communication**

Communication classes are about doing. If you can't apply what you've learned, you can't actually do public relations in the real world. In the real world of public relations, goals are often accomplished in teams. For this group project, you will work together in a professional manner to produce a PR plan for a client and persuade that organization to hire your team to do its public relations. This project will be a lot of work, but it will also be a lot of fun. What you learn you will actually be able to use in the world beyond college.

Step 1: Each group is its own public relations firm. Come up with a catchy name for your firm. Then assign each group member a title and role:

1. President
2. Vice-President for Media Relations
3. Vice-President for Special Events
4. Vice-President for Research

Step 2: Choose a client. It could be an organization, company, or individual. It could be a for-profit or a non-profit entity. It could be in the private sector or government. It could be international, national, or local. Groups are encouraged to choose a local entity because it has the most real world application. Also if your plan is well-crafted enough, perhaps you would really be able to land that client.

Step 3: Once you have chosen your client, please submit it to the instructor so you can be issued a budget. Every group must have a different client. First come, first served. **Client choice due by October 17.**

Step 3 1/2 : Produce a contract for your PR Firm on company letterhead that includes the following information:

1. Plan for **organization** of roles and delegation of work.
2. Plan for **decision** making.
3. Communication **plan** (with each other and instructor).
4. Plan for resolving **conflicts**.
5. **Consequences** of breaking this contract. For example, if a free rider problem occurs, group members must register their concern with the non-participating member, and notify the instructor in writing that a warning has been registered.
6. Anything else you see as important for the group to be effective.
7. You must submit a complete copy of the contract, **signed** by all members of the group by November 21.

Step 4: Choose one PR problem or opportunity that is currently confronting your potential client. Your PR Plan will focus on this particular issue.

Step 5: Produce a situation analysis, describing your client and its mission and intended audiences. Identify the specific problem(s)/opportunity(ies) you are solving/addressing.

Step 6: Write specific goals and objectives, and outline all research steps that would be necessary to finalize the detailed public relations program to achieve your objectives.

Step 7: Produce an action plan: a detailed outline of the situation, strategies you recommend to satisfy your objectives appropriate to the situation, including plans for how you would evaluate your campaign (if actually implemented).

Step 8: Analysis of RPIE (Research, Planning, Implementation, Evaluation)

Step 9: In support of your objectives and strategies, you will then prepare each of the following, in styles and formats most effective for your particular client:

- News release (indicating media to be serviced).
- Analysis of the MAC Triad (message, audience, channels, purpose, timing)
- A separate special event design in action plan memo/outline that directly supports your program objectives.
- Budget itemization of how you will spend the money.

Step 10: Prepare a 10-15 minute presentation for your client to persuade them to accept your PR Plan and hire your firm. Your oral presentation must include at least one visual aid. You must dress professionally.

Due Date: November 28

**PR Plan  
COMM 104  
Introduction to Public Relations  
Grading Sheet**

Group #:  
Group Members:  
Time for Presentation:  
Client:

<b>Category</b>	<b>Points</b>
<b>Synergy/Working Together as a Unit</b> (as opposed to a bunch of individuals)	1 2 3 4 5 6 7 8 9 10
<b>Creativity</b> (Did you use innovative ways to present the information?)	1 2 3 4 5 6 7 8 9 10
<b>Organization/Structure</b> (Was it easy for the audience to follow the presentation? Did it make sense?)	1 2 3 4 5 6 7 8 9 10
<b>Persuasiveness</b> (How convincing was your PR plan? Did you provide compelling reasons for the client to hire your firm?)	1 2 3 4 5 6 7 8 9 10
<b>Press Release</b> (Was the press release written effectively? Did it target the proper media?)	1 2 3 4 5 6 7 8 9 10
<b>Special Event</b> (Did you recommend a special event that fits the client's goals and seeks the proper audience or audiences? Was it written in a clear and compelling fashion?)	1 2 3 4 5 6 7 8 9 10
<b>Budget</b> (Did you spend the budget wisely? Do you provide sufficient detail to justify expenditures?)	1 2 3 4 5 6 7 8 9 10
<b>MAC</b> (Were the message, audience, channels, purpose, and timing analyzed and presented effectively?)	1 2 3 4 5 6 7 8 9 10
<b>Visual Aids</b> (Did you provide relevant and interesting visual aids?)	1 2 3 4 5 6 7 8 9 10
<b>Contract</b> (Did it include all the required information? Was it signed by all group members?)	1 2 3 4 5 6 7 8 9 10

**Comments**

**Grade**

