

PUBLIC RELATIONS MEDIA PROPOSAL

PUBLIC REALTIONS MEDIA PROTOCOL & STEPS

1. Project/Department leadership completes “**Public Relations Project Request Form**” and submits to PR Department - *(can be completed either electronically or in print)*
2. Meet to discuss [NAME] Departmental/Project’s issues and needs
 - Review the “A to Z’ status of project
 - Outline potential strategy
 - Explore the intangible communications elements – *(See attached “Delivery Tactics” outline)*
 - Create calendar for department/topic leader messaging
 - Content delivery to PR team
3. First draft outline – delivered on agreed to terms/date
 - Ensure accuracy of information
 - Discuss potential outcomes based on messaging
 - Create strategies for the mitigation of potential negatives
4. Begin priming media with topical messaging – “The Breadcrumb Strategy”
 - Identify the “issue” or “problem” through content
 - Position UNM Gallup as the best solution
 - Highlight partnerships
 - Social/digital media considerations
5. Identify appropriate calendaring for content
 - Advertising coordination and determination of budget
 - Balance the dates of release relevant to larger “happenings” in McKinley County
 - Identify competing messaging
6. Execute agreed to plan
7. Complete a “Learnings” meeting to identify best practices
 - Obtain feedback and observations from all stakeholders
 - Obtain feedback and observations from targeted audience (if possible)
8. Create matrix for tracking success/failures
 - Did we use the right communications vehicle/outlet?
 - Was the [NAME] department impacted positively/negatively?
 - Was the {NAME} department able/prepared to handle the results of the response?
9. Meet to plan next second phase based on results of tracking
 - Should it be continued with appropriate adjustments made?
 - Should it be concluded or completely revamped?

PUBLIC RELATIONS PROJECT REQUEST

PROJECT TITLE	
Objective	
Lead Division/ Department	
Date(s) and Times	
Location [Include Address]	

PRIMARY CONTACT	
Email	
Phone	
Cell	

SECONDARY CONTACT	
Email	
Phone	
Cell	

Audience Target #	
Target Audience(s)	

NOTES:

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Taken in by (Include Date)	
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PROMOTIONAL TACTIC PLAN

Exterior Digital Sign

Interior Digital Screens

UNM – Gallup Website

Social Media Blast to all via Hootsuite, or

Facebook

Twitter

Instagram

LinkedIn

Mass email to all internal audiences, or

UNMG – Students

UNMG – Faculty

Mass email to all external audiences, or

Chamber of Commerce

Rotary Club

Lions Club

City Council

Hospitals

City of Gallup

Media Promotions

Earned Media (Print, Radio, TV)

Paid Media (budget=\$_____)

Photographer Required (budget = _____)

Artwork Supplied: _____

Creative to be developed

By PR Dept

By Exterior Sup

By Project Lead

Sponsor/Partner's Responsibilities:

Agreed to by: _____

PR lead: _____

Approved: _____

Pinterest

WhatsApp

YouTube

Paid option (budget = \$_____)

UNMG – Staff

UNMG – Adjuncts

McKinley County Schools

Churches (Bulletins)

Chapter Houses

County of McKinley

Other _____

Flyers (distribution strategy attached)

Banners (distribution strategy attached)