

# COA is Good PR



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# Preface

- Who me?
- My why



# Learning Objective

- Define public relations
- 12 functions of PR
- Rooted in research *NOT* spin
- Know your audience
- 10-step PR plan
- Ethics
- Your PR plan
- COA is Good PR



# PR

- Public relations
  - “Public relations is the management function that established and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.”
- 12 functions of PR
  1. Trusted counsel-advise
  2. Internal communication-engage employees
  3. Media relations-Develop public trust and support by working through journalists
  4. Community relations-Establish public trust and support by working with community groups
  5. External communication to customers/stakeholders/investors-Build public trust and support

## Public relations four-step process

1. Research
2. Planning
3. Implementation
4. Evaluation

## Other

1. Publicity and special events
2. Issues management
3. Crisis communication



# PR

- Public relations is rooted in scientific research
  - Qualitative
  - Quantitative
  - Scientific method
- No such thing as “general public”
  - Key publics (audience identification)
    - Employee, community, government, academia, industry/business, customer, media, investment/financial



# RPIE

- The 10-step process to writing a public relations plan
- Research
  - Formal and informal
  - Primary and secondary
- Planning
  - Problem
  - Publics
  - Objectives
  - Strategies
  - Tactics
- Implementation
- Evaluation



# RPIE

1. Overall goals for public relations
2. Key publics
3. Objectives for key publics
4. Strategies
5. Tactics
6. Activities
7. Evaluation
8. Materials
9. Budget
10. Timetable and task list



# GOST

- Goals
  - Limit goals to no more three to five
  - Align PR goals with management and strategic plan
  - Think end results
- Objectives
  - SMART (specific, measurable, attainable, results, and timely)
  - Must have four components:
    1. Public
    2. Behavior
    3. Level
    4. Time
- Strategies
  - Describe the *HOW* to reach your objectives
- Tactics
  - Specific elements of the strategies or the *WHAT*





# HIT

- Be ethical
- Public relations is *NOT* a spin game
- Honesty
- Integrity
- Transparency



# Activity

- 30 minutes
- Write your PR plan
- Share



# COA is Good PR

- Position = thought leader
- Accreditation = gold standard for business practice
- Do not be afraid to say your organization is premier and have an **influencer** champion your message
  - Influencer is a natural public



# Wrap-Up

- What is public relations?
- Rooted in research *NOT* \_\_\_\_\_
- Know your \_\_\_\_\_
- Be \_\_\_\_\_
- Position = \_\_\_\_\_



# Thank You

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