



# APR Cohort: Session 4

Friday, Dec. 13, 2019

11:30 a.m.-1 p.m.

[join.me/mospra\\_director](https://join.me/mospra_director)

Phone: [1.404.400.8750](tel:14044008750)

Conference ID: 910-070-824 #

RPIE: Emphasis on Planning





## **Today's Agenda:**

- 1. Welcome & acclimating to Join.me**
- 2. RPIE: Planning – Goals, Objectives & Strategies**  
(Erica Chandler, APR, Affton School District)
- 4. Scenario Question/Practice**
- 5. Next Steps**



# The I in RPIE: Implementation

Erica Chandler, APR  
Affton School District

# Planning



# Implementation

KSAs

- Understands sequence of events.
- Develops timelines and budget.
- Assigns responsibilities.
- Executes planned strategies and tactics.

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# Affton School District Communications Plan

**Overview:**

<Insert problem statement here>

**Research:**

Primary/Secondary (define method):

- <Describe research and key findings>

**Situation Analysis (SWOT):**

Internal	<i>Positive</i>	<i>Negative</i>
	Strengths: •	Weaknesses: •
External	<i>Positive</i>	<i>Negative</i>
	Opportunities: •	Threats: •

**Planning:**

**Goals:**

Define longer-term, broad, future statements of "being"

**Key Public:** Define target audience

**Objectives:**

Shorter-term, measurable with specific desired results - SMART

1. Define WHAT opinion, attitude, or behavior you want to achieve from specific publics
2. Specify how much change you want to achieve from each public
3. Tell by when you want to achieve that change

Strategy	Messages	Tactics	Person Responsible	Timeline

**Evaluation:**

[Click for Communications Plan:  
Start Times](#)

Implementation: Executing the plan and communicating

- Actions the organization is taking as part of the plan.
- Messages sent through each communication channel.
- Timetables, budget allocations, accountabilities (who's responsible for making sure each step is accomplished.)
- Number of people reached in each key public.
- Monitor results of actions and messages while



# Resources

- [Blank Plan on a Page](#)
- [RPIE for the #schoolPR Pro](#)

**R.P.I.E. for the #schoolPR Pro**  
 Research, Planning, Implementation, and Evaluation

### 1

#### Research

**Gather info to describe/understand a situation, define a problem, and determine public:**

- Secondary - What do we know?
- Primary - What does our audience need?
- What other parts of our school district have already done research we could use?  
*(Technology, HR, Curriculum, Testing, etc.)*
- Who do we want to reach?
- What do we know about them?
- Where do we find them?
- What do we want them to do?
- Be realistic with research time/budget
- What do school districts sell?

Tip: Start at the beginning. Don't rush to solutions or jump into tactics before research and objectives.

### 2

#### Planning

**Goals, Objectives, Strategies & Tactics**

**Goals** are longer-term, broad, more global, future statements of "being" for a school district:

- How is our district/program uniquely distinguished in the minds of our publics?

**Objectives** are shorter-term, measurable with specific desired results:

- Who are we trying to reach? Audience segments
- What are we trying to change about them?
- How much will we achieve?
- When will this happen?
- Who else needs to be involved?
- Whose advice or support do we need?

**Outcome Objectives** change behavior, awareness, opinion, or support (strategic)

**Outputs** measure activities, e.g., number of newsletter contacts, press releases, website hits, social media posts and updates, etc. (tactical)

**Strategies** describe HOW to reach objectives:

- Think road map or approach
- Include media relations, engagement of public/parents/employees/opinion leaders

**Tactics** are specific elements of a strategy or tools:

- Which communication channels will we use?
- Are tactics aligned with strategies?
- What is needed to implement/execute tactics?
- Include press releases/conferences, newsletter, parent/community meetings, special event, etc.

### 3

#### Implementation

**Execution of the plan or communicating:**  
Creative, materials, budget, timeline, and delivery

- Actual messages sent through what channels?
- How many reached targeted audiences?
- Monitoring tools for execution?
- Who does what when?
- Work backward from deadline or forward from start date.

### 4

#### Evaluation

**Evaluation of success is only as good as quality of objectives:**

- Did you accomplish your objectives? Prove it.
- Can we adjust, improve for future?
- Measure effectiveness against objectives.
- Did we get key messages out and heard?
- Can serve as research for next phase/program.

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Adapted from the Study Guide for the Examination for Accreditation in Public Relations, [www.praaccreditation.org/documents/aprstudyguide.pdf](#)

# Scenario-Based Question: RPIE

You are a communications director of a for-profit health lab company that also has a strong donor base. Recently, you have confirmed that an animal rights group has planned a protest in two weeks regarding the use of monkeys as part of a research project tied to identifying treatment for Alzheimer's Disease. The project is equally funded by influential donors, a widely known drug company and the Alzheimer's Foundation. You are concerned that the protest will cast a dark shadow over your company and hurt morale of your employees, as well as create negative publicity for your main funders of the project. You develop a public relations plan for the days leading up to the protest and on protest day itself. Which strategy would you apply first? (pick one)



## Which strategy would you apply first? Choose one.

- A. Disseminate information that will increase awareness about your ethics in research for your top 20 percent of donors.
- B. Preempt the protest by creating media events that highlight your company's success in research and your ethical treatment of animals.
- C. Engage your company's employees in activities that highlight your company's research and ethical treatment of animals.
- D. Create a public awareness campaign for Baby Boomers showing the devastating effects of Alzheimer's on the patient and family.



# ...and the answer is:

- C

Rationale: As a crisis unfolds, it is most important to address employees and internal audiences first. In this case, employees' morale is at stake. (APR Study Guide, p. 109). A and B are strategies that address other audiences who will be affected by the protest, and all should be part of your plan, but it is important to make sure your employees are the first to be addressed.



# Scenario-Based Question: RPIE

You are a public relations director of a beverage company. Your CEO asks you to develop a public relations strategy for rolling out a new beverage to the public. The CEO wants to see the new beverage rollout exceed previous rollout numbers from last year's new beverage. What would be your best objectives? (Choose two)

Angela Miller



## What would be your best objectives? (Choose two)

- A. Within the first year (by Dec. 31, 2020), increase overall golden club member participation of new product rollouts from 35% to 45%, encouraging members to buy the new beverage and share it with family and friends.
- B. Increase overall brand awareness of packaging from 25% to 45%, making the beverage brand the most recognizable in the company, which is in stores across North America, Europe and Asia.
- C. In the first year of the beverage rollout, from January 2020-December 2020, launch four contests on college campuses, to promote the new beverage to students to purchase it, and to increase overall awareness of the brand.
- D. Within the first six months, increase parents' knowledge of the beverage by 55%, prompting mothers to purchase the beverage for their kids ages 12 and under — a 15% higher rate than previous awareness strategies.
- E. By Dec. 1, 2020, increase the overall beverage rollout for new beverages from 75% to 80%.



# ...and the answer is:

- **A and D**

Rationale: (*EPR* 11th Edition, pages 270-273) Outcome objectives must include four specific elements: target public, outcome, measurement, target date. Output objectives are not preferred because they do not measure behaviors, only tactics. We can define an objective as “who does what, by when, and by how much.”

**A**-Is correct because it includes all four elements of an outcome objective. It is a behavior outcome.

**B**-Is incorrect because it doesn't specify a target date and it does not include a target public.

**C**-Is an output objective and does not include all four elements of an outcome objective.

**D**-Is correct. It includes all four elements of an outcome objective. It is a knowledge outcome.

**E**-This is an output objective, and therefore does not make one of the two best answers.





## Next Up: Session 5

**KSA: Research, Planning, Implementation, Evaluation**

**Friday, Jan. 10, 2020**

**11:30 a.m.-1 p.m. via Join.me**

## Homework:

*EPR: Ch. 14 --Step 4: Evaluating the Program*

*PR Strategies & Tactics: Ch. 8-Evaluation*

Study Guide: Pages: 20-45

