How to Create a PR Plan?

Core questions	The meaning	Example of a PR campaign plan #1	Example of a PR campaign plan #2
WHAT?	What is the overall goal and purpose/ desired outcome?	Promotion of the new Emergency Room opened by the community hospital.	Launch of two online organizations.
WHO?	Who is your target audience? Who will be involved in the implementation?	The target audience: the staff, employees, community, donors, volunteers, paramedics, physicians with hospital privileges.	The target audience: those who need support and tools to heal from abuse.
WHY?	Why do we organize it? Is this a one-time launch/ event/ celebration/ anniversary/ kick-off/ fundraiser? Create messaging for internal and external use and publicity.	Celebrate and promote new health care facilities to help assist patients.	Helping those who have been through a difficult time (addiction, abuse, foster care, mental health issues, violence against the LGBTQ community).
WHEN?	What are the dates of the event/ launch/ campaign? 🖼	Mid-Spring (over a few weeks).	During October Mental Illness Awareness Week.
WHERE?	Where will it take place (offline/ online)? What social media platforms to use? Where will the event or campaign need to be publicized? What are the targeted media outlets?	Hospital's new ER (inside and outside). Social media is not a thing at the time of this campaign.	A digital campaign including local and national media, podcasts, and social media platforms.
HOW?	All logistics that need to be figured out and who is responsible for it.	Tours and special events for paramedics, physicians, local schools a big community gathering. Internal and external communications, community outreach plans, publications, media relations, direct mail campaigns, invitations to all specific events.	* a press release to local media, * monitoring local and national trends, opportunities, breaking news, * pitching the client to media as a voice to educate and support others, * community outreach, and speaking engagements.

The strategy shared by Jennifer McGinley, CEO of JLM Strategic Communications for Prowly

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