

Typical Public Relations Activities, Strategies, and Tactics[†]

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| <ul style="list-style-type: none"> • Write a news release, backgrounder, fact sheet, pitch letter, flier, pamphlet, bulletin, or brochure. • Write an op-ed article, letter to the editor, feature story, or issue advertisement. • Write material for an annual report. • Write a public service announcement or a film script. • Write or deliver a speech. • Write a White Paper (position/research paper). • Write a research paper for a professional conference. • Buy space for an issues advertisement in a newspapers and magazine. • Buy advertising to support a new corporate initiative. • Conduct environmental scanning: read local/national newspapers and industry periodicals, visit chat rooms, monitor Blogs and RSS feeds, watch the local/-national news and news programs. • Commission research, articles, or reports. • Choose the graphics and color scheme for an organizational logo. • Conduct lobbying on behalf of your organization. • Coordinate/organize/host a special event, news conference, exhibit, open house, or annual stockholder meeting. • Create or design a poster, billboard, transit sign, advertisement, point-of-purchase display, or direct mail package. • Develop educational materials for public schools. • Develop, design, or select advertising specialties: pens, magnet, tote bags, coffee mugs, coasters, stress balls, etc. • Develop or design a Web site, chat room, or electronic information site. • Edit/Proofread documents: news release, annual report, brochure, magazine article, position paper, speech, advertisement, etc. | <ul style="list-style-type: none"> • Implement and manage communication initiatives for employees—e.g., a telephone hot line, a bulletin board system, a company newspaper or newsletter, a quarterly video update, etc. • Meet with city/state/national politician: congressperson, governor, senator, etc. • Meet with community, city, state or federal leaders, or officials: mayor, school board member, city council member, police chief, ombudsperson, CDC official, etc. • Meet with a journalist to discuss story ideas. • Meet with a government bureaucrat, local/state inspector, etc. • Meet with a spokesperson of a special interest group. • Negotiate with individuals, organizations, publics, activists, etc. • Organize or staff a speakers bureau. • Organize a workshop, professional conference, or news conference. • Pitch story ideas to a reporter or editor. • Prepare slides, take photographs, or commission an illustration or artwork. • Prepare and advise a witness who will give testimony to government committee. • Prepare and advise an executive who is to be interviewed on a local news network, cable television, or sixty minutes (“Mike Wallace is here to see you sir . . .”). • Represent your organization on a radio or television talk show. • Send (mail, e-mail, fax, courier) news releases, pitch letters, invitations, etc. • Sponsor book, magazine, or television advertising or editorials. • Testify before Congress or at a public hearing. • Testify before a citizens advisory panel or committee. |
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[†] Based loosely on Ron Pearson’s Unpublished Doctoral Dissertation, *A Theory of Public Relations Ethics* (1989), Ohio University.