

## The Dynamic Dozen Strategic Tools

PRSA - Tar Heel Chapter -  
A Discussion

M. Larry Litwin, APR, Fellow PRSA

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...used by the best and  
most effective  
School PR Practitioners



### Dynamic Dozen (plus three)

- ✓ Mac Triad Plus
- ✓ Two-Way Model
- ✓ Cracked Egg
- ✓ IS (F) PR
- ✓ PR Plan/Roadmap
- ✓ Desired Outcome
- ✓ Synergy
- ✓ Force Field
- ✓ Why Obama Won
- ✓ Electronic Release
- ✓ NFL Films
- ✓ Crisis Communication
- ✓ Key Communicators
- ✓ Editors/Reporters/PR
- ✓ Three-Minute Drill



Or...

Why *We* Do What *We* Do

And

How To Do It Better!



## Tell me a story

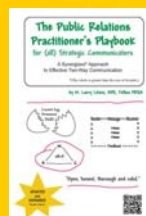
Ed Sabol...

- "Tell me a fact and I'll learn.
- Tell me a truth and I'll believe.
- But tell me a story and it will live in my heart forever."

The success behind NFL Films

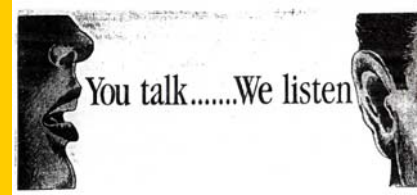


## Taken from...

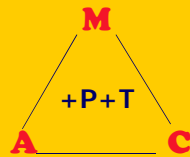


## PR Is...

- "This is who we are;
- What we think about ourselves
- What we want to do; and
- Why we deserve your support."



## MAC Triad Plus



M=Message A=Audience C=Channel  
P=Purpose T=Timing

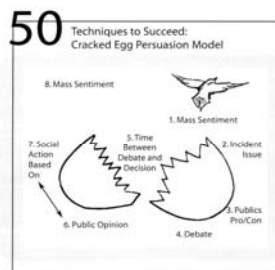


## Two-Way Communication Model

Sender>>>Message>>>Receiver



## Cracked Egg Model

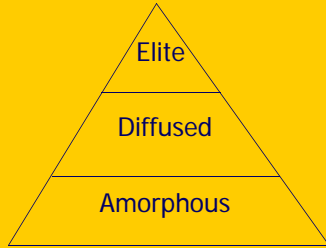


## Audiences (ISPR)

- Identify
- Segment/Fragment
  - Demographically
  - Psychographically
  - Geodemographically
  - Behavioristically
  - Benefits
- Profile
- Rank
  - Audience Power Structure
    - Elite (Key Communicators)
    - Pluralistic or Diffused
    - Amorphous/Latent



## Audience Power Structure



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## PR Plan/Roadmap

- Goal
- Objectives
- Strategies
- Tactics
- Tools

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## RACE

- Research
- Action
- Communication
- Evaluation

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## PR-Pie

- Purpose
- Research
- Planning
- Implementation
- Evaluation

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## RACE vs. PRpie

- Research/Research
- Action/Planning
- Communication/Implementation
- Evaluation/Evaluation

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## Strategic GOST Review

- GOST
- RACE
- PR-Pie
- Cracked Egg Persuasion Model
- MAC Triad Plus P&T

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### Reaching the Desired Outcome

- Attitude
- Opinion

Education > Knowledge >  
 Attitude > Behavioral Change >  
 Output = Desired Outcome



### Strategic Communication is achieving is...



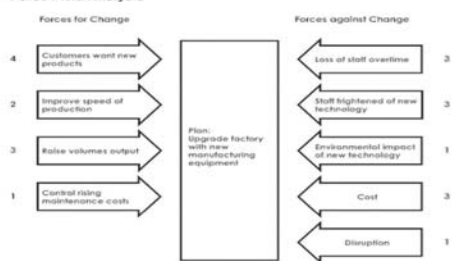
### Conflict/Force Field Analysis



#### PK Play 15-18 Force Field (Conflict) Analysis Example

Strategic statement – based on research: Improve working conditions and productivity by providing hands-on employees with the most modern, state-of-the-art equipment.

Figure 1:  
 Force Field Analysis



### New Technologies Boosted Obama Campaign's Efforts or – “Why Obama Won”

<http://www.npr.org/2012/11/12/164979755/new-technologies-boosted-obama-campaigns-efforts?sc=emaf>



## Electronic Release Template

**SOCIAL MEDIA PRESS RELEASE  
TEMPLATE, VERSION 1.0**

**CONTACT INFORMATION:**

Client contact	Spokesperson	Agency contact	
Change Release	Change Release	Change Release	
EM address	EM address	EM address	
Phone No.	Phone No.	Phone No.	

**NEWS RELEASE HEADLINE**

**CORE NEWS FACTS**

**LINK & RSS FEED TO PURPOSE BUILT DELICIOUS PAGE**

**PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS**


**LINKS TO RELEVANT COVERAGE TO DATE (OPTIONAL)**

**SOLE/PLATE STATEMENTS**

**ISS FEED TO CLIENT'S NEWS RELEASES**

**ADD TO DELICIOUS**

**TECHNOLOGY TAGS/DRUG TRIPS**



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**LINKS THAT MATTER (OPTIONAL)**

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**The success behind NFL Films**



## Crisis Communication

- Tell it **FIRST**
- Tell it **FAST**
- Tell it **ALL**
- Tell it **YOURSELF**




## Key Communicators

- Inexpensive
- Consumption Pioneers
- Respected Community Leaders
- Influencers/Influentials
- Opinion Leaders
- (Can) assist in changing behavior (attitudes and opinions)
- Establishing a KC program



## What Editors and Reporters Expect of PR Practitioners

- Relationships
- Know what news is
- Know deadlines
- Accuracy
- Timeliness
- A climate of trust/honesty
- Accessibility (when bad news breaks)



## Jim L's Three-Minute Drill


Advanced Public Relations Strategy Worksheet

**PR Play 4-10  
3-Minute Drill**

The Three-minute Drill is an abbreviated version of the outstanding paper I have submitted to public relations strategists: author James L. Litwin, ABC, APR, Fellow PRSA, CCEP. In essence, it is a writer's often approach that centers on the accounting "facts" to Jim's words, "to help identify why respected public relations strategists recommend the number one, Number Two position in the organization - the trusted advisor." Keep in mind that each 100 words equals one minute. There is a bank of Issues, Questions, Situation.

1. **Situation Description (80 words)**  
Explanation - introduction (80 words)  
Briefly describe the nature of the issue, problem or situation that requires attention, when or study. "This is the subject and here is what we know."
2. **Analysis (80 words)**  
A description of what the situation means, what its implications are, and how it provides or presents an opportunity to the organization. "Here is why it matters."
3. **Goal (80 words)**  
A clear, concise statement of the task to be accomplished, summarizes the reason or purpose for accomplishing it, the target to be reached and when. "Our destination."
4. **Options (100 words)**  
Provide at least three response options to address the situation as presented and analyzed.
  1. Do nothing
  2. Do something
  3. Do something more
5. **Recommendation (80 words)**  
Make a specific choice among the options you presented. Be ready with a recommendation and supporting information every time because the boss is going to ask you for one.
6. **Justification**  
Concise explanation (80 words)  
Briefly describe the benefits of your solution that could arise resulting from the options you suggested, including that of doing nothing. Identify the solution option with the lowest negative impact or potential consequences.

www.litwinpr.com, ABC, APR, Fellow PRSA, CCEP, www.abcpr.com, www.pr.org

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## Jim L's Three-Minute Drill

**Exhibit 9.2 Best Option Process Worksheet**

This worksheet is designed to capture the Three-Minute Drill approach. The total amount of time to present concepts to management, in the order shown below, should be approximately three minutes, or 60 words or less. Always maximize the value of time spent with executives, from their perspective.

Date: \_\_\_\_\_

**Problem:** Describe clearly, directly, and briefly \_\_\_\_\_

**Urgency:** Why now \_\_\_\_\_

**Outcome Desired:** What's the goal \_\_\_\_\_


**Solution Options:** Identify the alternatives

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Best Option:** Recommend the first-choice action (also indicate the second-best option) \_\_\_\_\_

**Reasons (Consequences):** Justify your choice; indicate consequences avoided and achieved

1. \_\_\_\_\_
2. \_\_\_\_\_

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## Strategic Communication is achieving is...



**Synergy**  
www.synergysportswear.com

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- [www.larrylitwin.com](http://www.larrylitwin.com)

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## Questions ???

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