

Title

■ PUBLIC RELATIONS OUTLINE

☰ ● News Media Relations

▶ Update Media Mailing List

☰ ▶ Manage News Bureau

✓ Update Media Information Kit

✓ Update Corporate Biographies

✓ Update Corporate Photo File

☰ ✓ Send Out Feature Release

✓ Arrange Photography

☰ ✓ Draft Release

✓ Identify Feature/News Release Topics

✓ Video News Release

✓ Satellite Feed

☰ ✓ Produce VNR

✓ Arrange Video Production Crew

✓ Draft Script

✓ Identify VNR Topics

☰ ▶ News Leads Bulletin

☰ ✓ Mail Bulletin

✓ Compile Leads List

☰ ● Speaker's Bureau

☰ ▶ Schedule Speakers

✓ Identify Speaker Venues

☰ ▶ Conduct Speaker Training

✓ Identify Speakers

▶ Produce Presentations

☰ ● Investor Relations

☰ ▶ Information Kit

✓ Produce Kit Covers

✓ Produce Photography

✓ Draft Financial Fact Sheet

✓ Draft Corporate Backgrounder

☰ ▶ Financial Reports

✓ Prepare Report Contents

✓ Contract Printer

✓ Graphic Design

☰ ▶ Analysts/News Media Tour

✓ Identify Target Analysts, Reporters

☰ ✓ Conduct Rehearsal Interviews

✓ Identify Key Points

☰ ● Marketing Communications

☰ ▶ Advertising

✓ Conduct Ad Agency Review

✓ Identify Primary Message

☰ ▶ Newsletter

✓ Print Newsletter

Title

<input checked="" type="checkbox"/>	Graphic Design
<input checked="" type="checkbox"/>	Write Stories
<input checked="" type="checkbox"/>	Draft Story List
<input type="checkbox"/>	Sales Brochure
<input checked="" type="checkbox"/>	Print Brochure
<input checked="" type="checkbox"/>	Graphic Design
<input checked="" type="checkbox"/>	Draft Copy
<input type="checkbox"/>	Website
<input type="checkbox"/>	Website Theme, Function & Design
<input type="checkbox"/>	PPC Campaign
<input type="checkbox"/>	External Links
<input type="checkbox"/>	Blog
<input type="checkbox"/>	Social Media
<input type="checkbox"/>	Press Plan
<input type="checkbox"/>	Speaking opportunities
<input type="checkbox"/>	Workforce Performance Solutions
<input type="checkbox"/>	Magazine Product Reviews & Blogs
<input checked="" type="checkbox"/>	Windows IT Pro
<input checked="" type="checkbox"/>	CRN
<input checked="" type="checkbox"/>	NetworkWorldFusion
<input checked="" type="checkbox"/>	Federal Computer Weekly FCW.com (101 trends)
<input checked="" type="checkbox"/>	e-gov
<input checked="" type="checkbox"/>	Application Development trends adt.com (101 communications)
<input checked="" type="checkbox"/>	eWeek (Ziff Davis)
<input checked="" type="checkbox"/>	PC Magazine
<input checked="" type="checkbox"/>	CIO-Insight (Ziff Davis)
<input checked="" type="checkbox"/>	Baseline
<input checked="" type="checkbox"/>	InfoWorld
<input checked="" type="checkbox"/>	Windows Magazine
<input checked="" type="checkbox"/>	PC-Computing
<input checked="" type="checkbox"/>	Inc. Magazine
<input checked="" type="checkbox"/>	Business 2.0
<input checked="" type="checkbox"/>	PC World
<input checked="" type="checkbox"/>	Wall Street Journal
<input checked="" type="checkbox"/>	Manufacturing Business Technology
<input type="checkbox"/>	Virtual Press Tour
<input checked="" type="checkbox"/>	Calls with Analysts
<input checked="" type="checkbox"/>	Call with Editors
<input checked="" type="checkbox"/>	Call with Columnists
<input type="checkbox"/>	Buyers Guides
<input checked="" type="checkbox"/>	Buyer's Guides Buyer's Guides Forms
<input checked="" type="checkbox"/>	Reviewer's Guid For Editorial Use
<input type="checkbox"/>	Product Reviews
<input checked="" type="checkbox"/>	Website Review
<input checked="" type="checkbox"/>	Current Product Reviews Prior Reviews Before NetPR's Hire
<input checked="" type="checkbox"/>	Future Product Reviews 6.7 Product Launch

Title

[-]	▶	Contributed Articles Case Studies
		✓ Small Business Case Study
		✓ Large Business Case Study
[-]	▶	Press Releases
		✓ Product Press Release
[-]	▶	Trade Shows
		✓ Future Trade Show Planning Trade Show Scheduling
		✓ Best Practices in IT Management
[-]	▶	General
		✓ PR Briefing Forms - Press Releases
		✓ Letterhead Envelopes Business Cards...
		✓ Press Kit Covers Press Kit Formulation
		✓ Datasheets or Brochures for Kits
		✓ Screen Shots Screen Shot Repository
		✓ Ed Cal Review Create Ed Cal Tracking Spreadsheet
		✓ User References User Comment
[-]	▶	Awards
		✓ Awards Award Submission Forms
[-]	⊙	Meet Company Profit Objectives
[-]	▶	Prepare budget
		✓ Review Previous Year Expenses
		✓ Estimate Expenses
[-]	⊙	Crisis Communications
[-]	▶	Compile Crisis Manual
		✓ Draft List of Key Contacts, Spokespersons
		✓ Draft Corporate Mission Statement
		✓ Draft Emergency Policy Statements
		[-] ✓ Draft Sample Media Q&A
		✓ Identify Potential Crises
	▶	Identify Key News Media Contacts
	▶	Draft Emergency Media Statements
[-]	▶	Conduct Media Training
		✓ Arrange Training Schedule
		✓ Identify Media Training Consultants