PUBLIC RELATIONS
A Step-Step Approach For Northeast CZM Partners Workshop

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What Is PR

Planned Use of Communications
Shapes Opinion/Generates Opinion
Evaluates and Influences Attitudes
Activates Audiences
Two-way Communications
Why Public Relations?

Imaging
Issue Positioning
Legislative Goals
Establish Expertise
Types of Public Relations

PRO-ACTIVE
- Positive
- Agenda Setting
- Takes Offensive

RE-ACTIVE
- Defensive
- Negative
- Responding
- Vulnerable (VR)

IN-ACTIVE
- Spectator
- Sidelines
- Non-player
PR Operations
Analysis
Goal Setting
Planning
Communications
Feedback
Evaluation
Modification
Analysis

Define Objectives
Target Audience
Research
Identify Resources Both People and Financial
Mission Statements
What are you Selling
Goal Setting

Explicit
Measurable
Achievable
Important to You
Deadline Oriented
Planning

Calendar Year (define musts)
Match Needs
Determine Tools
Prepare Timeline
Define Responsibilities and Costs
Communications

Implementation of Program
Call to Action
Be Prepared to Respond
Feedback, Evaluation
Modification

Review Responses
Determine if they meet Objectives
Redefine Objects
Redefine Program Elements
PR, A Visual View

Feedback
Evaluation
Modification

Analysis
Goal Setting
Planning

Communications
Making News

Great Opportunity/Free Media Coverage

Develop Databases

- newspapers/daily and weekly
- TV and radio news
- community organizations
- elected officials
- interest groups
- businesses
- trade publications
- web media

Prepare Press Kits/Materials
Writing Press Releases that Sell

The Lead
Who
What
Where
When
Why
How

Inverted Pyramid
Short Sentences
Other Do's and Don'ts
Feature Stories (humanize)
What is News?

New Services
Special Projects/Events
Appointments, New Offices
Promote a Web Site
Get an Award/Give an Award
React to New Report/Situation
Evergreen Report/Issue Report/White Paper
Give a Presentation/Speaking Engagement
Promoting Legislative Agenda
Pigbacking on National Stories
Special Days/Weeks/Months
Fundraising Event
Keys to Media

Build Relationships
Make Yourself a Valuable News Source
Do All the Leg Work
Work the Phone/Sell your Story
Humanize and Localize
Other PR Tools

- Press conferences
- Op-eds
- Letters to the editor
- Editorial board meetings
- Radio talk show outreach
- Public service announcements
- Advertisements
I'd like to become a member of Coastal States Organization
Campaign Room
Create an account (it's easy and private)

Log in to Coastal States Organization Campaign Room
Your email address:
Your password:
Forgot Your Password?
Submit
News
Sep 28, 2005: Sept, 26, 2005 - In the eye of the storms - USA Today
Jul 7, 2005: 7/1/05 CSO Op-ed by Debra Hernandez in The State Newspaper (SC)
(see all)

Calendar
No items found.
(add/suggest)

Library
- USCOP Recommendations on CZMA (File)
- CSO Comments on Final Report (File)
- CSO Comments on Preliminary Report (File)
- CSO Testifies on NOAA Organic Act (Congress - Testimony)
- USCOP Final Report Press Release (File)
(view all)

Folders
- CSO Virtual Public Relations Department
  - 1. Introduction: Communicating, it's a win-win proposition
  - 2. Internal messages: Coordinating our communications efforts