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Public Affairs Strategic Plan writing sample

Subject: A hypothetical public affairs strategic plan

Public Affairs Strategic Plan

My hypothetical public affairs strategic plan would have six parts:

1. Engage community leaders and influential state legislators by meeting in-person with them and leading private tours of production facilities
2. Coordinate with state and federal trade associations and industry groups
3. Hire a public affairs firm for outside strategic assistance
4. If determined to be appropriate, tell the company's story through print and online media advertisements
5. Begin a pro-active media campaign by giving interviews to influential reporters and posting background information on company web site
6. Evaluate success of lobbying and media outreach efforts and adjust as necessary

I would begin my public affairs communication strategy by reaching out to local community leaders and those in the legislature who have supported my company in the past, beginning with the members who represent the district where my company is headquartered. Since those members care about the opinions of their constituents, I would highlight the amount of people employed by my company who live in the district and the economic impact my company has on the local and statewide economy.

I would then coordinate with all related trade associations and industry groups at both the federal and state level. They would be able to leverage their research and insight to assist with communicating the potential impact any policy changes would have on my company and industry. Their lobbyists and policy experts would also be able to join me and speak with the influential legislators in person.

Assuming my company has a large budget, I would interview several public affairs firms in order to bring in some outside help. Many public affairs firms employ former legislators who still have connections at the capitol, so I would want a firm that would be able to open doors for my company and connect me with influential legislators and agency heads. The firm would also help me craft my messaging strategy to get the public to understand the positive impact my company has on the local economy.

Working with a public affairs firm and trade associations, we would collaboratively decide if engaging the public indirectly is in the company's best interest. If we determine that the public could be convinced to side with my company, a communications outreach effort beginning with strategically placed print and online advertisements would be implemented. The advertisements would target state

legislators, agency employees, those involved in state politics and other thought leaders. The outreach effort would focus on the state capital and my community.

If my team decided it was beneficial to do so, I would be proactive in my public efforts to explain to legislators and the public at large that policy changes could negatively impact my company and many in the community. My efforts would include giving interviews to print and television media and posting a backgrounder on the company web site. If the issue is sensitive and may encounter noisy opposition, I would still reach out to the legislators and hire a public affairs firm, but I would consult with my team first before launching a public-facing communications outreach effort.