

PUBLIC RELATIONS PLAN

Date - 12/09/2023

Situation Analysis: North Carolina State Parks is an organization dedicated to broadcast the beauty of nature through their outdoor parks across the state. N.C. State Parks need to regain interest from the community by encouraging them to engage in their free parks. The campaign is named 'Respark the Park'.

PR Campaign Objective: To increase community engagement related to N.C. State Parks by 10% over the next 12 months.

Target Audiences:

1. Families with small children
2. Middle-aged adults interested in athletics
3. Elderly/Retired individuals

S.M.A.R.T Goals

- Persuade families with small children that state parks are the most fun for the whole family.
- Attract athletes interested in park-related sports: frisbee golf, canoeing, fishing, etc.
- Increase engagement from the community of people aged 55+ or retirees about state parks.

PR Strategy:

- Use social media platforms to offer information about events/availability regarding sporting activities at state parks.
- Collaborate with retirement communities across the state to promote state parks.
- Use educational information distribution systems to inform parents and their children about state parks.

Tactics:

- Use PeachJar to distribute flyers in elementary schools, with QR codes to sign-up to receive weekly state park information.
- Create bold, attractive park-related billboards to engage people in

retirement communities.

- Create an Instagram page named 'ncstateparksporting' to promote either specific events or general pictures and information regarding physical activity at state parks.

Metrics:

- The created Instagram page will be evaluated monthly with a goal of a 10% follower increase per month.
- The flyer QR codes will be evaluated monthly with a goal of 10% engagement from total flyers distributed.

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NEWS RELEASE

FOR IMMEDIATE RELEASE – 12/10/2023

NORTH CAROLINA STATE PARKS REINVIGORATES WITH ‘RESPARK THE PARK’

RALEIGH, N.C. – North Carolina State Parks, an organization dedicated to upholding the natural beauty and promoting the recreational use of state parks across the state, is rolling out a campaign to re-engage the state’s community with state parks. Brian Strong, Director of the N.C. Division of Parks and Recreation Office located in Raleigh, is the spokesperson for the year-long campaign named ‘Respark the Park’.

“The most exciting part of my first campaign is creating the engagement,” said Strong. “My love of our state parks continues to grow by the day, and I want everyone to have that same level of enthusiasm. We’re lucky that we have so many ways to show it.”

Strong will kickstart the campaign with a press conference announcing the campaign's details followed by a family-friendly, hide-and-seek scavenger hunt at the Weymouth Woods Sandhills Nature Preserve Visitor Center in Southern Pines, NC on Saturday, Dec. 16, starting at 9:30 am.

About North Carolina State Parks

N.C. State Parks works to keep the beautiful parks across North Carolina healthy and active. For more information, visit ncparks.gov or call 919-707-9300.

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MEDIA ADVISORY

FOR IMMEDIATE RELEASE -- 12/10/2023

NORTH CAROLINA STATE PARKS ANNOUNCES NEW DIRECTOR AND CAMPAIGN

SOUTHERN PINES, N.C. — North Carolina State Parks is regaining the engagement of their community with new announcements.

WHAT: A press conference North Carolina State Parks is announcing their new campaign, Respark the Park, along with an introduction to the new director of the N.C. Division of Parks and Recreation. Following the press conference is a scavenger hunt designed to educate attendees about state parks.

WHO: Brian Strong - Director of N.C. Division of Parks and Recreation

WHEN: Date: 12/16/2023

Scheduled activities:

9:30 am Press conference introducing new director Brian Strong and the 'Respark the Park Campaign'

10:00 am "Wildlings: Hide and Seek Scavenger Hunt"

WHERE: Weymouth Woods Sandhills Nature Preserve Visitor Center

1024 Fort Bragg Road, Southern Pines, NC 28387

DETAILS: N.C. State Parks, after a clear lack of engagement from their community recently, are looking for a chance to rejuvenate their parks while also sticking to their core values of conservation and education. The press conference will give Strong a chance to kick start their campaign in the right direction, and the scavenger hunt will provide plenty of photo-worthy examples of the hopeful growth of the community's engagement.

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