



# Publicity & Media Relations Checklists

*David Yale*

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This concise, easy-to-use compendium of publicity and media relations checklists is an essential tool for newcomers and veterans alike. Every major aspect of the field is covered in a user-friendly format that will be as useful for your first media contact as for your thousandth. From getting started, to creating materials, to withstanding public and legal scrutiny, the checklists put all the tools you'll need right at your fingertips. Checklists are cross referenced so you can be sure you're covering all the bases, from the first step to the final step. An invaluable reference and guide for every publicity, public relations, and media professionals, this is a book to buy in twos: one to keep at hand for quick reference, and one to take apart, photocopy, make notes, and use with every publicity effort you launch. **About the Author** David R. Yale is a publicity and media relations professional who has taught more than 200 courses and seminars on promotion and publicity. His clients have included AT&T, Chase Manhattan Bank, and Canon Computers. Yale is currently Marketing and Creative Director for a large direct marketer of computers, software, and peripherals. "*Publicity & Media Relations Checklists* leads the reader through the crucial process of publicity planning and prioritizing before making contact with the media and provides well-developed checklists to help the reader implement and track . . . an effective publicity program. This book represents an innovative way to methodically garner local or national publicity. It is an excellent resource." -- Marcia Layton Layton & Co. Business Plan Writing "*Publicity & Media Relations Checklists*' interactive approach takes the misery out of learning the essentials of PR. What a valuable tool!" -- Brenda Christensen PR Director Elan Software

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