

# Chapter PR Plan Worksheet



Activity/Project/Event: \_\_\_\_\_

PR Chair for Activity/Project/Event: \_\_\_\_\_

**Identify concerns:** What is the message to get across regarding the specific activity, project, or event? Who is the audience we will target with this message?

**Set a goal:** What is the reason for the promotion? Who benefits from this activity, project, or event? What are the media outlets? Where will the story be placed?

**Form a plan:** How will we tell the story? Which tools and techniques will we use?

**Act:** What exactly will happen? Who will do it, and when will they do it?

**Follow up:** What finishing touches will cap off the promotion? How will we evaluate the results? Who do we need to thank and/or recognize?