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Public Relations Plan – WiderNet

Situation Analysis: WiderNet has recently launched a new product, the Corrections Off-Line Education Platform, that is leading the charge in revolutionizing inmate education. However, donations and media coverage have stagnated, necessitating a formalized public relations strategy to bring WiderNet to the forefront of the education news circuit.

Campaign Objective: To increase awareness of WiderNet by emphasizing the work being done through the COEP through a 6-month media campaign resulting in news coverage in the Research Triangle Park and beyond in order to attract donations and increase client base.

Target Audiences:
1) Journalists in the RTP
2) Potential Donors
3) Potential Clients

Goals:
1. To be featured in at least three news stories from RTP media, such as the Triad Business Journal, within 6 months
2. To develop relevant updated content for the WiderNet website, highlighting current projects and initiatives before the beginning of 2019
3. To gain new donors through a COEP focused media campaign, shifting the content to more current projects over the next 6 months

PR Strategy:
-**Awareness:** Foster working relationships with media in order to gain exposure for WiderNet, the organization's products and the problems WiderNet is working to solve
-**Education**: Create content that informs audiences about the existence, mission and importance of WiderNet and how the organization is working to solve global information issues
-**Emphasize:** Generate content that highlights the impact of the COEP and the revolutionary nature of the product
-**Coordinate:** Develop a schedule for managing the WiderNet website to keep it updated on WiderNet activities

Tactics
a. Draft a pitch letter that highlights the news value of the COEP project that can be sent to journalists in order to spark interest in WiderNet activities
b. Write a feature story covering the COEP and how WiderNet is advancing prison education
c. Create a media list that WiderNet can use to foster relations with media professionals