



Public relations planning exercise

Divide into groups of four for this work. You should imagine that you are part of a PR consultancy in your town or city. One of your clients is the State Department of Health, which uses your PR consultancy to supplement its inhouse PR effort. The Department is planning a mass immunisation campaign to combat Severe Acute Respiratory Syndrome (SARS). Here are the major points:

- SARS has killed thousands of people, mostly in South-East Asia and Canada. No fatalities have yet been recorded in Australia;
- A new vaccine has been invented by Australian scientists;
- It is being made available free to people living in your region, covering the entire population in a 100km radius around the main population centre;
- You have a budget from the Department of \$50,000 to conduct this PR campaign. Note that this is only for PR – the cost of the actual immunisation program is much more expensive;
- Immunisation stations are being set up at selected schools in the region, on the first Saturday in November;
- This region is the first in your state to undergo mass immunisation, and the way it goes here will help the Department plan further immunisation campaigns elsewhere in the state;
- The vaccine can make people feel a bit ill for 2-3 days, but is very safe to use. However, children under the age of 3 should not be immunised;
- Australian citizens who don't live in the region but who are visiting are entitled to the free vaccine. However, overseas visitors will have to pay to be vaccinated if they wish. It will cost each of them \$150.

Based on this information, plan a campaign to publicise this immunisation program in this region. You should write down all elements of what you think will be an effective and thorough campaign that will reach everyone you need to reach. Also write the lead paragraph of a proposed media release on the topic.