

## Worksheet

What are the qualities of the client? To which groups of people might the client appeal?	
What are the negatives of the client? Which groups might not like him/her?	
What is the newsworthy angle/issue or idea you'd like to promote about this client?	
Who are the publics you'd like to reach? Is it more important to consolidate support from those who already have a positive association with your client? Or persuade people who haven't made up their minds?	
What do you want them to think about your client? What do you want them to do?	
Are there liabilities/risks/ misconceptions about your client?	
Will you run a positive or negative PR campaign? Or a blend of the two?	
Issue Statement:	
Objective:	
Tactics:	
Outputs:	
Outcomes:	
Measurements:	