

Sample PR Planning template

Month	Activity	Target audience	Type of media	Key messages	Communication Method	Evaluation	Resources
April	Launch of new project	Local people	Local radio/ local media	<ol style="list-style-type: none"> new project for mothers and children fun and free 	Press coverage in local media – press release Interviews on local radio? Posters and flyers in libraries	Number of enquiries	Printing costs of posters and leaflets
May	Announcement about new Director	Social workers/ professional peers Local people	Professional/ trade media Local media/ local people	<ol style="list-style-type: none"> Need to secure new funding streams Impressive track record (examples) 	Press releases Photocall at project	Press coverage achieved	N/a
	W/c 15 th – report on research project published	Social workers/ professional peers MPs, MSPs, local authorities	Professional press National press/ national radio Holyrood magazine	<ol style="list-style-type: none"> need to secure new funding streams clear need for this service (give figures) first of its kind in Scotland 	Press release Feature article Letter to MPs and MSPs inviting them to visit	Press coverage achieved Number of visits	

