

PR Campaign Making

Initial Information

- Issue
- Objective
- Target audience
- Duration
- Research duration
- Budget

RACE Formula

Public Relations as Process: R.A.C.E.



Research

- Defining public
- Content analysis
- Demographics and Psychographics of people
- Determining which medium is in their access?
- What kind of message should be? (Language etc)

Action and planning

- Defining objectives in detail
- Process of gathering information
- Analyze data
- Creatively applying the obtained data for attainment of objectives
- Communication strategies - Media channels or medium
- Message – Slogans etc
- Volunteers
- Instructions related to issue

Communication

- Message
- Use of Propaganda techniques
- Message exposure
- Change in attitude
- Change in overt behavior
- Acts of social responsibility

Evaluation

- Activity planned adequately?
- Understanding of message by recipients?
- All target audience reached?
- Desired objectives achieved?
- Unforeseen circumstances affected success of campaign?
- Programme fell in budget?
- Steps to be improved?

Measurements for Evaluation

- Measurement of production
- Measurement of message exposure
- Measurement of audience awareness
- Measurement of audience attitude
- Measurement of audience action
- Communication audit
- Meetings and event attendance

It was a successful campaign or not ?