

**CHAPTER PUBLIC RELATIONS PLAN**

Chapter: \_\_\_\_\_  
 Region: \_\_\_\_\_  
 Completed by: \_\_\_\_\_  
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**INTRODUCTION**

This document is designed to help you create a Chapter Public Relations Plan. Detailed information on the topics covered in this document along with additional areas of public relations can be found in the "Collegiate Resources" section under "Handbooks" on the Delta Gamma Web site at: [www.deltagamma.org/handbooks.shtml](http://www.deltagamma.org/handbooks.shtml).

Having positive working relationships with your publics and a positive public image is one of the fraternity standards for collegiate chapters. Having an effective public relations program will help ensure that your chapter has a strong image with its audiences. These internal and external audiences can be individuals, groups, or parties that either affect or who are affected by your chapter and its activities.

Think of Public Relations as a tool box. You have to determine which tools are needed to fix or prepare for a particular situation. Some public relations tools you may consider include: special events, signs and banners, displays/exhibits, posters, newsletters, word-of-mouth techniques and networking, direct mail, brochures and fliers, Web sites, editorial board meetings, press releases, speeches or presentations, and newspaper articles. The public relations tools you use will most likely be determined by practicality, accessibility, affordability, and access to resources, equipment and technology. The purpose can be to inform, promote, educate or provide damage control. In general, the goal of your public relations program is to get your messages out to your audiences.

Your Public Relations Plan should become part of the chapter programming throughout the academic year. *Public Relations is one of the Fraternity Standard for collegiate chapters.* No Public Relations Plan is ever final. This plan should be continuously updated and revised as conditions and circumstances change

**Step 1: IDENTIFY AUDIENCES**

List your primary target audiences (publics that you will focus the majority of your efforts on) and our secondary audiences (publics that need attention, but not as much as the primary).

Some possible **internal audiences** may be members and chapter management, other Delta Gamma chapters, alumnae, advisors, chapter house guests or employees, alumnae, parents, etc. Some possible **external audiences** may include potential members, the media (mainly campus and local newspaper, television, and radio news), The *ANCHORA*, other Greek organizations, non-Greek students and organizations, campus administration/faculty, neighbors, service organizations, local businesses and vendors, community members and leaders/officials and charities.

Primary Audiences	Secondary Audiences
A.	A.
B.	B.
C.	C.
D.	D.
E.	E.
F.	F.
G.	G.



## Step 4: DEVELOP STRATEGIES, TACTICS AND BUDGET

Strategies describe the who, how and what of accomplishing your objectives. They are high level items. Each strategy may have several tactics with them. Tactics are activities specifically created and selected to reach measurable objectives. Tactics are the actual ways in which the strategies are executed. They include things such as newsletters, web sites, publicity, advertising, news releases, seminars, and any other “tool” that target audiences actually are exposed to.

Some examples include:

- Strategy: Increase new membership by 5% this year
- Tactic: Hold two additional recruiting events during the year
- Tactic: Run a weekly ad in the campus newspaper throughout the year
  
- Strategy: Increase awareness of Delta Gamma within the community
- Tactic: Have two additional service projects this year
- Tactic: Write an article for the community paper on Delta Gamma’s involvement in these community events or promote the event to obtain media coverage
  
- Strategy: Influence community power leaders through direct public constituency pressure
- Tactics: Your tactics might include a letter-writing campaign by those legislators’ influencers – the individuals and organizations that she/he listens to.

Strategy:		Budget
Tactic 1		
Tactic 2		
Tactic 3		
Strategy:		
Tactic 1		
Tactic 2		
Tactic 3		
Strategy:		
Tactic 1		
Tactic 2		
Tactic 3		
Strategy:		
Tactic 1		
Tactic 2		
Tactic 3		
Strategy:		
Tactic 1		
Tactic 2		
Tactic 3		
Strategy:		
Tactic 1		
Tactic 2		
Tactic 3		

## Step 5: EVALUATE OTHER NECESSITIES

What other resources are needed to complete the plan and your public relations efforts throughout the year?

Resources	Notes
Money	
Personnel	
Vendors	
Equipment	
Technology	
Others	

## Step 6: IDENTIFY KEY MESSAGES

List what you want your primary and secondary audiences to know about your chapter. You may have a few regular messages that you work into all your communication and some that are specific to a particular task you are doing. It is important that the messages you send are clear, concise and consistent. Identifying and thinking about key messages ahead of time is important. Having too many messages simultaneously will cause confusion and limit the effectiveness of your efforts so keep them simple.

Some examples of messages to build into all your communications might be:

- *(1) We work to foster high ideals of friendship, promote educational and cultural interests in all our activities. (2) We have a strong sense of social responsibility within our chapter. (3) Our members work hard to exemplify qualities of good character at all times.*

Some examples of task specific messages might be:

- *(1) We fully support the campus Greek community and do our part to maintain high standards of excellence. (2) Our Delta Gamma Anchor Splash and other annual philanthropic fund raising activities exemplify our fraternity's high moral values. We are committed to raising money for the Delta Gamma Foundation philanthropies of Aid to the Blind and Sight Conservation and for scholarships, fellowships, loans, and educational programs.*

### YOUR MESSAGES:

- A.
- B.
- C.
- D.

## Step 7: IDENTIFY MEDIA

Make a listing of the key media outlets in your area:

	Name	Key Contact	Phone Number	Email	Deadlines
<b>Campus</b>					
Newspaper					
Newspaper					
Newspaper					
Radio					
Radio					
Radio					
Television					
Television					
Television					
Internet					
Internet					
Internet					
Internet					
<b>City/Local</b>					
City Newspaper					
City Newspaper					
Suburban Newspaper					
Radio					
Radio					
Radio					
Television					
Television					
Television					
Internet					
Internet					
Internet					
Internet					
<b>Delta Gamma Executive Offices</b>					
Magazine/News	ANCHORA	Joan Watt		<a href="mailto:joan@deltagamma.org">joan@deltagamma.org</a>	
Web site		Susanne Kondracke		<a href="mailto:susannek@deltagamma.org">susannek@deltagamma.org</a>	
Communications Dept.		Nicole Porter (Director)	Ext. 308	<a href="mailto:nicole@deltagamma.org">nicole@deltagamma.org</a>	
		Anne Fouss (Graphics)	Ext. 309	<a href="mailto:anner@deltagamma.org">anner@deltagamma.org</a>	
		Megan Lloyd (Marketing/PR)	Ext. 339	<a href="mailto:megan@deltagamma.org">megan@deltagamma.org</a>	
		<b>Main Phone:</b> 614-481-8169			

## **WORKING WITH THE MEDIA**

The media is always interested in receiving tips and information about potential news stories in their area. Anything that puts your chapter and Delta Gamma in a positive light is a good opportunity. If you want the media to cover an event, send them detailed information about the event well in advance so they can put it on their schedule if interested. Make sure you include a contact name and phone number and be responsive to their calls. Make sure you cover the basics: who, what, where, when, why and how. Journalists often prefer a brief description of the story or idea, along with some compelling reason why it would interest their readers or viewers. When doing this, try to find a “hook” or “angle” and sell them on your story. Tell them why it would be a good story to cover. Be convincing, determined and gracious, but not rude or overly aggressive.

Keep in mind that faxing and emailing your information to the media has become an inexpensive and quick tool for effective public relations. Most reporters discourage faxes or emails that are unsolicited, especially those that are not sent in a timely fashion. So even if you plan to send them your information via fax or email, give them a call and let them know it is on the way. It is also important to follow up with them to see if they are going to cover your event. If they are, ask them if they need any background information ahead of time. If you send in an article or news release after the fact, don't forget to include photographs. Today, the media prefer electronic photographs, but traditional print photographs will also suffice. Don't forget to include a description of what is happening in the photograph and the names of people in it. If children are involved, it is important to get their permission to be in your photograph before sending it to the media.

It is important to understand there is no such thing as being “off the record” when talking to a member of the media. Whatever you say to a reporter or journalist can and may be used in a story. It is important to be completely prepared when talking to a reporter or editor and be on your toes at all times. Know what you can and can't say. Remember, everything is on the record and could be used.

There are detailed instructions and strategies for media relations in the Delta Gamma Public Relations handbook which is located on Anchors Online:  
[www.deltagamma.org/handbooks/pr\\_handbook.pdf](http://www.deltagamma.org/handbooks/pr_handbook.pdf).

## **CRISIS COMMUNICATION**

One important component of public relations is crisis communication and risk management. While you may not do it regularly, unfortunately, there may be times when a chapter might need to respond to internal and external audiences for some actions or events that have escalated into a crisis situation.

Detailed instructions for handling a crisis can be found in the Delta Gamma Public Relations handbook which is located on Anchors Online:  
[www.deltagamma.org/handbooks/pr\\_handbook.pdf](http://www.deltagamma.org/handbooks/pr_handbook.pdf).

It is important to review these procedures.

A crisis is a critical event, which, if not handled in an appropriate manner, may dramatically impact an organization's profitability, reputation, or ability to operate. It's a situation or condition that has a high probability of leading to an emergency if left unaddressed. Simply put, it is an unstable situation of extreme danger or difficulty. Some examples may be a fire or if substantial damage occurs to the chapter house, serious injury or death, chapter members accused of violating laws that may make the media or make their way into the public eye. When events like these occur, they can do irreparable damage to the future of the chapter, the Greek community, and Delta Gamma if not handled correctly.