**Public Relations**

**Planning Outline**

Type of Project:

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Situation:

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Objectives:

Awareness:

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Acceptance:

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Action:

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Key Publics:

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WIN Analysis of Key Publics:

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Specific Appeal(s) to be Used:

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Core Message:

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Communication Channel(s):

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Evaluation Methods:

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Reference: Zappala, J. M., Carden, A. R., & Zappala, J. M. (2010). *Public relations writing worktext : a practical guide for the profession* (3rd ed.). New York: Routledge.