

Lee King Pipe Systems

Lee King Pipe Systems, Inc., a member of the American Stock Exchange, has just hired you as its Director of Public Relations. Lee King Pipe Systems produces an extensive line of flow-control systems and valves for liquids and gases used in manufacturing applications, refineries, plastics and the like. The selling points of the company's product are quality, long life, and freedom from failures/breakdowns. The company has no consumer "proprietary" products and virtually no R&D activities.

Your predecessor was not very effective or energetic and only produced an occasional release, entertained visiting customers, and, when pushed, wrote a speech. Traditionally, Lee King Pipe Systems has not been concerned with its communication, but now they see a need for higher visibility and fence mending with publics.

You are viewed as a real public relations professional and are being paid twice your predecessor's salary to develop a full public relations program. However, you recognize that few, if any, people in the company even know what a "full public relations plan" includes.

The President, to whom you report, has given you a month to settle in before you make your recommendations on a plan of action for a comprehensive public relations program.

Your Questions :

- a. Briefly outline the things you would do both within and outside the company to get a handle on the company's status.
- b. Recognizing that you may have to educate people in the company about what a comprehensive public relations plan includes:
 - (1) Identify each part of such a plan; and
 - (2) Give a brief example of what you might present in each part of your plan.
- c. Describe a strategy for justifying or gaining approval of your public relations plan within the company.