**Downtown Organization**

**Public Relations Plan Content Outline**

1. **Target Audience(s)** 
   1. Whom do we want to reach?
   2. What do we want them to know?
   3. What do we want them to *do* as a result of receiving our information?
2. **The Message**
   1. What information do we want to get out there?
   2. How do we want to say it? (The actual “message”)
   3. How often do we want to say it?
   4. How long does The Message last? (When do we change/update/stop?)
3. **The Method**
   1. How do we deliver The Message?
   * Print media
   * Broadcast media
   * Web-based media (website, email, blog, podcast, downloadable presentation etc.)
   * Personal presentations
   * Direct conversations
   1. Who delivers The Message?
   2. What materials do we need to support The Message?
4. **Evaluating The P.R. Strategy**
   1. What does success look like? (Goals)
   2. What do we need to change?
   3. What were the outcomes?

See Also: Self-Guided Worksheets at http://www.managementhelp.org/np\_progs/mkt\_mod/mrk\_nlyz.htm