



Project Checklist

Public Relations Strategies

Purpose: The purpose of this project is to practice the skills needed to effectively use public relations strategies for any group or situation.

Overview: Create a public relations plan for a real or hypothetical group or situation. If it involves your club, it must be hypothetical unless you communicate with the Vice President Public Relations and Club President. Share your plan in a 5- to 7-minute speech at a club meeting. This speech is not a report on the content of this project but an example of how you will or might apply what you learned.

This project includes:

- ▶ Creating a public relations strategy
- ▶ A 5- to 7-minute speech

The following list includes tasks for this project. Please remember, your project is unique to you. You can use the checklist here or complete the digital version in your project on Base Camp.

Plan a simple public relations strategy.

Schedule your speech with the Vice President Education. If you need more time to share your strategy with your club, you may schedule an 8- to 10-minute speech with the approval of the Vice President Education.

Write a speech to share your public relations strategy with your club.

Rehearse your speech.

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.