

The following worksheets, checklists and example documents are intended for the readers of PR Without BS: The Practical Handbook of Ethical Public Relations. Please be aware that using these forms without first reading the book for corresponding explanations and instructions may not produce the desired results.

Example Web Home Page



ABC
Company

[Products](#) [Industries](#) [Services](#) [Corporate](#) [Alliances](#) [Customers](#)

In the News

“ABC’s Ultra-Light is Ultra-Right,”
Widget Times,
August 31, 2005

“Make Way... There’s a New Widget in Town,”
Widget World,
September 1, 2005

“Widget Technology Takes on a Twist,”
Widget News,
September 1, 2005

News Room

Webinars & Events

Customer Case Studies

e-Library


ABC Company is the leading provider of industrial-level widget products and services.

We make it possible for the world’s leading businesses to produce their products **faster, better and with reduced costs.**

Example 11.1: ABC Company Homepage

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Example News Room Page



Company

Products | **Industries** | **Services** | **Corporate** | **Alliances** | **Customers**

In the News

News Room

Webinars & Events

Customer Case Studies

e-Library

News Room

For more information, please contact [Beth Staubeck](#), Manager, Public Relations or dial 555.555.5555.

Media Coverage	(05.05) (98)
Press Releases	(03.05) (15)
Press Releases by ABC Customers	(10.05) (9)
Press Room	(11.05) (3)

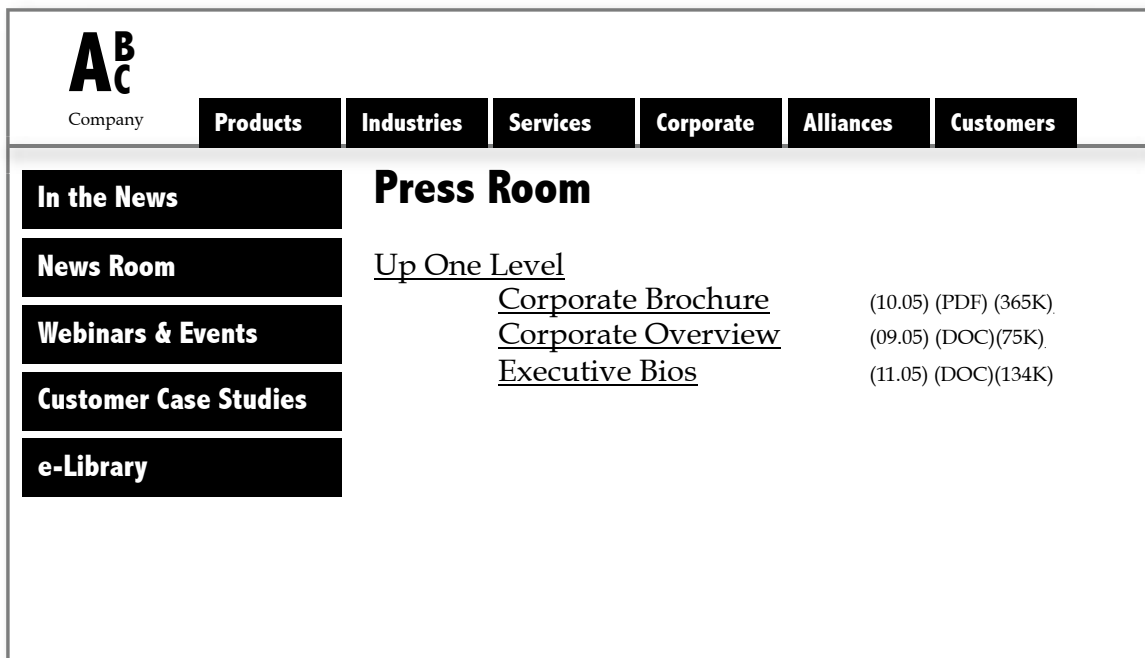
Visit ABC Company's e-Library

View product information, brochures, newsletters, analyst reports, and other collateral.

Example 11.2: ABC Company News Room Web Page

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Example Press Room Page



ABC
Company

Products **Industries** **Services** **Corporate** **Alliances** **Customers**

In the News

News Room

Webinars & Events

Customer Case Studies

e-Library

Press Room

[Up One Level](#)

[Corporate Brochure](#) (10.05) (PDF) (365K)

[Corporate Overview](#) (09.05) (DOC)(75K)

[Executive Bios](#) (11.05) (DOC)(134K)

Example 11.3: ABC Company Press Room Web Page