



Background Information:

- Cleveland Clinic
- French transplant
- U.S. first face transplant
- Connie Culp
- Eileen Sheil

Research:

- Why perform the face transplant?
- Sheil's proactive approach
- Target Audience

Evaluation:

- Did the program achieve its objectives?
- How were they evaluated?

Overall Judgement:

- How effective was this PR program?
- Strengths
- Weaknesses
- PR lessons/principles
- What would we do differently?

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Objectives:

- **Impact**
- **Output**
- **Overall assessment of objectives**

Programming:

- **Beginning the transplant**
- **Theme**
- **Tone**
- **Major messages communicated**
- **Uncontrolled and Controlled Media**
- **Equal balance of "grassroots involvement"**

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