



The Pines Group Public Relations

Presenting PR plan for the Health Communication

Concentration at TCNJ

May 7, 2008

7:30 P.M.

Agenda

Introduction.....	Neil Hartmann, Jr.
Goals.....	Brigitte McNamara
Client History.....	Brigitte McNamara
Problem and How PR Can Solve It.....	Kristen Kiernicki
Formative Research.....	Megan Roe
Audience Segmentation.....	Megan Van Der Stad
Channel and Media Selection.....	Kristen Kiernicki, Neil Hartmann, Jr.
Plan Outline.....	The Pines Group
Evaluative Research.....	Kristen Kiernicki
Closing Remarks.....	Neil Hartmann, Jr.

The Pines Group Public Relations
Planting the seeds to help your organization grow