

PUBLIC RELATIONS CAMPAIGN CONCLUSION

Name: Jonathan Matlock

Organization: PGA Hope

1. Targeted Earned Media

- **ESPN - Tom Rinaldi** (Sports Journalist & Feature Reporter)
- **The New York Times - Karen Crouse** (Sports and Golf Reporter)
- **Golf Digest - Shane Ryan** (Golf Writer and Reporter)
- **San Francisco Chronicle - Ron Kroichick** (Local Sports Journalist)
- **Military Times - Meghann Myers** (Veteran Affairs Reporter)

Explanation:

- **Tom Rinaldi (ESPN):** Known for covering human interest stories in sports, Tom would find the narrative of veterans benefiting from PGA HOPE compelling. ESPN's reach would help promote the program to a wide audience interested in sports and golf therapy.
- **Karen Crouse (The New York Times):** As a golf writer with a national platform, Karen's coverage would lend credibility and provide in-depth analysis on the program's impact on veterans.
- **Shane Ryan (Golf Digest):** Shane's audience includes golf enthusiasts, making him ideal for sharing how golf therapy helps veterans. His reporting would reach those already interested in the sport and promote the therapeutic aspects.
- **Ron Kroichick (San Francisco Chronicle):** Ron covers local sports stories in Northern California, where the PGA HOPE event occurred. His coverage would resonate with local communities invested in the program's success.
- **Meghann Myers (Military Times):** Meghann's audience comprises active military personnel and veterans. Her coverage would help spread awareness about the benefits of PGA HOPE directly to the target audience.

2. Email Pitch (A concise email story pitch to a journalist/influencer from the targeted earned media list to persuade the journalist/influencer to cover an aspect of your campaign, implementing the best practices for media relations discussed in the course and covered in chapter 22 of *The New Rules of Marketing & PR.*)

To: Tom Rinaldi (ESPN)

From: jgmatlock@student.fullsail.edu

Subject line: How PGA HOPE Is Using Golf to Transform the Lives of Veterans

Body of Email:

Hey Tom,

I hope this email finds you well. You are a storyteller with a sharp eye for uncovering powerful, human-interest stories in the sports world. I wanted to share an inspiring narrative about how PGA HOPE (Helping Our Patriots Everywhere) is changing veterans' lives through golf.

During our 16th Annual "The Langley, A Tribute to Legends" event at Pebble Beach Resorts, we saw firsthand how this program serves as a therapeutic and life-changing experience for veterans with physical and emotional challenges. Veterans like Chris Nowak, a retired U.S. Marine Corps veteran, and our Military and Veteran Liaison have experienced tremendous growth and healing through golf therapy.

This story would resonate with your audience on ESPN, showcasing how sports can be a tool for recovery and reintegration. I'd happily arrange interviews with Chris Nowak and other veterans who have benefited from the program.

Please let me know if you'd like to explore this further. I look forward to the opportunity to share more details with you.

Best regards,

Jonathan Matlock

PGA HOPE Public Relations Agency

3. Timeline: (A comprehensive timeline for the implementation of the various elements of the campaign. This includes strategies in the outline created in Assignment 1, the components created in Assignment 2, and any additional communications strategies and elements for the duration of the campaign. This should include timing of announcements, news releases, blog posts, social media, speaking engagements, events, promotions and any other communications. Tools and tactics for owned, earned and shared media should be included. Paid media should not be included.)

Date	Communication Tool & Platform	Content/Message	Purpose/Goal
Week 1	News Release to National Media	Announce incident and outline PGA HOPE's response plan	Show transparency, accountability, and commitment to safety
Week 2	Social Media Updates (Facebook, Twitter, Instagram)	Provide safety review progress and updates on injured participants	Keep the public informed and build trust
Week 3	Press Conference (YouTube Livestream) with Chris Nowak	Address the incident, safety measures, and future plans	Engage media and reassure stakeholders

Week 4	Blog Post by Chris Nowak	Share a personal message about the value of PGA HOPE and the safety improvements being made	Rebuild confidence in the program
Week 5	Email Newsletter to Donors and Sponsors	Update on safety measures, participant recovery, and future plans	Maintain transparency and assure ongoing support
Week 6	“Safety and Wellness Golf Day” Event	Demonstrate new safety protocols and provide fun golf activities for veterans	Show proactive efforts to prevent future incidents
Week 7	Share Video Testimonials from Veterans	Highlight how PGA HOPE has positively impacted participants	Showcase success stories to rebuild the brand image
Ongoing	Engage with Influencers & Veteran Organizations	Share updates and success stories using #PGAHOPEResponse	Broaden campaign reach and engage target audiences

Summary and explanation of the timing of communications strategies:

Week 1: Immediate Crisis Response

- **Strategy:** Distribute a news release to national media and post the official statement on PGA HOPE's website and social media.
- **Purpose:** Address the incident quickly to show transparency, take responsibility, and communicate immediate actions. This establishes PGA HOPE as accountable and committed to resolving the issue.

Week 2: Initial Progress Updates

- **Strategy:** Share progress updates on safety reviews and participant recovery through social media channels.

- **Purpose:** Keep the public informed about ongoing actions, demonstrating that PGA HOPE is actively working to address the situation. This helps maintain public interest and trust during the early stages of the response.

Week 3: Press Conference and Media Engagement

- **Strategy:** Host a press conference with Chris Nowak to address the incident, provide more detailed information, and answer questions.
- **Purpose:** Engage with the media and stakeholders directly, reinforcing transparency and building credibility by offering a platform for open communication.

Week 4: Rebuilding Trust Through Storytelling

- **Strategy:** Publish a blog post from Chris Nowak on the PGA HOPE website, sharing a personal message about the program's value and safety improvements.
- **Purpose:** Reconnect emotionally with the audience and reassure them that the organization is taking meaningful steps to prevent future incidents. This reinforces PGA HOPE's mission and values.

Week 5: Communicating with Donors and Sponsors

- **Strategy:** Send an email newsletter updating donors and sponsors on the safety measures implemented and recovery progress.
- **Purpose:** Maintain transparency with key stakeholders to ensure continued support and funding, demonstrating that their contributions are being used effectively.

Week 6: Demonstrating Proactive Action with an Event

- **Strategy:** Host the "Safety and Wellness Golf Day" to showcase enhanced safety protocols and provide an opportunity for veterans to engage in the program.
- **Purpose:** Demonstrating action through a tangible event helps rebuild confidence and reinforces PGA HOPE's commitment to participant safety and well-being.

Week 7: Sharing Success Stories

- **Strategy:** Share video testimonials from veterans who have benefited from PGA HOPE on social media and the website.
- **Purpose:** Highlighting positive outcomes from the program helps shift the narrative from the crisis to success stories, reinforcing the organization's impact and rebuilding its reputation.

Ongoing: Broadening Reach and Engagement

- **Strategy:** Continue engaging with influencers, veteran organizations, and shared media to spread updates, success stories, and program information using the #PGAHOPEresponse hashtag.
- **Purpose:** Maintaining an ongoing presence ensures sustained awareness, encourages participation, and fosters a supportive community around PGA HOPE.

Overall Explanation: The communication strategies are designed to address the crisis immediately, maintain momentum with consistent updates, and rebuild trust over time. Starting with transparency and accountability ensures that the organization sets the

right tone, while ongoing engagement through storytelling, events, and testimonials gradually shifts the focus to PGA HOPE's positive impact. This structured approach helps the campaign achieve its goals of regaining trust, reinforcing the organization's mission, and ensuring continued support from veterans, donors, and the public.

4. Measurement: (Detailed description of measurement methods implemented to determine if the campaign strategies were effective and goals and objectives were met.)

Media Coverage Analysis

- **What to Measure:** Number of media mentions, articles, and features across national, regional, and veteran-focused outlets.
- **Metrics:** Track reach (number of people exposed to the stories), sentiment (positive, neutral, negative), and share of voice (comparison to other veteran-related programs).
- **Explanation:** This helps determine how widely the campaign's message is being disseminated and whether the narrative is positively shaping public perception. Positive media coverage indicates that the campaign is successfully rebuilding trust and credibility.

Social Media Engagement

- **What to Measure:** Engagement metrics such as likes, shares, comments, retweets, and the use of the campaign hashtag (#PGAHOPEResponse).
- **Metrics:** Track increases in followers, mentions, overall engagement rate, and reach of posts.
- **Explanation:** High engagement and positive interactions indicate that the campaign is resonating with the audience, spreading awareness, and generating interest. The use of the hashtag provides insight into how well the message is penetrating target communities and encouraging active participation.

Website Traffic and Behavior

- **What to Measure:** Traffic to the crisis response page, blog posts, and other key pages on the PGA HOPE website.
- **Metrics:** Track the number of visitors, time spent on pages, bounce rate, and conversion actions (e.g., downloading informational resources, signing up for newsletters, or registering for events).
- **Explanation:** Increased website traffic with longer time spent on pages suggests that the audience is seeking more information and engaging with the organization's content, which indicates trust-building. Conversions reflect successful messaging and interest in the program.

Event Participation and Feedback

- **What to Measure:** Attendance at the "Safety and Wellness Golf Day" and other events, along with participant feedback.
- **Metrics:** Total number of attendees, satisfaction rates from post-event surveys, and the percentage of returning participants.

- **Explanation:** High attendance and positive feedback indicate that the campaign effectively reassured participants about safety and the value of PGA HOPE. Re-engagement from participants signifies regained confidence in the organization.

Donor and Sponsor Retention/Acquisition

- **What to Measure:** Retention rates of existing donors and sponsors, as well as the number of new donors/sponsors acquired during the campaign.
- **Metrics:** Total funds raised, percentage increase in sponsorships, and the level of engagement from donors (e.g., attending events, sharing campaign materials).
- **Explanation:** Maintaining or increasing donor and sponsor support demonstrates that the campaign successfully preserved trust and confidence among financial backers, which is crucial for the organization's long-term sustainability.

Veteran Enrollment and Participation in Programs

- **What to Measure:** Number of veterans enrolling in PGA HOPE programs before and after the campaign.
- **Metrics:** Enrollment growth rates, attendance at therapy sessions, and the level of participation in events and activities.
- **Explanation:** An increase in enrollment and participation rates suggests that the campaign's messaging effectively reached and encouraged veterans to join, indicating successful engagement with the primary target audience.

Overall Campaign Effectiveness

- **Success Indicators:**
 - Achieving a positive sentiment score of over 75% in media coverage.
 - Increasing social media followers and engagement by 30% during the campaign.
 - Achieving a 20% growth in website traffic with a low bounce rate (<50%).
 - Retaining at least 90% of donors/sponsors and acquiring 10% new ones.
 - Seeing a 25% increase in veteran enrollments in PGA HOPE programs.

These measurement strategies will provide a comprehensive view of the campaign's impact on awareness, engagement, trust-building, and goal achievement. By tracking these metrics, PGA HOPE can evaluate the success of its crisis response and ongoing efforts to support and connect with veterans, stakeholders, and the general public.

Explanation on how these measurement methods will be effective in determining the success of the campaign:

These measurement methods will provide a comprehensive view of how the campaign is perceived by different audiences. By analyzing media coverage, social engagement, website traffic, survey feedback, and event participation, we can assess the effectiveness of each strategy and the overall success in rebuilding trust and achieving campaign goals.

Revisions: A revised digital news release and blog post from the Week 2 Assignment, using feedback provided, must be submitted separately.