

RPIE MODEL OUTLINE

		Definition
Research	Situation Analysis (Background and Benchmarking)	<p>Client Research – An in-depth look into the organization you are representing. Familiarity with products and services; competitive environment</p> <ul style="list-style-type: none"> ▪ Precise mission of organization; goals, objectives and challenges (SWOT) ▪ Structure; management model, how is PR viewed? PR successes and failures ▪ Financial status
	Research	<p>Opportunity or Problem Research – Determining why a company should conduct a particular PR program at a particular time</p> <ul style="list-style-type: none"> ▪ Unique opportunity to favorably influence public opinion or behavior ▪ Response to the development of unfavorable opinion or behavior of the problem ▪ Maintain a favorable public opinion <p>Qualitative Research</p> <ul style="list-style-type: none"> ▪ Organization or client records (business plans, past PR programs etc.) ▪ Published materials (news articles, surveys or polls, government data) ▪ Interviews with key members of targeted publics ▪ Customer feedback ▪ Trade group, association or advisory panel research ▪ Focus group research <p>Quantitative Research</p> <ul style="list-style-type: none"> ▪ Content analysis: analyzing themes or trends in the message content of selected media ▪ Sample surveys: determining audience information levels, attitudes, behaviors and media habits via mail, telephone or in person. ▪ Experiments: determining which forms of communication or messages may be most effective with select audiences
	Target Audience	<p>Audience Research – Investigating the target audiences or “publics”; segmenting into different categories</p> <p>Targeting – Targeting the most important publics on a priority basis</p> <ul style="list-style-type: none"> ▪ Who is this public (demographics, psychographics etc.)? ▪ Why is it important to us? ▪ How active or involved is this public, relative to our interests? ▪ Which public are most important to us, in priority rank order ▪ How do we reach them? What media do they use most frequently?
Planning	<p>Objectives</p> <p>*Determined by the 3-step process of PR</p> <p>*always need date associated with each one</p>	<p>Output objectives – Effort/Action: the distribution or execution of program materials</p> <p>Outcome objectives – Impact: specific intended effects of public relations programs on their audiences</p> <ul style="list-style-type: none"> ▪ ATTRACT: Informational objectives: message exposure to, message comprehension by and/or message retention ▪ FEEL: Attitudinal objectives: forming attitudes where none exist, reinforcing existing attitudes or changing existing attitudes ▪ ACT: Behavioral objectives: consists of the creation or stimulation of new behavior or the reversal of negative behavior on the part of an audience toward the practitioner’s client or organization
	Strategies	<p>A strategy statement describes, in concept, how an objective is to be met; they are broad statements and don’t refer to specific activities</p> <ul style="list-style-type: none"> ▪ Are intangible; they are ideas, choices or decisions ▪ Strategies reveal the situation; tactics do not ▪ Buzz words: leverage, showcase, employ, highlight, underscore, focus, avoid, initiate

Implementation	Key Messages/ Theme	<p>Key messages:</p> <ul style="list-style-type: none"> ▪ What needs to be communicated in order to change behavior ▪ Must be compelling and resonate with the target audience <p>Theme:</p> <ul style="list-style-type: none"> ▪ Catchy, memorable and concise; ties the campaign together
	Tactics	<p>This is the “nuts and bolts” part of the plan that describes, in sequence, the specific activities that put the strategies into operation and help to achieve the stated objectives</p> <p>Buzz words: Develop/create, send, pitch, contact, book, broadcast</p>
Evaluation	Evaluation	<p>Evaluation: ongoing monitoring and final assessment of</p> <p>Output objectives: Measured quantitatively by simply counting the actual output/action</p> <p>Outcome (Impact) objectives: Measure <u>CHANGE</u></p> <ul style="list-style-type: none"> ▪ Informational objectives: measured by surveys ▪ Attitudinal objectives: measured by attitude surveys ▪ Behavioral objectives: measured by interviews/surveys/focus groups, etc. and observation of behaviors

Source: Hayes, D. and Kumar, P. *Public Relations Cases* 9th ed. Washington, DC: American University.

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