

PR STRATEGY FOR THE 90's

1. **GO DIRECT:**

Go around the critics & gatekeepers directly to the important people whose support you need

2. **TO KEY STAKEHOLDERS:**

...those who are interested, can give supportive behaviors now, or could stop needed action by their opposition

3. **VIA OPINION LEADERS:**

Publics don't just spontaneously act; they are stimulated by the movers & shakers we call Opinion Leaders

4. **USING MEMBERS OF THE ORGANIZATIONAL FAMILY:**

Involve employees at all levels in customer relations activities; ambassador programs, community relations outreach teams; put them in charge of building *local* relationships that earn *supportive behaviors*

5. **ON A LOCAL BASIS:**

People relate to their local environments; and all issues are local