



Public Relations Strategic Plan

For All Sports Television Network

Created by: Emily Herr

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I. What are Public Relations Practitioners

A. Public relations (PR) practitioners play a vital role in shaping and maintaining a positive public image for the companies they represent. Their work encompasses a wide range of activities, all aimed at fostering strong relationships between the company and its various stakeholders. Here's a breakdown of their key responsibilities:

B. Key Responsibilities:

1. Reputation Management:

- a. PR professionals work to build and protect their company's reputation. This involves monitoring public perception, addressing negative publicity, and promoting positive messages.
- b. This includes crisis management, where they develop and execute communication strategies to mitigate damage during challenging situations.

2. Media Relations:

- a. They cultivate relationships with journalists, bloggers, and other media representatives.
- b. They write and distribute press releases, organize press conferences, and pitch stories to the media to generate positive coverage.

3. Communication Strategy:

- a. PR practitioners develop and implement communication strategies to reach target audiences.
- b. This includes crafting key messages, selecting appropriate communication channels, and evaluating the effectiveness of communication efforts.

4. Content Creation:

- a. They create a variety of content, including press releases, website copy, social media posts, and speeches.
- b. They ensure that all content is consistent with the company's brand and messaging.

5. Social Media Management:

- a. They manage the company's social media presence, engaging with followers, responding to comments, and monitoring online conversations.
- b. They use social media to build relationships, promote brand awareness, and address customer concerns.

6. Stakeholder Relations:

- a. They build and maintain relationships with various stakeholders, including customers, employees, investors, and community members.
- b. This involves organizing events, conducting outreach, and responding to inquiries.

7. Internal Communications:

- a. They also work on internal communications, to keep employees informed, and to help build a strong company culture.

C. In essence, PR practitioners act as the bridge between a company and the public, ensuring that communication is clear, consistent, and effective.

II. What roles do PR practitioners play in an organization?

A. Public relations (PR) practitioners fill a diverse range of roles within a company, all centered around managing and shaping the company's public perception. Here's a breakdown of their key roles:

B. Core Roles:

1. Reputation Manager:

- a. They are the guardians of the company's image, working to build, maintain, and repair its reputation. This includes anticipating and mitigating potential threats to the company's public standing.

2. Communication Strategist:

- a. PR professionals develop and execute communication plans to reach various audiences, ensuring that messages are consistent and effective.

3. Media Liaison:

- a. They act as the primary point of contact between the company and the media, fostering relationships with journalists and other media representatives.

4. **Content Creator:**

- a. They produce a variety of content, including press releases, speeches, website copy, and social media posts, to communicate the company's message.

5. **Crisis Manager:**

- a. In times of crisis, PR practitioners develop and implement communication strategies to minimize damage and maintain public trust.

6. **Relationship Builder:**

- a. They cultivate relationships with key stakeholders, including customers, employees, investors, and community members.

7. **Social Media Manager:**

- a. They manage the company's social media presence, engaging with audiences and monitoring online conversations.

8. **Internal Communicator:**

- a. They ensure that internal stakeholders and employees are kept informed, and that company culture is strengthened through effective internal communications.

C. In essence, PR practitioners serve as:

1. **Storytellers:** They craft compelling narratives that resonate with target audiences.
2. **Advisors:** They provide strategic counsel to company leaders on communication matters.
3. **Advocates:** They represent the company's interests and promote its positive image.

D. By fulfilling these roles, PR practitioners contribute significantly to a company's success by fostering positive relationships and building a strong, favorable reputation.

III. Why are PR practitioners important?

Public relations (PR) practitioners are essential in today's interconnected world for several key reasons:

A. Reputation Management:

1. In an era of instant information and social media, a company's reputation can be made or broken in moments. PR professionals are crucial for building and protecting that reputation. They manage public perception, address negative publicity, and work to maintain a positive image.

B. Building Trust and Credibility:

1. PR helps establish trust with various stakeholders, including customers, investors, and the public. By crafting authentic messages and fostering transparency, PR practitioners enhance a company's credibility.

C. Effective Communication:

1. PR professionals are skilled communicators. They ensure that messages are clear, consistent, and reach the intended audience. This is vital for maintaining positive relationships and conveying important information.

D. Crisis Management:

1. When crises occur, PR practitioners play a crucial role in mitigating damage and maintaining public trust. They develop and implement communication strategies to address challenging situations and protect the company's reputation.

E. Relationship Building:

1. PR is about building and maintaining relationships. PR professionals foster connections with media, influencers, and other key stakeholders, which is essential for long-term success.

F. Brand Awareness:

1. PR plays a vital role in generating brand awareness. Through strategic communication and media relations, PR practitioners help companies reach wider audiences and increase their visibility.

G. Influencing Public Opinion:

1. PR practitioners help to shape public perception through strategic messaging, and engaging storytelling. This influence can positively impact public opinion and behavior.

H. In essence, PR practitioners are vital for helping organizations navigate the complexities of public perception and build strong, lasting relationships.

IV. Public Relations Strategic Plan: Securing Media Features for All Sports Television Network

A. Executive Summary

1. This strategic plan outlines a comprehensive approach to securing feature coverage for All Sports Television Network in targeted magazines and journals. The plan focuses on highlighting our unique programming, expert analysis, and commitment to delivering compelling sports content. By building relationships with key media contacts and crafting compelling narratives, we aim to increase brand awareness, enhance credibility, and drive viewership.

B. Goals:

1. Increase feature coverage in targeted magazines and journals by 100% within 3 months.
 - Note: the reason it's 100% is because we are currently at a 0% coverage in targeted magazines and journals.
2. Enhance brand recognition and establish [Your Network Name] as a leading authority in sports television.
3. Drive viewership and increase subscriber base.

C. Target Audiences:

1. Sports industry publications (e.g., Sports Business Journal, Broadcasting & Cable).
2. Entertainment industry publications (e.g., Variety, The Hollywood Reporter).
3. General interest magazines with sports sections (e.g., GQ, ESPN The Magazine).
4. Regional and local publications relevant to our broadcast areas.
5. Online sports and entertainment journals.

D. Key Messages:

1. All Sports Television Network delivers unparalleled sports content, including [Highlight unique programming, e.g., in-depth analysis, exclusive interviews, behind-the-scenes access].
2. We feature a team of expert analysts and commentators, providing insightful perspectives on the world of sports.
3. We are committed to innovation and pushing the boundaries of sports television.
4. We have a strong community focus and support local teams and athletes.
5. We offer a unique viewing experience.

E. Strategies and Tactics:

1. Media Relations:
2. Develop a comprehensive media list of targeted magazines and journals, including key editors and writers.
3. Proactively pitch story ideas and press releases to relevant media contacts.
4. Offer exclusive interviews with network executives, analysts, and athletes.
5. Host media events and press conferences to showcase new programming and initiatives.
6. Build and maintain strong relationships with key media influencers.

F. Content Creation:

1. Develop compelling press releases highlighting new programming, achievements, and milestones.
2. Create engaging feature articles and op-eds for submission to targeted publications.
3. Produce high-quality video content, including behind-the-scenes footage and interviews, for media use.
4. Develop a media kit with key information, visuals, and contact details.
5. Create a company blog with content that is relevant to the media.

G. Thought Leadership:

1. Position network executives and analysts as thought leaders in the sports television industry.
2. Secure speaking opportunities at industry conferences and events.
3. Contribute articles and op-eds to industry publications.
4. Participate in relevant online discussions and forums.

H. Strategic Partnerships:

1. Collaborate with sports leagues, teams, and athletes to generate media attention.
2. Partner with relevant organizations and events to increase brand visibility.
3. Work with local businesses and charities to create community-based events.

I. Online Presence:

1. Optimize the network's website and social media channels for media outreach.
2. Utilize social media to engage with journalists and share relevant content.
3. Monitor online media coverage and track media mentions.

J. Measurement and Evaluation:

1. Track media coverage and analyze the effectiveness of PR efforts.
2. Monitor website traffic and social media engagement.
3. Conduct regular media audits to assess progress and identify areas for improvement.
4. Track the number of new subscribers.

K. Timeline:

1. **Week 1-3:** Develop media list, create media kit, and begin pitching ideas.
2. **Week 3-6:** Focus on securing interviews and feature articles.
3. **Week 6-9:** Host media events and pursue thought leadership opportunities.
4. **Week 9-12:** Evaluate results and refine strategies.

L. Budget:

1. Allocate resources for media outreach, content creation, and event planning.
2. Consider utilizing PR software and services to streamline media relations.

M. Key Personnel:

1. Designate a dedicated PR team or individual to lead the implementation of this plan.
2. Involve network executives and analysts in media outreach and thought leadership activities.

N. Contingency Planning:

1. Develop a crisis communication plan to address potential negative publicity.
2. Monitor media coverage and respond promptly to any inaccuracies or negative comments.

O. By implementing this strategic plan, All Sports Television Network can effectively secure feature coverage in targeted magazines and journals, enhancing brand awareness and driving viewership.

V. Contacting Publications Action Plan

Phase 1: Research & Targeting (Weeks 1-2)

A. Define Your Niche/Story:

1. What specific sport(s) are you focusing on?
2. What's unique about your story (athlete profile, training method, event coverage, etc.)?
3. What angle will resonate with readers?

B. Identify Target Publications:

1. Create a list of relevant magazines and journals (online and print).
2. Consider:
 - General sports magazines (e.g., Sports Illustrated, ESPN The Magazine)

- Niche-specific publications (e.g., Runner's World, Bicycling, Golf Digest)
- Local/regional sports publications.
- Academic sports science journals.

C. Analyze Publication Content:

1. Study past issues to understand their style, tone, and typical content.
2. Identify writers and editors who cover similar topics.
3. Look for submission guidelines or contact information.

D. Build a Contact List:

1. Compile names, email addresses, and social media handles of relevant editors and writers.
2. Use LinkedIn, publication websites, and social media to find contact information.

Phase 2: Crafting Your Pitch (Weeks 3-4)

A. Develop a Compelling Pitch:

1. Keep it concise and engaging (no more than a few paragraphs).
2. Clearly state your story and its relevance to the publication's audience.
3. Highlight what makes your story unique and newsworthy.
4. Include links to relevant content (photos, videos, articles).
5. Tailor each pitch to the specific publication and editor.

B. Prepare Supporting Materials:

1. High-quality photos and videos.
2. A well-written press release (if applicable).
3. A portfolio or website showcasing your work.

C. Practice your pitch. If you are going to be doing phone pitches, or in person pitches, practice your delivery.

Phase 3: Outreach & Follow-Up (Weeks 5-12)

A. Send Personalized Pitches:

1. Email editors and writers with your tailored pitches.
2. Consider using social media to connect and engage with them.

B. Follow Up Strategically:

1. Wait a few days before following up on unanswered emails.
2. Keep follow-up emails brief and polite.
3. Do not be overly pushy.

C. Track Your Progress:

1. Maintain a spreadsheet or CRM to track your outreach efforts.
2. Note responses and follow-up actions.

D. Be Persistent and Patient:

1. Getting featured in a magazine or journal takes time and effort.
2. Don't get discouraged by rejections.
3. Learn from each interaction and refine your approach.

E. Key Considerations:

1. **Timing:** Consider the publication's editorial calendar and deadlines.
2. **Relevance:** ensure your story is timely and relevant to current events or trends in the sports world.
3. **Professionalism:** Maintain a professional demeanor in all communications.
4. **Online Presence:** Make sure your online presence is professional, and easy to find.

By following this plan, you'll increase your chances of getting your sports story featured in the publications you target.

As of 03-03-2025 we are in a combination of Phase I and Phase II. We need to continue to create contact lists and use Mr. Smith's document to track our progress. Don't forget if you make a call, send an email, or create any form of communication with the magazines and/or journals, you need to record it. Set a schedule for following up. If you don't hear back, don't ignore it. Go back and try again.

VI. Weekly Breakdown (Example - Adjust to Your Schedule)

Week 1: Research & Initial List Building (Focus: 10-15 hours)

A. Monday/Tuesday (4-5 hours):

1. Define your niche and story angle.
2. Begin initial online research for potential publications.

B. Wednesday/Thursday (4-5 hours):

1. Deep dive into publication websites, analyzing content and submission guidelines.
2. Expand your target list.

C. Friday (2-3 hours):

1. Finalize your target list and compile basic contact information.
2. Begin to organize contact information into a spreadsheet or CRM.

Week 2: Contact Information & Pitch Crafting (Focus: 10-12 hours)

A. Monday/Tuesday (4-5 hours):

1. Locate specific editor/writer contact information (LinkedIn, publication websites, etc.).
2. Complete your contact list.

B. Wednesday/Thursday (4-5 hours):

1. Craft your core pitch template.
2. Begin tailoring individual pitches to specific publications.

C. Friday (2-3 hours):

1. Prepare supporting materials (high-res photos, links, etc.).
2. Practice your pitch.

Week 3: Initial Outreach (Focus: 8-10 hours)

A. Monday/Tuesday (3-4 hours):

1. Send out the first batch of personalized pitches (5-10).
2. Carefully log each outreach in your tracking system (date, publication, contact, pitch sent).

B. Wednesday/Thursday (3-4 hours):

1. Send out the second batch of personalized pitches (5-10).
2. Continue to log all contact.

C. Friday (2 hours):

1. Review sent pitches.
2. Prepare for follow up.

Week 4 Onward: Follow-Up & Ongoing Outreach (Focus: 5-8 hours per week)

A. Monday (1-2 hours):

1. **Follow-Up:** Review your tracking system. If no response has been received in 3-4 business days, send a brief, polite follow-up email to the editors/writers from your first batch.
2. **Ongoing Outreach:** Send 2-3 new personalized pitches.

B. Wednesday (1-2 hours):

1. **Follow-Up:** Follow up with the second batch of editors/writers.
2. **Ongoing Outreach:** Send 2-3 new personalized pitches.

C. Friday (2-4 hours):

1. **Review & Refine:** Analyze your tracking data. Which pitches are getting responses? Which publications are most receptive? Adjust your strategy as needed.
2. **Ongoing Outreach:** Continue sending new pitches and addressing any pending follow-ups.
3. **Future Planning:** Research new publications and potential story angles.

Key Time Management Strategies:

- A. Block Scheduling:** Dedicate specific time blocks in your calendar for outreach tasks.

- B. Batching:** Group similar tasks together (e.g., all follow-ups on Monday).
- C. Prioritization:** Focus on high-impact publications first.
- D. Tracking:** Use a spreadsheet or CRM to track all interactions.
- E. Time Limits:** Set time limits for each task to avoid getting bogged down.
- F. Consistency:** Regular, consistent outreach is more effective than sporadic bursts.
- G. Follow up time frame:** 3-5 business days is a good rule of thumb for follow up.

Follow-Up Etiquette:

- A.** Keep follow-up emails brief and to the point.
- B.** Reiterate your story's relevance.
- C.** Don't be pushy or demanding.
- D.** Express your continued interest.
- E.** If there is still no response after a second follow up, consider that a no, and move on.

By implementing this structured time management plan, you'll stay organized, maximize your outreach efforts, and increase your chances of securing valuable features in sports magazines and journals.