



What is a public relations plan?

A public relations plan is essentially the framework for your group's activities open to media. You are improving someone's perception of your group through public activities — all which work together to produce a desired outcome.

Create your own public relations plan with the following steps:

1. *Know who you are, AND let them know!*

In all of your group's public relations efforts, ask the following: Did we identify our affiliation with Sweet Adelines International?

- We have seen fantastic performances on live television broadcasts, read wonderful articles in newspapers and heard great interviews on radio and podcasts that all are missing the one thing that ties us together: We are members of Sweet Adelines International!

Without establishing your connection to our international organization, an external audience won't make the connection.

- Someone may see the segment on social media and have a Sweet Adeline chorus in their local market and not make the connection between the performing group on television and that they can be a part of Sweet Adelines, too.

Remember when 2019 Queens of Harmony, ClassRing, performed on Fox & Friends in 2016? ClassRing rehearsed their talking points and delivered a fantastic interview:



Notice how many times they mentioned "Sweet Adelines International"?

During a live television broadcast, your audience may tune in at any time. When the opportunity presents itself, include "Sweet Adelines International" in your response.

2. *Create desired outcomes for your group.*

Let's be honest — we are some of the most creative people we know. Before making moves, come up with a list of desired outcomes (and identify achievable activities) that can help you achieve your goals.

- Your desired outcomes should support the mission and vision of Sweet Adelines International.

Mission Statement

Elevating women singers worldwide through education, performance, and competition in barbershop harmony and a cappella music.

Vision Statement

Inspiring and empowering voices to joyfully harmonize the world.

- If an idea is not directed towards your desired outcomes, work together to modify the idea so that your efforts are targeted towards a desired outcome.
- When done right, public relations is a free and powerful marketing method. Staying focused and consistent will save you time!

3. *Research and plan out your public relations activities*

Now that you know your desired outcomes, it's time to figure out how to make it happen.

- Sometimes, external events (community festivals) and the schedules of both your group and news outlets line up perfectly. This is possible! However, with many moving parts it's best to come up with your group's public relations activities in consideration of all parties involved: your group, the news outlet, current events, etc.

To get started, place all of your group's upcoming events on a calendar.

- Identify all days that your group is unavailable for specific types of media coverage and cross them out.
- Also, cross off days with group activities that are not open to the public.

If the activity is available to the public, aligns with your group's desired outcomes and the mission and vision of Sweet Adelines International, begin researching all external factors that could help take your news from just an event to a story.

- Media receive nonstop requests for coverage on a daily basis. If your group has news to share, you need to find a way to go from news to a story — that is relevant to the media outlet.
- Take a look at events a month before and after your scheduled activity. Focus on related topics and themes on a local, national and global scale.

- Example: If your group is hosting a YWIH Festival, see if there are any activities planned for schools and arts organizations in your area.
- For coverage in your local market, place close attention to location. It is possible to do multiple media appearances in one day — but make sure you will have plenty of time to arrive at your location.

4. *Plan out your public relations tactics*

Everything from writing press releases, creating distribution lists, sending out releases, calling on individual reporters, sending direct mail — it should be a group effort!

- With that being said, you must have a consistent message across all communication in order to lock in an opportunity, so consider having a communications committee or point person (public relations chair).
- Focus on opportunities in your community first – and if you have questions, please reach out to HQ for assistance in your public relations efforts. We would love to help you craft your story angle.