



CASA (Center for Awareness, Service and Action) increases awareness of the local and global community through expanding and enriching service learning opportunities. CASA promotes cultural awareness and social consciousness. We make a difference by providing outreach opportunities and making lasting connections between USD and the community. CASA believes in social justice and the promotion of basic human rights through education, service, and promoting inclusion. CASA is part of Associated Students, and is located in University Center 113.

Creating and Implementing a Public Relations Campaign

Identify Your Audience

- Who will be interested in your cause/event?
 - USD students, faculty members, community members, students in specific programs, alumni, surrounding colleges.

Research Your Audience

- Where does your target audience go: restaurants/cafes, meetings, areas around campus? What do they read? What list servers are they on? What clubs/organizations/activities are they involved with? What websites do they visit (Facebook, specific university pages, local sites etc.)?

Establish a Budget

- In the case of an event, go through all the logistical costs and identify what you have left for PR.
- Calculate printing costs such as: flyers, posters, and other marketing materials (which will be the bulk of your PR cost – if you don't have to pay for staff time).

Plan a Campaign Based on Your Budget & Audience

- Website:
 - One of the first steps of a PR campaign is creating a website that all PR materials can link back to. People tend to spend no more than a minute on a website pg. so keep the text short & to the point.
 - On a website make sure to state - Why the event/issue is important, what it's mission is, & what the target audience should be or will be contributing (call to action).
- Internet Marketing:
 - Once webpage is live: Create a Facebook event. Add link to: E-mail signature, other websites, published calendars - (idealist.org, SD Reader, USD's Online Calendar – depending on your audience).
- Flyers:
 - Flyers should be image-oriented and include event/issue mission.
 - Include full contact information: website, phone number, email address
 - Distribute flyers in the areas that your target audience visits – Ex: restaurants, music stores, school organizations, library's, canvass specific areas, etc.

- List serves:
 - Create a list of list serves that your target audience will likely be a part of.
 - Draft a short email (similar to your flyer) that contains a call to action, a link to the website, person to contact, and contact email and/or number. Send the e-mail out more than once – a month before the event and again a week before the event as a reminder.
- Press Releases:
 - Press releases are a short one pager given to the press and includes information on your issue/event (which should be catchy and tie into a current issue)
 - For sample press releases (to see standard formats) visit www.prnewswire.com
 - If this is a university event, the Media Relations will need to be contacted prior to distributing a press release
 - For more information on how to complete a press release contact call CASA (619) 260-4206
- Posters:
 - Make a list of places you would like to post posters
 - Contact the appropriate personnel to ensure that the posters can be posted and to see if there are any logistical requirements
 - Using your flyer as a reference, design and print the posters.
- Word of Mouth
 - Don't forget the importance of word of mouth!
Tell your friends, coworkers, classmates, professors – anyone in your target audience about your social issue/event & call to action
 - Send a mass text, reminding those who expressed interest in the event issue.

There are many more ways to spread the word, so use this list of PR activities to brainstorm and add more items that will help you reach your target audience.