



# **Public Relations Proposal**

## **Wildwood Assisted Living**

Sauk Rapids, Minnesota

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Assistant Professor Jannet Walsh  
St. Cloud State University  
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## EXECUTIVE SUMMARY

As an up and coming agency, created within the SCSU Mass Communications department to help students, educators, and the community learn and develop business development skills and strategies, we at the Husky Agency are thrilled to be working with Wildwood Assisted Living as they open their new location in Sauk Rapids, MN.

Our goal is to set a high standard for assisted living facilities within central Minnesota and beyond. Together we hope to portray not only Wildwood, but the idea of assisted living homes as not an end of a normal life for an incoming client, but the birth of new opportunity, friendships and possibility, despite age, physical or mental restrictions.

Combining the experience of the staff, and the innovative creativity of our agency's students, we aim to utilize social media to more quickly and effectively communicate with the friends and families of potential clients. We will create aesthetically pleasing promotional videos, brochures, social media sites, and advertisements to help Wildwood open its doors in Sauk Rapids, welcoming the community home.

## ABOUT HUSKY AGENCY

Husky Agency is a student service-learning experience for aspiring public relations professionals at St. Cloud State University. The agency and online platform launched in fall 2016, is located at [huskyagency.org](http://huskyagency.org). The pro bono student agency works with campus and community clients and partners to gain public relations experience, create professional portfolios and develop skills and confidence.

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## STATEMENT OF PRINCIPALS

Overall, our core goals guide us as an agency:

- We're respectful of other points of view
- We will provide input, but respect the wishes of the facility staff
- Our team balances hard work, fun and the needs of each individual
- We bring energy, positivity, and a fresh perspective to every aspect of our project
- We will demonstrate a professional PR approach to developing and implementing the goals and mission statement of Wildwood Assisted Living within the community
- We will conduct our work in an ethical manner, with an open mind to changes in our process

## CAPABILITIES

What's possible for the PR agency to do related to the public relations plan.

This is a list of what Husky Agency can do. Will work in class. Public relations, marketing, graphic design, Social media, mobile video, web design and list other

## SITUATION

### **Wildwood Assisted Living**

Opening a 30-bedroom home within the community of Sauk Rapids, MN, on Feb. 6, 2017.

### **Situational Analysis**

#### **Strengths (Internal)**

- Remodeled facility
  - Wildlife/nature themed
  - Not an "end of the road" facility
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- Staff is excited and prepared for the possibilities the future presents
  - Safe, secure building
  - All clients will receive safety pendants
  - Visitation hours always open
  - Staff on site 24/7
  - Nurses on call 24/7
  - All staff are certified or will become certified after 6 months employment
  - Rooms complete with private amenities (bed, shower, bathroom, sink, mini fridge, microwave)
  - Lower client to staff ratio (1:6, usually 1:8)
  - Flexible costs depending on client wants and needs (\$3000-8000 monthly)

### **Weaknesses (Internal)**

- Located on a busy highway
- Rooms smaller in dimensions
- Low-awareness of home existence
- Not involved in the community yet
- Not staffed with nurses 24/7

### **Opportunities (External)**

- Create positive view of assisted livings in general
- Many potential connections to be made within the state/community
- Incoming activities director
- Will bring in many volunteer
- Religious meetings

### **Threats (External)**

- Currently under bad image as building used to be a recovery center
  - New and changing laws and restrictions concerning assisted living homes, as well as what media can be shared online
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## **Personal Contacts**

Barry C. Kirchoff, Director, Central Minnesota Small Business Development Center, St. Cloud State University, St. Cloud, Minnesota

Briana N. Wright, Consultant, Central Minnesota Small Business Development Center

Miguel Campa, Housing Manager, Wildwood Assisted Living, Sauk Rapids, Minnesota

Rochelle Platz, Marketing and Outreach Coordinator, Wildwood Assisted Living

## **OBJECTIVES**

### **Wildwood Objective**

- To increase the awareness of the established brand identity of Wildwood as compared to other assisted living facilities.

## **STRATEGY**

### **Wildwood Strategy**

- Introduce Wildwood to influencers such as: local media, health community officials, and target audiences.
- Have Wildwood participate at the local healthcare fairs.

## **TACTICS AND CALENDAR**

### **Wildwood Tactics**

- Website critique
  - Wildwood Intro Video
  - Newsletter, blog: Sample, template
  - Establish Social Media
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- Media Relations
- Pitches for Media
- Media Kit
- Fact Sheet
- Logo creation
- Brochure
- News Release
- Crisis Communication Guide

All agency work will start after approval of the proposed public relations plan by Wildwood Assisted Living. All work on the project will end April 20, 2107.

Activity	Due Date	Responsibility
Website critique	April 20, 2017	Agency Staff
Wildwood Introduction Video	April 20, 2017	Agency Staff
Newsletter, blog: Sample, template	April 20, 2017	Agency Staff
Establish Social Media: YouTube, Facebook, Twitter	April 20, 2017	Agency Staff
Media Relations: Working with journalists, bloggers	April 20, 2017	Agency Staff
Pitches for Media	April 20, 2017	Agency Staff
Media Kit	April 20, 2017	Agency Staff
Fact Sheet	April 20, 2017	Agency Staff
Logo creation	April 20, 2017	Agency Staff
Brochure	April 20, 2017	Agency Staff
News Release: Samples, template	April 20, 2017	Agency Staff
Crisis Communication Guide	April 20, 2017	Agency Staff

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## BUDGET

Students work at no cost, pro bono. The Agency will be providing completed files for Wildwood to print and distribute at Wildwoods cost.

Description	Quantity	Unit Price	Cost
Advertising budget, expenses paid by Wildwood	1	\$ 4,000	\$ 4,000
Husky Agency staff, 20 staff members, pro bono	20	\$ 0	\$ 0
Rochelle Platz, Marketing and Outreach Coordinator, included in salary	1	\$0	\$0
<b>Total</b>			<b>\$ 4,000</b>

## EVALUATION

- Collect information from initial inquiries from publics interested in Wildwood.
- Monitor social media over a three-month period.

## CONCLUSION

### REQUEST FOR APPROVAL

Husky Agency will create a public relations campaign for Wildwood assisted living, providing a detailed plan to promote the brand identity for this facility. The Agency will focus on promoting Wildwood to emphasized publics, as well as expanding brand awareness to the local community. Husky Agency is requesting a response to the proposal by the end of the day, February 20<sup>th</sup>, 2017. We welcome suggestion and additional remarks regarding the campaign.

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