



WHERE LEADERS ARE MADE

PROJECT DESCRIPTION

Public Relations Strategies

This project focuses on how to promote awareness of an organization, formulate a public relations strategy and use various public relations tactics.

Purpose: The purpose of this project is to practice the skills needed to effectively use public relations strategies for any group or situation.

Overview: Create a public relations plan for a real or hypothetical group or situation. If it involves your club, it must be hypothetical unless you communicate with the vice president public relations and club president. Share your plan in a 5- to 7-minute speech at a club meeting. This speech is not a report on the content of this project, but an example of how you will or might apply what you learned.

This project includes:

- Creating a public relations strategy
- A 5- to 7-minute speech