

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.

Dinner Club Checklist

Dinner Club Checklist		Due Date
<input type="checkbox"/>	Identify dinner club goals. Map to overarching goals.	4 - 6 weeks
<input type="checkbox"/>	Develop editors/guests & hosts/spokespersons lists.	4 weeks
<input type="checkbox"/>	Reserve restaurant.	3 - 4 weeks
<input type="checkbox"/>	Conduct restaurant sight inspection. Select menus. Arrange bar, coat room, valet/paid parking.	3 - 4 weeks
<input type="checkbox"/>	E-mail first-contact invitations to guests.	3 weeks
<input type="checkbox"/>	Monitor RSVPs.	1 - 3 weeks
<input type="checkbox"/>	Invite any additional guests to ensure good turn-out.	2 - 3 weeks
<input type="checkbox"/>	Call restaurant to confirm all details.	1 week
<input type="checkbox"/>	Update message card.	1 week
<input type="checkbox"/>	Assemble two or three press kits.	3 - 4 days
<input type="checkbox"/>	Do seating chart and table cards.	3 - 4 days
<input type="checkbox"/>	Send reminder e-mails to guests.	24 hours
<input type="checkbox"/>	Prep hosts. Review message card.	24 hours
<input type="checkbox"/>	Arrive at venue. Check room, coat racks, bar setup, valet parking. Put out table cards.	1.5 hours
<input type="checkbox"/>	Write and send thank-you notes.	1 day after

Example 13.1: Dinner Club Checklist

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Awards Program Checklist

Awards Program Checklist

- Familiarize yourself with the awarding organization and the award. Have a clear understanding of what the award signifies, how it is awarded and who awards it.
- Review all award submission guidelines and forms. Be prepared to meet all conditions.
- Make a hard copy of the submission form.
- Call an awards meeting among all supporting personnel. Obtain their input for a winning submission.
- Develop a first draft of the submission form. Vet for internal comments.
- Develop second submission draft. Vet for final review and approval.
- Conduct final submission review. Check for grammar and spelling. Make absolutely sure all attachments are complete and correct.
- Send submission at least three days before deadline. Follow up to ensure that submission was received.
- Send out internal notification only within official award guidelines.

Example 13.2: Awards Program Checklist

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Product Reviews Checklist

Product Reviews Checklist

- Make absolutely sure that the product(s) to be reviewed are flawless and can stand up to the media's critical eye.
- Determine exactly how a product reviews program will verifiably and measurably support the company's PR goals and objectives. Establish corresponding program goals. Include on M-GO worksheets.
- Call a kick-off meeting with representatives from the production and customer service groups. Provide an overview of the program's strategies, tactics, goals and timetables. Outline all roles and responsibilities. Assign task owners and drivers. Schedule weekly reviews program team meetings.
- Review the company's media lists. Identify which analysts, editors and publications will best support the company's reviews program. Develop a prioritized reviews program editorial/analyst list.
- Produce a product reviews manual. Have a non-technical colleague review it for clarity and usefulness.
- Establish a reviews product pool. Identify the process by which products will be obtained, maintained, refurbished and replaced.
- Establish a process for sending reviews packages (product, reviews manual and all other supporting materials) to editors. Establish product tracking and returns mechanisms.
- Contact editors to gauge their interest in participating in the company's reviews programs. Make note of and work with any specific requests.
- Send out trial-balloon packages to three of the company's most favored editors. Analyze the reviews process and outcomes for return on investment. Make any necessary course corrections.
- Send out next group of three packages. Analyze course corrections to see if they are working according to plan.
 - If yes, begin program roll out.
 - If no, then take necessary course corrections until process is fixed.

Example 13.3: Product Reviews Checklist

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Product Reviews Manual Table of Contents

ABC Company	DEF WonderWidget Product Reviews Manual	
1.	Quick Start Tips	2-3
2.	Troubleshooting the DEF Customer Service and Support	4
3.	DEF Product Overview Features Functionalities Applications	5-7
4.	Markets Served Industries Benefits	8-9
5.	Customer Case Stories Mootsey Scootsies Wid-A-Tron Carryforth Image Industries	10-12
6.	ABC Company Overview Company Products Customers Executive Team Training Contacts	13-14

Example 13.4: Product Reviews Manual Table of Contents

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Product Reviews Log

Product Reviews Log				
Editor Name				
Publication				
Shipping Address				
Phone/ Cell				
e-mail				
Unit Serial No.				
X-Check Packing Slip (<input type="checkbox"/>)				
Tracking Method & Number				
Date Returned/Notes				

Example 13.5: Product Reviews Log

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