

SAMPLE  
COVER  
PAGE

Amanda Bynes ←

Includes:

Client

No longer a hot mess ←

Project

PR Name



Student  
↓ Name

Skyler King

Note- These samples do not reflect same client - pieced together

# { SAMPLE BACKGROUND & CRISIS }

## PART I

Amanda Bynes was born in April 1986. She was raised just outside of Los Angeles. Her parents owned and operated their own dental office in the area. She has two other siblings, an older brother and an older sister. Her and her siblings were raised as Jewish-Catholics.

Amanda Bynes began acting as a small child in commercials. She began acting at a professional level at the age of ten on the Nickelodeon show *All That* in 1996, in 1996 she was given her own show on Nick called *The Amanda Show*; which lasted until late 2002. After the conclusion of *The Amanda Show*, she was given a series regular role on the WB's T.V. show *What I Like About You*; which ran from 2002 until 2006.

In 2002 she was given a lead role in her first feature film, *Big Fat Liar*. Between 2003 and 2010 she starred in many other features. Some examples are *What A Girl Wants* (2003), *Robots* (2005), *She's The Man* (2006), *Hairspray* (2009), and *Easy A* (2010).

In 2007 Bynes also started a clothing line with Steve & Barry's. But in 2009 the company filed for Chapter 11, and later that year they had liquidated all assets and closed down all operations.

Bynes has also won six Kid's Choice Awards for her roles in various T.V. shows and Movies. She also received a Critic's Choice Award for her role in *Hairspray*. The soundtrack for *Hairspray*, which she was featured on, became platinum certified. She has been nominated for other various awards such as Screen Actors' Guild Award, Teen Choice Award, and an MTV Movie Award.

Beginning in early 2012 Bynes began having legal problems. In April she was pulled over after hitting a parked police car with her BMW, and later charged with a DUI. In both April and August of the same year she was charged with a hit and run, and in September she was

charged with driving with a suspended license two times in the same week. She was given three years of probation.

In Early 2013 she began tweeting crude comments and topless pictures of herself. She also shaved half of her head in late March. On May 24, 2013 police were called to her New York apartment for a complaint of excessive smoke in her apartment. When police showed up they noticed a bong sitting on the counter. She threw the bong out of her 36<sup>th</sup> floor window and claimed it was “just a vase”, there were also statements from a building official that she was rolling joints and smoking marijuana in the lobby of her building. She was arrested, and later released, but faces charges of tampering with evidence, possession of an illegal substance, and reckless endangerment.

# DESCRIPTION OF PART II

## Writing Goals/Objectives and Strategies

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**Objective:** the particular outcome desired

- Goal: states what the coordinated effort is intended to accomplish and by when it will be accomplished
- Objective: represent the specific knowledge, opinion and behavioral outcomes to be achieved for the target public

***Nike Objective:***

“Shift the negative opinion of Nike to a positive one by promoting the company as a constructive contributor to the Asian economy”

***Effort of Diabetes foundation***

“To increase public awareness of the seriousness of diabetes, its risk factors, and strategies for preventing diabetes and its complications among at risk groups”

***Zoo***

“To reinforce the zoo’s image with public donors.”

**Strategies** are written statements for how you plan to achieve your objective and goal.

These can be written as bulleted statements.

- Interview to be conducted on . . . . Interview allows an opportunity for . . . to share information on . . .
- Host a Grand Opening Party with a fashion show. Invite top celebrities from around Asia including . . .
- Hold a press conference to share information on . . .

**YOUR PROJECT:**

You will need an objective with identified target market and a minimum of 5 objectives/strategies. Three will be discussed in how they will be implemented.

# SAMPLE FOR PART II

## Objective and Strategies

The objective and goal I'm trying to reach is to forget about Vienna's past scandals and mistakes and focus on who she is now and where she's going to go to show America she's more than just the "bachelor bad girl", making her "15" minutes of fame more positive than negative and focus more on her and her fiancé's life ahead of them instead of just herself.

- Public appearances with positive spins
- Apology to ABC for causing drama
- Apology to her former husbands, helping to stop anymore information to leaking into the media
- Focus on her future with her fiancé Jake, marriage?
- Couples therapy, to show she is dedicated to her fiancé and it wasn't just a scam to be on television
- Apology to the other contestants on the bachelor for rude behavior while on the show
- Inform the public of the marriage of herself and fiancé Jake
- Speak to the public of the negative influences bullying and harassment can have from personal experience
- Being on her best behavior while out in the public so erase the "bad girl" from her name

→ Each objective should relate to meeting the goal listed @ top.

# SAMPLE FOR PART II

## Objective and Strategies

Goal statement

My objective for this public relations campaign is to reestablish a good relationship with both the fans of Michael Phelps and maintain his sponsorships during his 3 month suspension from competing. I want his fans and sponsors to be able to trust in him as well as enjoy working with him.

- Public appearances for his sponsors
- Hold multiple camps for young swimmer where he can interact and teach the swimmers
- Public appearances where fans can come and talk with him about his career

Also to create both a respectable and professional public image of Michael.

- Attend illegal substance classes
- Public apology
- Appearance on talk shows talking about his excitement on returning to competing
- Continue intense training during suspension

→ Minimum 5 needed

SAMPLE PART III Calendar

March 2010

Public Relations Campaign

SUN MON TUE WED THU FRI SAT

6 Training	7 Training	8 Attend Illegal Substance class	9 Appearance on Jay Leno to talk about intense training	10 Training	11 Public Appearance with fans	12 Training	
13 Training	14 Film Visa Commercial	15 Attend Illegal Substance Class	16 Training	17 Training	18 Public Appearance for Speedo	19 Day Off	
20 Training	21 Training	22 Attend Illegal Substance Class	23 Training	24 Help with Young Swimmers Camp	25 Training	26 Training	
27 Training	28 Training	29 Attend Illegal Substance Class	30 Film Subway commercial				

SAMPLE

PART III

calendar

# June 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Opening Party at Juice Taiwan	2 Interview with <Milk> Magazine	3 Set up <Edison> Foundation	4 Has a speech at HK about charity	5 Break day
6 Break day	7 Interview with Nic's Channel [M]	8 Has a fashion show in Taiwan	9 Social with all celebrity at Juice	10 Go to studio to record new song	11 Talk to Mr. Zhang about the movie	12 Break day
13 Accept CNN's Interview	14 Has a fashion show in LA	15 Visit some fashion store in us	16 Break day	17 Speech to public about new music	18 The ending part of new music	19 Meeting with Nike about new
20 Start designing new pair Nike shoe	21 Break day	22 go to Taiwan attend a part at Juice	23 Interview with Taibei location channel	24 New song is releasing!	25 Attend a part for introducing new song	26 Attend Mr. Jimmy's fashion show
27 Break day	28 Break day	29 Talk to Levi's about next year's cooperation	30 Visit some places in NY			



Edison Chen



## Strategy #1

SAMPLE - PART IV  
DESCRIPTION OF  
STRATEGY  
3 REQUIRED

Amanda has said that she would like to focus more on her fashion line than her career as an actress. She had a brief contract with Steve & Berry's. They carried her clothing line, but the company filed for bankruptcy, and closed, ending her career as a designer.

After she has completed her time at rehab and has her PSA air, she will re-launch her fashion line at Kohl's department stores. Her line will target teenage girls. Kohl's is one of the largest department stores in the United States, and is known as a socially conscious company that has a reputation for having good quality merchandise. By linking her name with Kohl's people will see that she is partnered with a trustworthy, respectable company showing that she is also a trustworthy, respectable business person.

Strategy #2  $\div$  3 can be on  
same page

