APR Online Study Course

COHORT WEBCAST

Stand-by… we will begin soon…

COHORT WEBCAST

Stand-by… we will begin soon…

We will begin in..

minutes

COHORT WEBCAST

Let others know that you will be participating for the next 50 to 90 minutes.

REDUCE DISTRACTIONS

Stand-by... We will begin soon...

If you lose sound at anytime during the webcast, you may close the webcast window and reopen from your original link. This will restore your audio.

AUDIO TIPS

Stand-by... We will begin soon...

You should hear audio now. If you do not hear music, let us know by typing a message in the chat window below.

AUDIO TIPS

Stand-by… We will begin soon…

Let us know you are here and ready to participate. Say "Hello" and let us know the weather in your location.

CHAT TIPS

Type a message in the chat window

Stand-by... We will begin soon...

You may ask a question anytime!
Let us know you have a question by
typing... "QUESTION – I would like
to know more about..."

CHAT TIPS

Type a message in the chat window

Stand-by... We will begin soon...

Although you CAN multitask... it's not recommended. Multiple windows can reduce the quality of your experience.

TECHNICAL TIP

Live Webcast
Stand-by
APR Online Study Course
Regular Monthly Webcast

UAB
Accreditation in
Public Relations

Study Course

"Online Study Groups"

Sign in: Name an 'Audience' for a plan you
Have worked on or are planning….
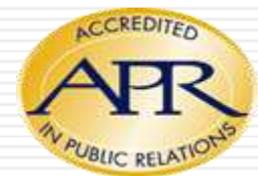
Welcome

Ferne Bonomi, APR
PRSA Fellow

Christian Patterson, APR
APR Facilitator

Michael Henry
Technical Facilitator

Regular Monthly Webcast
3PM Eastern Second Tuesday

Introduction

Christian Patterson, APR
APR Facilitator

- **Mississippi Military National Guard**
- **APR+M**
- Examination Experience
  - Study Tips
- Value of APR

Michael Henry : My desktop | My course list | My User Account | My messages | Platform administration | Logout

▶ Accreditation in Public Relations - Online Prep course

APRPREP - Michael Henry

🏠Online2Learn.Net > APRPREP > Forums

Forums ▼

View mode : Student | **Course manager**

▶ Forums   ❓

Forum Index > APR Experience and Study Tips > APR Experience and Study Tips

📧 **Reply** | 🔍 **Search** | **Last message**

1 2 3 4   ▷ ▷|

APR Experience and Study Tips   ✉**Notify by email when replies are posted [Disable]**

Michael Henry
January 13, 2009 at 06:52 AM

APR Experience and Study Tips

This forum is a way for you to share your experience taking the APR Examination, Readiness Review and your study process with other online candidates. It is also helpful to reflect on your own experience, once you have completed the process.

In addition, we encourage comments to the APR Online Course Development team. Your comments regarding the course will help us improve the tools for future online candidates. Send comments to support@online2learn.net. Thank you.

To post a comment in this forum, click REPLY.

Return to Coursemap

If you have received your APR, click here to be included in the list of 'Graduates!'

✏ ✖
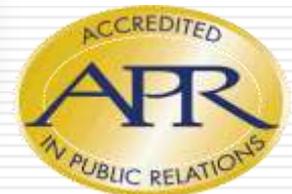
Personally Assess your Participation
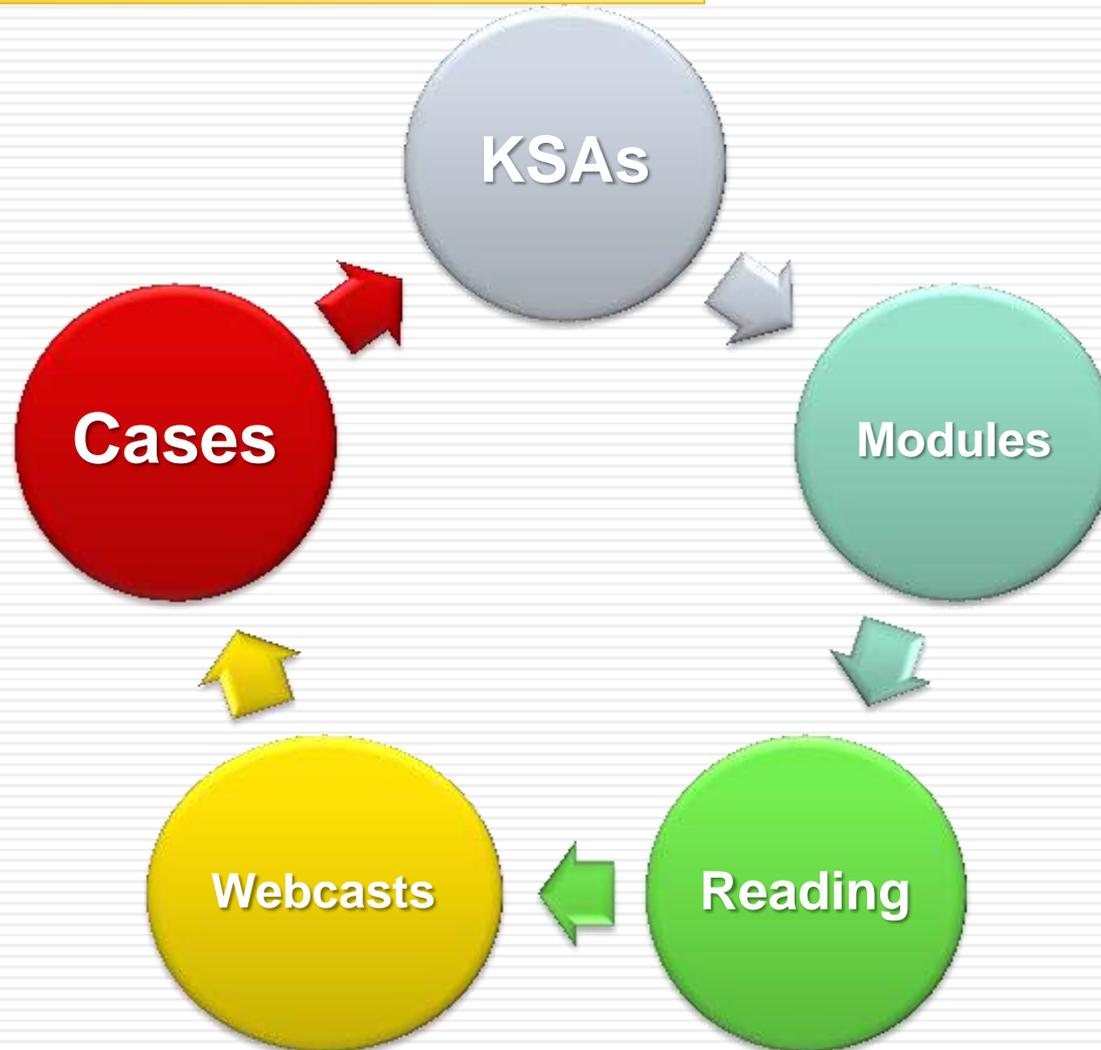
Goal | Audiences | Objectives

Follows Situation Analysis and Recommended Research

Lynelle Mays

Where do Goals, Objectives and Audience fit into the planning process?

Knowledge, Skills and Abilities

Researching, Planning, Implementing & Evaluating programs (30%)

* Analytical skills:

    Distinguishes between objectives and goals. Recognizes the difference between strategies and tactics. Objectively interprets data. Thinks logically.

* Audience identification and communication

    Identifies appropriate audiences (publics) and the concerns of each, including employees, investors, suppliers, community, industry analysts, and government and non-government. Prioritizes and properly sequences communications to the different audiences (publics). Tailors messages to various audiences (publics).

* Evaluation of programs

    Determines if goals and objectives of public relations program were met. Determines if, and the extent to which, the results or outcomes of public relations programs have been accomplished. Develops, states, and tests a public relations program's informational, motivational, and behavioral objectives using qualitative and quantitative methodologies.

Researching, Planning, Implementing & Evaluating programs (30%)

- Analytical skills
- Audience identification and communication
- Evaluation of programs
- Financial management
- Planning ability
- Research (Applied)
- Research (Basic)
- Stakeholder management
- Strategic thinking
- Methodology

The Four-Step Process

Step 1:   Research (Define the Problem – EPR)
Research helps define the problem, opportunity, or concern and identify the publics.
- Who do we want to reach?
- What do we want them to do?

Step 2:   Planning (goals, audiences, objectives, strategies and tactics)
- What's the desired situation? By When?
- Who internal and external must the program reach, respond to and affect?

Step 3:   Implementation: Execution of the plan or communicating.
- How many reached targeted audiences?

Step 4:   Evaluation
- How will the outcomes specified in the program goals and objectives be measured?

The Situation:

Describe the problem you are expected to deal with, and the circumstances creating or affecting the problem.

Step 1: Describe the formal and informal research that is needed. Identify a source of information and rationale for each activity that is recommended. Summarize what you learn in a Findings from research and proceed to Step 2. Some writers like to put a problem statement here, and then proceed to Step 2.

Step 2: *In light of what you have learned, draft a broad goal for your communications effort – the end result you will hope to achieve for the company.*

Step 3: *Identify five (5) key publics, audiences or constituent groups to be included in your communications plan.*

Step 4: *Select one of those groups. Write one short-term and one long-term objective for your communications plan to address that target group and work toward your goal.*

Step 5: Write two strategies to address that group, telling how you will work toward your objective.

Step 6: Write your main message for that group at this time.

Ferne Bonomi, APR Fellow PRSA

12 Step Case Response
(Continued)

Step 7:   Identify three tactics or tools you will use to carry out your strategies. Identify which strategy each tactic is intended to carry out. (Your tactics may be the same for both strategies; they may be different.)

Step 8:   Determine a spokesperson for each tactic.

Step 9:   Estimate the costs associated with each tactic, including out-of-pocket expense, staff or volunteer time and in-kind donations.

Step 10:   Draft a timetable for your communications plan. Set up a Gantt chart or some other device to show concisely how your plan will proceed.

Step 11:   Consider how and when you will evaluate progress toward your short-term and long term objective, and add that to your timetable. Where will you provide an opportunity for correcting your course, if that appears strategic?

Step 12:   Determine how and when you will evaluate progress toward your overall goal, and add that to your timetable.

Ferne Bonomi, APR Fellow PRSA

Tip:
These 10 steps for writing a plan follow the research phase. Begin here after you decide what you want to accomplish and identify the things you want to correct, prevent or preserve.

1. Overall goals for public relations
2. Target audiences or publics
3. Objectives for those audiences
4. Strategies
5. Tactics
6. Activities
7. Evaluation
8. Materials
9. Budget
10. Timetable and task list

Ferne Bonomi, APR Fellow PRSA

Writing a Public Relations Plan – 10 Step Process

What is a Goal in Public Relations?

"Have a destination before you start the journey, and understand the outcome you seek to achieve before you begin. More good intentions perish for what a clearly defined destination than for almost any other reason. A focus on the goal tends to reduce the wandering generality tendency and to force people to focus on more meaningful specifics, more meaningful actions that construct the desired outcomes. If the goal is missing, you and the boss are going nowhere"

James Lukaszewski

(EPR, 2009, pg. 296)

Who are we trying to reach?

For the public relations professional, there is no such thing as "the general public." Our total audience is composed of groups of publics with whom we can communicate.

In determining the most important audiences, ask whether the audience/public can **help** your organization achieve its goals and objectives, **hinder** your organization in achieving its goals and objectives, or **hurt** your organization in some way.

Grunig method of labeling publics:

Nonpublics: Are those upon whom the issue at hand has virtually no effect.

Latent publics: Are not aware of their connections to a situation.

Aware publics: They understand the importance of an issue to them, but they have not acted.

Active publics: Are doing something about an issue.

Grunig implies that practitioners must often influence individuals in a progression from latent to aware to active on pertinent topics. *(Study Guide)*

Approaches to defining target publics from among the various stakeholder groups:

- **Geographic:** Natural or political boundaries
- **Demographics:** Gender, income, age, marital status, educations – most frequently used.
- **Psychographics:** Psychological and lifestyle characteristics.
- **Covert power:** Behind the scene political or economic powers.
- **Position:** Uses the position held by individuals to identify target publics.
- **Reputation:** Identifies people who are influences based on others perception.
- **Membership:** Uses and organizational roster, list or affiliation as relevant to the situation.
- **Role in the decision making process:** Calls for observing the decision making process to learn who plays what roles in influencing decisions in a particular situation.

The key to identifying publics strategically is to identify how people are involved and affected in the situation for which the program intervention is being developed.
(EPR, 2009, pg. 310)

Example Target Publics

Suppose that a university has the goal of increasing the number of incoming freshmen for the next academic year. The target publics for the program might include:

* Staff members in the admissions and academic advising office (internal publics)
* High school seniors with a GPA of at least 3.0 within 100 miles of the university.
* Parents of targeted student publics.
* High school guidance counselors at the same schools as targeted students.
* Others who have written or called academic departments asking for information.

What are Objectives?

Objectives represent the specific knowledge, opinion, and behavior outcomes to be achieved for each well-defined target public. The outcome criteria take the form of measurable program effects to be achieved by specified dates. In practice, objectives do the following:

1. Give focus and direction for developing program strategies and tactics.
2. Provide guidance and motivation to those implementing the program.
3. Spell out the criteria for monitoring progress and for assessing impact.

The Diffusion Theory

Awareness: An individual becomes aware of "it"

Interest: An individual develops and interest in learning more about "it"

Evaluation: An individual asks others for feedback about "it," demonstrating the importance of interpersonal communication

Trial: And individual uses a sample, attends a rally, etc.

Adoption: If adoption occurs, an individual may seek or respond to reinforcement of adoption decision.

Goal Statement(s)

- **In light of what you have learned, draft a <u>broad</u> goal for your communications effort – the <u>end result</u> you will hope to achieve for the company**

- **Think about the situation analysis/problem statement - In a broad sense, what will happen that will support the mission and goal of the organization?**

Goal Statement

- **Often confused with measureable objectives.**

- **UAB recommends…**

  - **Longer-term, broad, more global, future statement of "being."**

  - **Statement that spells out the overall outcomes of a program, usually a more specific expression of a mission or purpose that is directly related to the problem or opportunity at hand.**

  - **Often related to one aspect of the mission or purpose. Commonly described as the desired <u>outcome</u> of a communication plan.**

Goal Statement – Thinking Process

- **Goal statements should be positive reiterations of the problem statement. One appropriate goal statement would be…**

  Lee King Pipes will be a recognized leader in flow-control systems and valves.

- **Think about the situation analysis/problem statement - In a broad sense, what will happen that will support the mission and goal of the organization?**

Goal Statement – Thinking Process

- **Mission: Educate the community...**

- **Problem - people are not engaged in the schools**

- **Goal - Our community will be engaged in the district's educational mission.**

Goal Statement Quiz

- **Select the correct format for a goal:**

    A. **Introduce people in developing countries to multi-yield agricultural practices**

    B. **People in developing counties will be aware of multi-yield agricultural practices.**

Goal Statement Quiz

- **Select the correct format for a goal:**

A. Introduce people in developing countries to multi-yield agricultural practices

☑ **B.** **People in developing counties will be aware of multi-yield agricultural practices.**

Goal Statement Quiz

- **Select the correct format for a goal:**

    A. **Be the recognized leader in community safety.**

    B. **Promote public safety.**

Goal Statement Quiz

- **Select the correct format for a goal:**

☑ **A.** **Be the recognized leader in community safety.**

B. Promote public safety.

Goal Statement Quiz

- **Select the correct format for a goal:**

   A. Foster continuing public support for education.

   B. Continuing public support for education.

Goal Statement Quiz

- **Select the correct format for a goal:**

A. Foster continuing public support for education.

☑ B. Continuing public support for education.

Objectives

Develop for each audience

Objectives

- **Defines WHAT behavior, attitude or opinion you want to achieve from specific audiences, how much to achieve, and when to achieve.**

- **Objectives should be: Specific, Measurable, Attainable, Audience Specific, Relevant, Results (Outcome) Oriented, Time-Specific.**

From APR Study Guide

A well-crafted public relations program objective:

1. **States a specific change in opinion or behavior that's supposed to result from public relations activities outlined in the campaign**

2. **Pinpoints a level of accomplishment, typically in the form of a percentage decrease or increase**

3. **Identifies the specific public (or audience) targeted by the public relations effort**

4. **Establishes a time frame for realization of the objective.**

5. **Think in terms of the awareness, attitude or action you desire. Not the process but the end result.**

6. **Articulate with verbs: Recognize, favor, accept, endorse, support, oppose, ban, buy, discard, etc.**

7. **Phrase objectives in terms of specific results you desire, and what you think is possible.**

8. **Each objective should cite an audience, outcome, attainment level (%) and time frame.**

   - *(Example: At the end of six months, 65 percent of employees will be in a car pool or ride-share program.)*

Type of Objectives

- **Outcome objectives**
  - **change behavior, awareness, opinion, support. Outcome objectives require high-level strategic thinking.**

- **Process objectives**
  - **to "inform" or "educate"**

- **Input objectives**
  - **measure activities or inputs, e.g., number of contacts or news releases. Input objectives can help monitor your work but have no direct value in measuring the effectiveness of a campaign.**

SMART

Specific, Measurable, Attainable, Audience Specific, Relevant, Results (Outcome) Oriented, Time-Specific.

- *Weak: "Enhance our public image"*

- *Stronger: "Key media representatives will be able to recall ten important facts about our organization by June 1 of next year"*

Discussion

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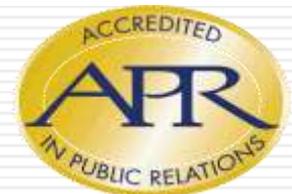
Use "Case Problems" to learn RPIE

Apply the Four Step Process and the 10 Components, by creating a "Case Problem" response.

RAMSEY STEEL CAMPAIGN

Roberta D'Amico, March 12, 2013

Ramsey Steel – Situation Analysis

- Historic company
- Western PA
- Economics
- Massive mill operation
- 14 open-hearth
- 4 electric furnaces
- "Polluter of the Month"
- Pollution Control Bd.
- Crisis Comm. Plan

Ramsey Steel – Situation Analysis

- 4 electric furnaces (older)
- 14 open hearth furnaces
  - Technical difficulties collecting and controlling air emissions, resulting in air pollution, which is problematic to the community
  - Air violations with the Pollution Control Board, "Polluter of the Month" resulting in increasing volume of negative publicity both traditional and social media
- $40-50 million to install ALL new electric furnaces
- 2 open hearth removed / replaced with 2 electric
- High Energy Scrubbers installed costing $2.5 million, doing an excellent job at reducing emissions
- Scrubbers will be installed in the 2 older electric furnaces

Ramsey Steel – Situation Analysis

- Ramsey Steel has a timetable to replace the remaining 12 open hearth furnaces within the next 20 years
- Committed to reducing emissions for its furnaces if a new technology becomes available during the 20 year time frame
- Actively testing new technologies, committed to investing in systems that are effective in controlling the pollution created by open hearth furnaces
- New overhead systems installed, including a $500,000 High Velocity Centrifugal Separator. Insignificant results.
- Bag house and spray chamber, $1 million, helped some, not a silver bullet.

Ramsey Steel – Situation Analysis

- Aware of the problems
- Minimal public relations
- Pollution Control Director retired, 36 yrs.
- RS Air Quality Director
- Mill manager expressed concern about adverse effects "Polluter of the Month"

Ramsey Steel – Preliminary Research

- Ramsey's customers are sympathetic to the company. (I/QI/S)

- Most complaints come from a few people living in the vicinity of the mill who moved into the area after the mill was built and operational. (I/QI/S)

- In the greater metropolitan area, the public-at- large is not aware of the exceptional effort and millions of dollars spent by the company. (I/QI/S)

- A small majority (55 %) believe the "Polluter of the Month" award is deserved and feel that the company is concerned only with profits and not with the public welfare. (F/QT/S)

Ramsey Steel – Preliminary Research

- Others realize that public incineration and automobile exhaust are responsible for much pollution. (I/QI/S)

- The mill is located adjacent to two smaller municipalities. (fact)

- County Commissioners seem basically sympathetic to the company's difficult problem, but are also afraid of voter sentiment. (I/QI/S)

- Some City Council members in the city where Ramsey Steel is located are wondering what they can do to bring Ramsey and other industrial plants in line. Some other industries in the area apparently put profits before public health and have made no moves to control air pollution. (I/QI/S)

Ramsey Steel – Additional Research

- More about the demographics of the community
  - Second / Third generation mill workers
  - New families into the community, where are they from, what do they know about the steel industry, what attitudes and perceptions did they come to Homestead, PA with
- Economics, jobs and impact the mill has on the community, what other jobs does the community support
- More about environmental practices past, present and potential future issues / threats / opportunities
- Elected officials, political networks, who's who
- Historical origins of the company – community heritage

Ramsey Steel – Additional Research

- Air quality in the community and other environmental challenges and opportunities. Outdoor space? Recreation?
- Air quality / pollution regulations and standards
  - What does it mean to be "Polluter of the Month"
- Media environment, traditional (print, electronic / web and social media)
  - Content analysis of coverage, the good, the bad and the ugly
- Hard facts on public perception, via an opinion poll, public meetings, surveys, and review of content analysis

Ramsey Steel: Problem > Goal

➢ **Problem**: Only 15 percent of the local community recognize Ramsey Steel's efforts to modernize their steel mills to meet air quality standards.

➢ **Goal:** Ramsey Steel will be the recognized leader worldwide for updating and rehabilitating their steel mills to meet 21st century air quality standards.

(Step 2 for case studies, identify one / two goals.)

Ramsey Steel: Our publics (sampling)

➤ Customers / consumers*

➤ Stockholders / banking and securities industry*

➤ Employees, past, present and future (potential)*

➤ Community members old and new*

➤ Media (across the board)

➤ County commissioners / City Council / Elected reps.

➤ Air pollution control board*

➤ Other corporate steel industry CEO's / boards

* Top five (Step 3 for case studies, identify top 5 publics.)

Ramsey Steel: Our Publics, continued

- Historic and heritage groups
- Recreationists - large land base which at one time was used recreationally by the local communities
- Environmental advocacy groups
- And the list could go on . . .

- Setting priorities, target one key public (cost efficiencies)

Objectives: And the target audience is. . .

Short term:

In six months, 50% of the members of the Air Pollution Control board will be able to cite three keys outcomes of Ramsey Steel's Air Quality Action Plan. (Post launch of communication plan.)

Long term: (Three years)

Gain and maintain support from 75% of the members of the Air Pollution Control Board. Board members will be able to identify ten environmental actions implemented by Ramsey Steel.

AIR POLLUTION CONTROL BOARD

Strategies / Messages:

Strategies: *(Step 5)*

(1) Inform and educate Air Pollution Control Board members about accomplishments and planned actions that Ramsey Steel has or will implement to improve air quality.

(2) Earn the trust of the Air Pollution Control Board.

Message: *(Step 6)*

Ramsey Steel is committed to improving and exceeding air quality standards.

Tactics, as related to strategies

Strategy	Tactic *(Step 7)*	Spokesperson *(Step 8)*
(1) Inform and Educate	1. Launch effort with a public kick-off meeting	RS Air Quality Director
	2. Monthly status update mtgs.	RS Air Quality Director
	3. Communicate meeting updates via social media	RS Air Quality Director (SM author)
(2) Earn trust	1. Schedule tours for Air Pollution Control Board members and invited guests	Mill Manager (RS)
	2. Post photos of tours via social media sites	Mill Manager (RS) (SM author)
	3. Institute a weekly Q/A on-line	Mill Manger (RS)

The Timetable/Costs (Step 10, Step 9)

Tactic	First Six Months (Monthly project calendar)
(S-1) 1. Kick-off meeting	First week (event)
(S-1) 2. Monthly meetings	Second Wed / month
(S-1) 3. Social media	Post meetings updates, NLT 24 hours
(S-2) 1. Tours	Third week of the month
(S-2) 2. Post photos of tours via social media sites	Third week of the month, post photos, NLT 24 hours
(S-3) 3. Weekly Q/A	Third week of the month, implement and on-line chat post the tours.

The Costs/Timetable (Step 9, Step 10)

First Six Months actions: involve intensive pre planning, preparation, actual time and post activity evaluation	Labor Hours	Materials
PR Director (6x20=120 hrs. x cost per hour)		
Air Quality Director (6x20=120 hrs. x cost per hour)		
Mill Manager (6x20=120 hrs. x cost per hour)		
Support staff (4) SM author, logistics, writer /editors, back-ups (6x20=120 hrs. x cost per hour)		
Product development		
News placements		

Evaluation against objectives (Step 11)

Short term:

In six months, 50% of the members of the Air Pollution Control board will be able to cite three keys outcomes of Ramsey Steel's Air Quality Action Plan. (Post launch of communication plan.)

Evaluation Methods:

- Informal survey with Air Pollution Control Board members
- Informal survey with RS management staff
- Content analysis of social media response
- Content analysis of media coverage

AIR POLLUTION CONTROL BOARD

Evaluation against objectives (Step 11)

Long term: (Three years)

Gain and maintain support from 75% of the members of the Air Pollution Control Board. Board members will be able to identify ten environmental actions implemented by Ramsey Steel.

Evaluation Methods:

- Informal survey with Air Pollution Control Board members
- Informal survey with RS management staff
- Seek to do formal measurement techniques

➢ *Are we on the right path to meet the long term objectives?*

AIR POLLUTION CONTROL BOARD

Evaluation against goal (Step 12)

Goal: Ramsey Steel will be the recognized leader worldwide for updating and rehabilitating their steel mills to meet 21st century air quality standards.

Strategies: *(Step 5)*

(1) Inform and educate Air Pollution Control Board members about accomplishments and planned actions that Ramsey Steel has or will implement to improve air quality.

(2) Earn the trust of the Air Pollution Control Board.

RAMSEY STEEL

Building our future together!
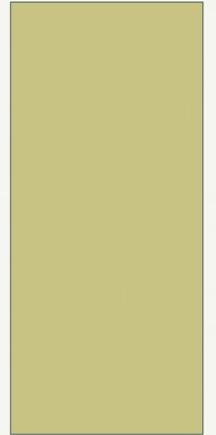
Discussion

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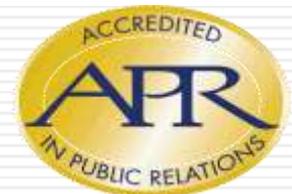
Readiness Review "Practice"

Share your questionnaire and present to us.

APR Online Prep Course

COHORT GROUP - Readiness Review Practice Instructions

Members of the Cohort group are invited to send your Readiness Review Questionnaire and your portfolio presentation to ARP Facilitators for review and comment. It is advisable to complete a Case Problem presentation, before working on your readiness review.

Be sure to review the 10-Step Components of a Public Relations Plan and the Four-Step Planning Process, then think about your experience. Do you have a project or plan that you had a part in creating that illustrates this process? If not, you may want to find a project to develop. The readiness review is based on real experience. Some candidates have volunteered for a nonprofit to gain the experience.

The first step is completing the Readiness Review Questionnaire. You may want to review comments from others regarding the Readiness Review Process. [Discussion Link] We ask you to forward your slides for your presentation to APR Facilitators for review. [NOTE: Slides are NOT required and are DISCOURAGED in some RR panels. Create slides as a way to organize your talk and conversation with the RR Panel. We will want slides for our webcast only.] We will deliver the presentation in our Web Conference for discussion by the entire group.

- o Volunteer by sending an email to: mhenry@online2learn.net
- o Check the schedule

Upcoming Presentations

Tuesday March 12, 2013 08:00 PM

TOPIC: Module 5 - RPIE Goals and Objectives

APR Facilitator(s):	Jackie Guthrie, APR+M
Notes Presentation:	Kim Marcucci
Book Review:	Volunteer
Scenario Practice Question:	Carol Wight
Case Presentation:	Tacey Derenzy
To volunteer send an email noting the date and presentation.	
Check other time zones (8 PM Eastern)	

Tuesday March 19, 2013 08:00 PM

TOPIC: Module 6 - RPIE Strategies / Evaluation

APR Facilitator(s):	
Notes Presentation:	J.B. McCampbell
Book Review:	Volunteer
Scenario Practice Question:	Tonya Dale
Case Presentation:	Nicole Mansell
To volunteer send an email noting the date and presentation.	
Check other time zones (8 PM Eastern)	

Next Month at 3PM Eastern

Tuesday April 09, 2013 03:00 PM

TOPIC: Accreditation Month - Success Stories

Click here to
LAUNCH WEBCAST

Volunteer

Yvonne Kingman, APR

Mitchell Marovitz, APR

Thank you!

Stick to it!

Thank our APR Facilitators and Candidate Presenters.

Next Meeting: Tuesday April 9, 2013 03:00 PM
"APR Month"