

Public Relation Planning Sheet

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1. Public relations situation

Promotional campaign to get more students to choose the major of Public Relations (PR) at the University of Louisiana at Lafayette (ULL)

2. Analysis of Key publics

a. High School Student(s);

Wants/Interests/Needs:

- Want to enroll in the University of Louisiana at Lafayette
- Want to major in Public Relations
- Undecided on major to choose

b. Undergraduate Student(s);

Wants/Interests/Needs:

- Have not decided on a major or minor (Liberal Arts majors, General Studies, etc.)
- Desire to major in Public Relations

3. Core News Statement

The Public Relations Department of ULL invites all high school and undergraduate students, who have not chosen a major, to tour the department to evaluate what public relations has to offer.

4. Benefit Statement

The Public Relations Department of ULL provides outstanding career opportunities and job placement in the Communication Field. Our accredited status assures that student are provided with the best education and resources to be successful.

5. Tone of Message

The tone is happy and exciting, students should be interested in touring the university or visiting the PR webpage.

6. Intended Outcomes

- To increase student's awareness of what PR has to offer
- To increase enrollment in PR

7. Action Statement

Inviting students to visit the web page and social media account of the PR department

8. Readability Range

A grade level of 9—11 would make this information accessible to all key publics.