

1. Public Relations Planning Exercise (Use on white board)

Key Messages... #1 _____.

#2 _____.

Guide students to identify the two most important messages a fictitious company (perhaps a relatively new manufacturer of a vitamin supplement, energy drink or...) would prepare to deliver. The first is usually very much like the corporate mission statement. Our goal is to be the best...The second one usually relates to company environment, how we use teamwork, treat our customers and people, etc.

Below the two messages, draw a grid on the board, much like a table in Word. Label the first column, “publics.” Label the top row “Media.”

See example below...Focus on “internal” audiences or publics first, then “external” publics.

For each public identified, decide which medium or media would be the most effective to deliver those messages to that specific public. Put a 1 in the box where the column and row intersect if that medium appears to be the most effective. Put a 2 into the box if the medium could be used, but might be second best. Several media can be used. For example...

Pubs/media	Letters	Memos	Company newsletter	Phone calls	Meetings	Press release, publicity	Lobbyist	E-mail, tweets	Tours	Annual picnic
Directors	2				1					
Managers		2			1					
Employees			2		1					
Fams of employees			1							2
Media					2	1				
Local biz community					1				2	

Government leaders					2		1		2	
Local Fire/police					2				1	
FDA inspectors			2	2	1					
OSHA			2	2	1					
General public						1			2	

After a good board discussion, prepare another blank grid on paper, similar to this one. This time, have each student pretend he is the PR manager for his high school principal, Mr. or Ms. X. Each is to plan the PR campaign to make the school much better known to local key publics. Use the blank grid to 1) Identify the two most important messages to be issued. 2) Identify publics particular to a high school, and the 3) various kinds of media used to issue important communications. Complete the grid. Have a class discussion for students to tell the class which publics and which media they identified. Where did their numbers go? Turn in for credit.

2. Press Release Writing

Information provided:

House fire, 2246 E. Malane St. Millcreek, UT 84699

Alarm sounded at 4:50 a.m. Station 31 in Millcreek

Two engine crews (7 men and 1 woman) and paramedics (3) responded.

August 16, Monday.

When arrived, flames above garage, living and dining rooms, moving rapidly into sleeping areas.

Occupants: Tom and Linda Smyth; son, Tommy, 14; daughters, Elizabeth, 12 and Caitlin, 9. Puppy Bubba.

Condition: Caitlin was at friend's house for sleepover. Elizabeth fled house. Tommy awakened by Dad. Minor burns on face and hands. Dad taken to Jackson Hospital with burns over 60% of body. Linda escaped helping Liz. Dog died of smoke inhalation.

Others taken to hospital for precautionary exams. Caitlin has been notified.

Quote: Neighbor: Dave Mulhaney. "I was just ready to leave to go fishing. As I started to pull away, I saw the flames. I called 911. I banged on the front door to try to wake up the family. It was just too hot to do any more than that."

Tom is a programmer at Quark Systems; Linda is a nurse at Mercy Hospital. The children attend local schools.

Damage: Fire Chief Harry Blaze said "We got there quickly enough to save most of the basic structure. There is water damage in the basement. I estimate damage of about \$250,000."

Assignment #1: Review the information given. As a reporter, decide what should be in the story and what should not. Prioritize the information. Using the Inverted Pyramid Style, write a new story for the local daily paper, covering this hard news event.

Assignment #2: Pair up the students in marketing or advertising, have them select a product. Think of its importance in the market place. List features and benefits to its user. Then identify a modification to the product that makes it better. It might be better whitener in a toothpaste, a laundry detergent with a more active cleaning enzyme, new features for software, a cell phone, reading pad, etc. Write a list of facts about the pending entry into the market of this new product, similar to the list in the fire story. Don't forget the "standard paragraph," giving information about the manufacturer or vendor of this product, normally used as the last paragraph in a press release. Prioritize all the information. Using the Inverted Pyramid Style, write a press release about the new or modified product, for submission to the local daily paper. Follow the recommended format. Turn in for credit.