



## PUBLIC RELATIONS ACTIVITIES

### Issues Management

- Tracking issues for proactive public relations
- Company positioning on key industry issues

### Crisis Public Relations

- Crisis PR Plan
- Crisis Reactions (layoffs, employee injury, environmental problems)

### Company Announcements

- Restructuring announcements
- New programs
- Personnel appointments
- Donations
- Building expansions
- Third-party agreements or partnerships

### Editorial

- Article placement and editing
- Photo shoots for articles
- Backgrounders and fact sheets
- Media kits
- Media contact list
- Media distribution list
- Editorial calendar
- Media tours
- Media conferences
- Executive or Board biographies
- White papers
- Editorial visits, both on company grounds and at media offices
- Industry analyst visits
- Editorial interviews
- Rebuttal letters and articles to defamatory claims
- Content for newsletters for media and customers
- Magazine supplements
- Books, eBooks, executive guides
- Opinion essays
- Letter to the editor
- Surveys
- Focus Groups

### Corporate Support

- Speech writing and opportunities
- Annual report
- Trade show and event support
- PR Plan as part of overall fundraising strategy and support
- Webcasts
- Website, including blogs and other social media

### Community Participation

- General community inquiries
- Award Submissions
- Award Giving
- Clip sorting and distribution
- Budget and measurement