

**Public Relations Plan**

**Internal Document**

This document provides a guide for the proposed public relations activities of the Sacramento PMI Demonstration Site and the Teens Stopping AIDS program.

The overall program goal of Teens Stopping AIDS is to reduce the sexual transmission of HIV and other sexually transmitted diseases among young people 14-18 years olds in the Sacramento region.

**Public Relations Goals**

The public relations plan operates in conjunction with other program elements that are being implemented simultaneously. For instance, the public relations plan works to support and broaden the reach of the mass media component. By utilizing tactics such as, partnerships with radio and TV stations, initiating editorial board meetings, and developing possible feature story opportunities with local newspapers, the public relations plan could reinforce and strengthen the advertising campaign.

The public relations plan also works in unison with the issues management plan by adopting the same proactive strategies that will:

- (1) effectively make the case to teens and the larger Sacramento community that young people are at risk for HIV and other sexually transmitted diseases,
- (2) relay a sincere and strong concern for the health and well being of young people at risk and create a positive perception that the Sacramento community can make a difference,
- (3) clarify how Teens Stopping AIDS workshops and the telephone information line will prepare teens to keep themselves healthy and alive,
- (4) prepare local staff, selected spokespeople, Community Council members, Agency representatives, Community Response Team members, Media Relations Work Group members for potential media requests and public controversy.

In September 1997, Teens Stopping AIDS program components will combine refined workshops and a mass media advertising campaign. At this time, the public relation plan will be evaluated and re-assessed for the benefits and risks of implementing scheduled tactics.

**Public Relations Audience**

To broaden the reach of the mass media component, the public relations plan will focus on teens and parents and other adult influentials. The audience for each tactic will depend the channel being used.

### Communication Objectives

The three communication objectives below were derived from the key elements and program objectives as stated in the May 1997 Communications Plan (Attachment A). Each communication objective is followed by the proposed public relations strategies, tactics and timeline.

#### *Communication Objectives (1)*

*To promote the benefits of talking with sex partners and to motivate young people to attend Teens Stopping AIDS workshops.*

#### *Communication Objectives (2)*

*To increase the awareness among teens, parents, and other influential adults that teens are at risk of pregnancy/STDs/HIV and the need for sexually active teens to have, carry, and use condoms consistently with all sex partners.*

**Audience:** Teens  
Parents and other adult influentials

- Strategies:**
- (a) Increase the belief that communication skills are needed among teens and to encourage dialogue between parents and teens.
  - (b) Increase the awareness that teens are at risk for pregnancy/STDs/HIV
  - (c) Encourage participation in workshops
  - (d) Increase the number of individuals who telephone the (800) Info line.

#### **Tactics and Timeline:**

- (1) Investigate potential partnerships between Teens Stopping AIDS (TSA) and local radio stations. (Partnership possibilities to include programming, and event sponsorships.)

<u>What</u>	<u>Who</u>	<u>By When</u>
Determine radio stations to approach	DG	8/31
Make initial call to radio stations to gauge interest & determine possible dates	DG	9/30
Arrange and schedule TSA spokespeople and/or event participation	DG	10/30

#### **Tactics and Timeline:**

- (2) Investigate potential partnerships between Teens Stopping AIDS (TSA) and local TV stations.

<u>What</u>	<u>Who</u>	<u>By When</u>
Determine radio stations to approach	DG	8/31
Make initial call to radio stations to gauge interest & determine possible dates	DG	9/30
Arrange and schedule TSA spokespeople	DG	10/30

**Tactics and Timeline:**

(3) Approach Sacramento Bee about potential feature stories in the Scene and/or Teen sections.

<u>What</u>	<u>Who</u>	<u>By When</u>
Determine editors to approach	DG	8/31
Make initial call to editors to gauge interest & determine possible dates	DG	9/30
Arrange and schedule TSA spokespeople and provide necessary backup materials	DG	10/30

**Tactics and Timeline:**

(4) Set up a meeting with the Sacramento Bee editorial board, and present the goals and timeline for TSA workshops and advertising campaign.

<u>What</u>	<u>Who</u>	<u>By When</u>
Research possible editorial board contacts and required protocol	DG	8/31
Request a meeting with Sacramento Bee editorial board	DG	9/30
Attend meeting with Sacramento Bee	KWN, DG & others	10/31

**Tactics and Timeline:**

(4) Prepare three letters-to-the-editor signed by TSA supporters to correspond with other news generated.

<u>What</u>	<u>Who</u>	<u>By When</u>
Write three letters-to-the-editor	DG	9/30
Approach three possible supporters to sign letters	DG	9/30

**Communication Objectives (3)**

*To increase young people's knowledge of right to buy and where to get condoms, and to counter restrictive retailer policies.*

**Audience:** Teens  
Parents and other adult influentials

**Strategy:** Increase the awareness that teens can legally buy condoms.

**Tactics and**

**Timeline:** Utilize the above mentioned tactics. However, this communications objective would not be addressed until early 1998.

## Public Relations Timeline

Tasks	Staff	July	August	September	October	November
PR Plan	KWN DG	7/31 Final				
Radio Talk Show	DG			9/15 Determine Radio Stations to approach 9/30 Make initial calls	10/30 Arrange and schedule TSA spokespersons	
TV Stations pitch stories	KWN DG			9/30 Discuss potential partnership	10/30 Arrange and schedule TSA spokesperson	
Sac Bee Feature Stories	KWN DG			9/15 Make initial calls	10/15 Submit appropriate information	
Sac Bee Editorial Meeting	KWN DG			9/15 Research contacts 9/30 Request meeting	10/15 Attend meeting	
Letters to the Editor	DG			9/30 Write 3 letters 9/30 Approach supporters		