

### ***CD0303 Sample PR plan***

Here is a sample PR plan for the author's own PR agency, Jericho Communications:

#### **JERICO COMMUNICATIONS MEDIA OUTREACH PLAN**

**July-December 1998**

##### **OVERVIEW**

Jericho Communications already has a sound reputation for providing clients with full-service public relations programs that are creative, dynamic and strategic. This certainly helps Jericho stand out with current clients, as well as with prospective clients. However, to further complement our reputation, it's critical for Jericho to garner continuous media and industry influencer attention about its cutting-edge client programs, its unique philosophy and talented staff. Keeping this in mind, following is a proposed six-month self-promoting media outreach plan for Jericho with specific goals to maintain a more constant momentum of Jericho news with key targeted media.

##### **GOALS**

- Position Jericho as a cutting-edge public relations firm on a fast pace toward becoming a strong leader among mid-sized PR firms
- Differentiate Jericho from the competition when it comes to implementing successful, creative public relations programs
- Establish relationships between Jericho's staff with specialized expertise and key target media and industry influencers
- Achieve for the next six months maximum editorial coverage for Jericho, and its staff members' areas of specialty

##### **STRATEGIES**

- Initiate and maintain aggressive, consistent contact with key influencers reinforcing Jericho's reputation and its multiple areas of expertise
- Maintain an active dialogue with key media and industry influencers through surveys, bylined articles, case studies, feature pieces, roundups, etc.
- Assume an authoritative role in addressing issues current in the news and offer insight about interesting trends and compelling business topics
- Support Jericho's Speaking Opportunities Committee and garner media attention about Jericho's industry-related board and committee appointments, local community board appointments, participation at local non-profit and community events, Jericho-sponsored seminars, speaking engagements, roundtables and membership with trade organizations

### **Target Audiences**

- Public relations and advertising trade press
- Local metro press and press located in vicinity of clients' headquarters
- Key industry trade press
- Business press
- Broadcast outlets
- Consumer/Lifestyle press
- Computer press
- Online media

### **RECOMMENDATIONS**

#### **Jericho's Newsbureau**

- Develop storylines, article ideas and case studies appropriate for key targeted media
- Provide support to Eric to further cultivate "special" relationships with key industry influencers (e.g., Jack O'Dwyers, Paul Holmes, Stuart Elliott)
- Schedule in-person interviews with industry trade, select local press and select business press
- Arrange interviews with media in top markets as part of agenda during Jericho staffs' business travel
- Pursue media opportunities with clients' local press about Jericho
- Review key target media editorial calendars and piggyback on media opportunities
- Conduct full staff brainstorm meetings to develop new editorial ideas for Jericho

#### **Jericho's Contributed Articles Program**

- Draft bylined articles and case studies pertaining to Jericho staffs' expertise, knowledge and experience and place in key targeted trade and vertical media

### **Pulse of the Nation**

- Follow national news stories and pursue media opportunities which lend themselves to position Jericho as an authority on turnkey issues and topics; tailor Jericho's survey findings, Jericho staffs' expertise, Jericho's successful creative client program experiences to fit with news focus

### **Jericho Surveys Say...**

- Conduct surveys oriented to Jericho's greatest areas of strength, as well as provocative, controversial topics; pursue coverage with key targeted broadcast and print media
- Conduct full staff brainstorm meetings to develop new ideas for Jericho surveys

### **Jericho's High Visibility Profile**

- Work with Jericho's Speaking Opportunities Committee to provide media support for key speaking engagements, appointments, etc. for Jericho staff

### **JERICHO'S KEY TARGET MEDIA**

#### **Public relations and advertising trade press**

- \_\_\_ Advertising Age
- \_\_\_ Brandweek
- \_\_\_ Brand Marketing
- \_\_\_ Business Marketing
- \_\_\_ Contacts
- \_\_\_ Marketing News
- \_\_\_ Direct Marketing
- \_\_\_ Inside PR
- \_\_\_ Interactive PR & Marketing News
- \_\_\_ Partyline

- \_\_\_ Public Relations Tactics
- \_\_\_ O'Dwyer's Newsletter
- \_\_\_ O'Dwyer's Services Report

**Local press**

- \_\_\_ Crain's New York
- \_\_\_ Daily News
- \_\_\_ Newsday
- \_\_\_ New York Post
- \_\_\_ New York Magazine
- \_\_\_ NY 1

**Business press**

- \_\_\_ Business Week
- \_\_\_ Entrepreneur
- \_\_\_ Fast Company
- \_\_\_ Forbes
- \_\_\_ Inc. Magazine
- \_\_\_ Newsweek
- \_\_\_ The New York Times
- \_\_\_ Success
- \_\_\_ Time
- \_\_\_ The Wall Street Journal
- \_\_\_ USA Today
- \_\_\_ U.S. News & World Report

**Consumer/Lifestyle press**

- The Executive Female
- GQ-Gentlemen's Quarterly
- Men's Journal
- Marketing News
- Parade
- Working Woman
- USA Today Magazine

**Computer press**

- C/Net
- Industry Week
- InfoWorld
- InformationWeek
- Inter@ctive Week
- Internet Week
- Internet World
- Network World
- Web Week
- Wired
- Yahoo! Internet Life

**Online Media**

- CNN Interactive
- CNN/fn.com

- MSNBC Interactive
- New York Times Cybertimes
- Wall Street Journal Interactive
- USA Today Interactive

**Broadcast Outlets**

- AP Broadcast News
- Bloomberg Radio and TV
- Business News Network
- Business News Radio
- CBS This Morning
- CNBC
- CNN
- Fox After Breakfast
- Good Morning America (ABC)
- MSNBC
- National Public Radio
- Today Show (NBC)
- WCBS-AM
- UPI Radio

**NEXT STEPS**

- Develop timeline
- Schedule date and time for next meeting
- Establish responsibilities
- Gather editorial calendars

- Develop media list with clients' local press targets
- Schedule full staff brainstorm meeting date and time
- Begin drafting necessary materials (press release, case study, bylined article, survey, etc)
- Other ideas, feedback...