OBJECTIVES:
- To process and apply the information gained from reading the textbook and listening to class lectures;
- To gain experience in producing basic tools used in public relations;
- To practice critical writing skills.

LENGTH:
Varies, depending upon the tactical experience chosen.

PROCEDURES:
1. The Tactical Experiences must relate to your Action Plan. If done well, most of your Tactical Experiences will become part of the Appendix of your Action Plan. Each Tactical Experience should be done in such a professional manner that your client would actually choose to use it.

2. There is no right or wrong way to complete these assignments. You will be graded on creativity, thoroughness and likelihood of success in having your Tactical Experience actually used. Public relations is more art than science. The best public relations efforts are those that have never been tried before. Be bold! Work smart.

3. The material in the textbook will be augmented by classroom lecture to give you ideas on completing these Tactical Experiences.

4. Tactical Experience #1 is research and will be done in two stages. The objective is to give you experience on how to find helpful information related to your Action Plan. The best PR campaigns are based on solid research which is then used to analyze the problem, make recommendations and measure results.

Most agencies will conduct research around “best practices.” All are individual assignments and must relate to your Action Plan. Research options include such things as Internet searches, personal interviews, reviews of periodicals, and the like. Typically, public relations planning starts by learning as much as you can from others. What’s been done before? Emulate successes. Eschew failures. Your objective is to gather information that will generate ideas and stimulate your thinking. The purpose is also to prepare you for your first meeting with your client. Find out what information you can so you arrive knowledgeable, ready to hit the ground running on their project. Impress your client that you know them and their issues or what others in their industry are doing.

Tactical Experience # 1.1 requires your team to schedule a Research Consultation with a Hope College librarian. Here is a link to the online form to schedule an appointment. The librarian will likely be able to give you access to studies and articles not available on the open web. You must meet with the librarian as a team so as not to inundate the
librarians. You should prepare for this meeting by thinking about the types of research that will be helpful in developing your PR campaign. Again, this is an individual assignment. At the end of the meeting each team member is responsible for turning in his or own on Research Plan. That document should begin with a one-paragraph summary of what you learned from the Research Librarian. The rest of the document should be a description of the research you are proposing to do.

**Tactical Experience # 1.2** requires you to complete the research you proposed in Tactical Experience # 1.1. This could be a summary of first-person interviews or an annotated bibliography of the “best” websites for similar programs. You might propose research focused on a specific challenge faced by your client. The research possibilities are endless. Surprise me (and your client) with what you find.

This assignment will be graded using the following criteria:
- How understandable is the information?
- How applicable is this information to your client’s program?
- How credible/complete is the information?
- How unique/unusual is the information?
- How closely does the research paper follow a [professional model](#), as opposed to an academic model?

5. Your second **Tactical Experience** is to create a **fact sheet** or **backgrounder** related to your **Action Plan**. Again, this is an individual assignment; each team member must do one separately. For examples, Google “fact sheet” or “backgrounder.” It is my expectation that these documents will be professional enough that you can proudly place them in the appendix of your **Action Plan** and could be actually used by your client.

Tactical Experience # 2 will be graded using the following criteria:
- How clear is the information presented?
- How complete is the information presented?
- How unique/unusual is the information?
- How useful is the information?
- How closely does the format follow a [professional model](#), as opposed to an academic model?

6. Your third **Tactical Experience** is a **news release** or **media advisory**. Remember, **Tactical Experiences** are **individual** projects, not **team** projects. Part of a public relations professional’s job is to search out good stories. Identify a good angle for a news release or media advisory and write one using a professional format.
For examples, Google “news release” or “press release” or “backgrounder.” It is my expectation that these documents will be professional enough that you can proudly place them in the appendix of your Action Plan and could be actually used by your client.

Tactical Experience # 3 will be graded using the following criteria:
• How well written is the news release or media advisory?
• Does the headline grab my attention?
• Does the first paragraph answer all the basic questions?
• How complete is the information?
• How closely does the format follow a professional model, as opposed to an academic model?

DEADLINES:
1. The Tactical Experience # 1.1 is the research plan. It is due September 25.
2. The Tactical Experience # 1.2 is the research document. The Syllabus says is due November 20 but you may need to complete the research sooner so you can use it in the development of your Action plan. You may turn it in when you have completed it but no later than November 20.
3. The Tactical Experience # 2 is the fact sheet or backgrounder. It is due November 6.
4. The Tactical Experience # 3 is a news release or media advisory. It is due November 27.

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