



## **PUBLICITY CHECKLIST**

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### ***MANAGEMENT ACTIVITIES***

PERSONNEL CHANGES AND APPOINTMENTS

SPEECHES AND PAPERS

FORECASTS, TRENDS, OPINIONS OF A QUOTABLE NATURE

EXPANSION OF FACILITIES AND NEW OPERATIONS

### ***PRODUCT PROMOTION***

NEW PRODUCTS

NEW APPLICATIONS FOR EXISTING PRODUCTS

SUCCESSFUL, COST-SAVING SITUATIONS  
(CASE HISTORIES)

SIGNIFICANT PRODUCT IMPROVEMENTS

NEW PRODUCT LITERATURE, SPECIFICATIONS SHEETS,  
CATALOGS

UNUSUAL PRODUCT USES

NEW DESIGNS, TRADEMARKS OR PACKAGES

### ***SALES ACTIVITIES***

APPOINTMENT OF SALES PERSONNEL

AWARDS AND RECOGNITION OF OUTSTANDING PERSONNEL

TALKS AND PAPERS BY EXECUTIVES

ANNOUNCEMENT OF SIGNIFICANT ORDERS AND  
GOVERNMENT CONTRACTS

TRADE SHOW PARTICIPATIONS

## **COMMUNITY, EMPLOYEE AND LOCAL ACTIVITIES**

PROMOTIONS

RETIREMENTS AND DEATHS

SERVICE AWARDS

PARTICIPATION IN COMMUNITY EVENTS

NEW OFFICES

OFFICE VISITS BY SPECIAL GROUPS

EMPLOYEE ELECTIONS TO CIVIC OFFICES

INTERESTING BACKGROUNDS, HOBBIES OR  
EMPLOYEE ACCOMPLISHMENTS

## **POSSIBLE PRESS RELEASE TOPICS**

A NEW PRODUCT

AN OLD PRODUCT WITH A NEW NAME OR PACKAGE

A NEW VERSION OR MODEL OF AN OLD PRODUCT

AN OLD PRODUCT AVAILABLE IN NEW COLORS

NEWS

EXPLANATORY ARTICLES - HOW IT WORKS

PRODUCT STORIES

CASE HISTORIES

BACKGROUND INFORMATION

HOW TO SOLVE A PROBLEM

TECHNICAL TIPS TO SOLVE A PROBLEM

GENERAL HOW-TO INFORMATION AND ADVICE

DO'S AND DON'TS CHECKLIST