Description This paper will be a revised and expanded version of the first paper. Based on your instructor’s feedback, you will first revise the first paper. Write 5-6 new pages in which you: Describe the mix of media you would use to implement your public relations campaign and explain in detail your objectives for each media form. Explain in detail how you can take advantage of community relations to generate positive publicity for your organization. Describe the government relations tactics you would use as part of your public relations campaign, and explain in detail how these tactics will help you achieve your objectives. Draft a news release that you will use in your public relations campaign. Explain in detail how the content, style, and essentials of your news release will help you persuade the public to your point of view. Your assignment must: This course requires use of new Strayer Writing Standards (SWS). The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details. Be typed, double-spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow SWS or school-specific format. Check with your professor for any additional instructions. Include a cover page containing the title of the assignment, the student’s name, the professor’s name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length. Feedback from Professor: The paper is difficult to follow. I need to be able to follow the organization of your paper. You need to include headings/subheadings Make sure that you write at least 3 separate goals. You need to write something like this: The goals of the organization include the following: The first goal is to..., the second goal is to..., the third goal is to. Tell us more about the social media portrayals. Please explain this some more. You have to explain how you will assess each of the evaluation plans.