



Guide to a PR campaign for the public sector

The PR campaign for the public sector group will derive from any government-based organisation. This might involve, for instance:

- Local city council
- State government
- Federal government
- Statutory authorities, such as the Australian Communications and Media Authority

Within these parameters, you should identify a single, contained PR event that you, as a group of PR consultants, will be required to promote. Some examples (as a starting point only) might be:

- A campaign by the state government to increase safety precautions taken by recreational boat operators
- A city council initiative to attract interstate and overseas investment to the city
- A scheme to recruit nurses in your region, conducted by the State Government
- A “Carols-by-Candlelight” organised by the city council
- A Federal Health Department campaign to encourage people at risk from diabetes to get medical check-ups

Just about any government event or activity will be suitable, so long as it is capable of having a public profile. Once you have decided what your event will be, you should proceed by addressing the following questions:

- Who do you want to target in this campaign?
- What will be your main message?
- When are the principal activities taking place?
- Where are the principal activities to take place?
- Why is this particular event happening now?
- How are you going to analyse the outcomes of the campaign?

These are just starter questions. There are many other kinds of questions you will need to ask and many kinds of investigating you will need to do. Note that it is a good idea early in the planning stages to assign individual tasks to group members, then regularly meet to see how those tasks are being done and whether there are any problems becoming evident. Take care to ensure that your work is always grounded in real-life, so research will be crucial to success.