



## MEMORANDUM

TO: client

FROM: Rob Conrad

DATE: June 15, 2005

RE: June-December public relations plan

The following plan and attached budget reflect our recommendations for media relations activities for the remainder of the year. This plan is reflective of the Key Findings in our May 2 Public Relations Summary document. We used the intelligence gathered since we first engaged the media in March to refine our strategies and develop new tactics that will enable us to further penetrate the media.

As such, we assigned the first five Key Findings relevant tactics that we feel are best suited to take advantage of the media's needs. We have also provided a rough time line of when we anticipate activities to take place. For the final Key Finding, we summarized our recommendations for making the entire process more effective. And finally, we included some non-media recommendations that are more personal in nature.

Our attached budget only reflects the media relations tactics; a budget for the non-media items can be submitted at your request.

## 1. Value is a leadership messaging opportunity for Client

The client's unique perspective on value separates it from other management consultants and provides for a broad messaging platform that is of interest to many audiences.

*- Introduce the client's "value" message to industry-specific beat writers at mainstream business publications by identifying a specific message that resonates for each industry. This approach can also be used with publications that cater to the specific industries. (For example, develop messaging for the beverage industry to target Chad Terhune, the Beverages Reporter at the Wall Street Journal as well as Tom Fine, an editor at Beverage Digest)*

*- Expand upon the opportunity by making the "value" message relevant to specific business functions (for example, pitch the Human Capital Value Map to Traci Purdum, the HR writer at Industry Week and Betty Hintch, editor of Human Capital) and target relevant beat writers at mainstream business publications.*

*- Write op/ed and letters-to-the-editor when appropriate, such as a response to a WSJ editorial criticizing Sarb-Ox.*

*- Regularly reconnect with and update past contacts with new information (personalize an email with the EIU newsletter.)*

### Monthly Activities

#### June

Create messaging for industry-specific media relations

Create messaging for function-specific media relations

Identify opportunities and assist in writing op/ed articles

Connect with past contacts by personalized mailing of the EIU e-newsletter

#### July

Industry-specific media relations

Function-specific media relations

Identify opportunities and assist in writing op/ed articles

Connect with past contacts by personalized mailing of the EIU e-newsletter

#### August

Industry-specific media relations

Function-specific media relations

Identify opportunities and assist in writing op/ed articles

Connect with past contacts by personalized mailing of the EIU e-newsletter

#### September

Industry-specific media relations

Function-specific media relations

Identify opportunities and assist in writing op/ed articles

Connect with past contacts by personalized mailing of the EIU e-newsletter

#### October

Industry-specific media relations

Function-specific media relations

Identify opportunities and assist in writing op/ed articles

Connect with past contacts by personalized mailing of the EIU e-newsletter

November

- Industry-specific media relations

- Function-specific media relations

- Identify opportunities and assist in writing op/ed articles

- Connect with past contacts by personalized mailing of the EIU e-newsletter

December

- Industry-specific media relations

- Function-specific media relations

- Identify opportunities and assist in writing op/ed articles

- Connect with past contacts by personalized mailing of the EIU e-newsletter

## **2. The issue of Enterprise Value is of interest to the media**

Our contacts have universally shown interest in Enterprise Value and the subject is covered in some way by all business media. The key is to communicate the client's messages to the right reporter at the right time.

*- Continue to identify reporters and publications and introduce the client's Enterprise Value message.*

*- Utilize the simplified Enterprise Value Map along with a crafted explanation as a graphic to create interest and spur discussion among new contacts and publications.*

### Monthly Activities

June

Continue to identify reporters and introduce them to client  
Create messaging for the EVM

July

Continue to identify reporters and introduce them to client  
Media relations using the EVM

August

Continue to identify reporters and introduce them to client

September

Continue to identify reporters and introduce them to client

October

Continue to identify reporters and introduce them to client

November

Continue to identify reporters and introduce them to client

December

Continue to identify reporters and introduce them to client

**3. Journalists need to better understand the meaning of “value” and its impact on companies before writing about it**

Most business reporters have their own interpretation of what is “value” and what it means to his/her readers. The initial discussion with many reporters needs to start with ‘the basics’ of value before delving into the client’s message. This means being able to convey examples, details, statistics and useful data that reporters think will help their readers in their daily activities.

- *Meet with media contacts in person or by phone to educate them on the meaning of value.*

- *Prepare a basic educational ‘fact sheet’ that places the discussion in context of every day business news.*

- *Timely commentary. Placing the client’s message in the context of what is happening today, such as the rising number of large M&A deals announced in the first quarter, will not only provide a sense of timeliness to the story but give meaning to the client’s message.*

Monthly Activities

June

Create value fact sheet for media  
Identify opportunities for timely commentary

July

New York City media tour  
Identify opportunities for timely commentary

August

Media tour (city tbd)  
Identify opportunities for timely commentary

September

Identify opportunities for timely commentary

October

Identify opportunities for timely commentary

November

Media tour (city tbd)  
Identify opportunities for timely commentary

December

Identify opportunities for timely commentary

#### 4. Real-life examples are key to placing Value in a more relevant context

As we learned in our discussions with Marc Gunther of *Fortune* and Louis Lavelle of *Business Week*, writers want real life examples in order to incorporate the client's value message into an article. Readers want to read about what other companies are doing to make the concept real. This can be accomplished without case studies and direct connections with clients and prospects. The examples also help the client create news on a continual basis.

- Continue to explore ways to relate the client's value perspective to established metrics (*Fortune's Best Places to Work*, *Business Ethics' 100 Best Corporate Citizens*, *BusinessWeek 50*, etc.)

- Identify past executives and business leaders that best embody the eight Habits to use as examples that place the habits into context.

- Create the "Enterprise Value Award" and list of top companies that create the most value for their shareholders (co-sponsor with a publication).

- Release a quarterly report on Value Creation.

- Take advantage of the research the client is embarking on by creating specific mini-plans for the release of the data based on the information found in the research.

#### Monthly Activities

##### June

Position the client's research on the CIO Value Award winners to CIO's editorial team

##### July

Position the client's research on *Business Ethics'* "100 Best Corporate Citizens" to appropriate contacts

Media relations based on past executives that embody the habits

##### August

Position the client's research on the *BusinessWeek 50* to appropriate *BusinessWeek* reporters

Media relations based on past executives that embody the habits

Quarterly report on value

Media relations based on EIU/the client's research

##### September

Position the client's research on the DJIA to *The Wall Street Journal*

Media relations based on EIU/the client research

##### October

Enterprise Value Award media relations

November

- Position the client's research on *Forbes*' "The 200 Best Small Companies"
- Quarterly report on value

December

- Year-end report on value
- Media relations for upcoming the client research

## 5. **Get published as much as possible**

The authored articles and interviews placed within trade publications and niche business publications establish credibility for the client and its messages. These articles are useful in pitching other media and can serve as background for those journalists requesting more information.

- *Expand trade and niche business media pitching based on new messages, research and data.*

- *Include other Enterprise Value team members in writing authored articles as opportunities are uncovered. (Potential opportunities include “M&As; size does matter” in the July issue of Executive Decision and “The CFO/CEO Relationship” in the October issue of Business Finance.)*

### Monthly Activities

June

Secure authored articles in niche specialty business publications

July

Secure authored articles in niche specialty business publications

August

Secure authored articles in niche specialty business publications

September

Secure authored articles in niche specialty business publications

October

Secure authored articles in niche specialty business publications

November

Secure authored articles in niche specialty business publications

December

Secure authored articles in niche specialty business publications



## 6. Value can be pitched in many different ways

In our experiences pitching the client's Value messages, we have learned that there are some common themes that the media is looking for in their business news stories. These issues can directly impact the success of all of the above initiatives.

While these recommendations are not tactical in nature, they are important thoughts based on what we learned in our initial contacts with the media and are intended to make our efforts more successful.

*- Take a stand. Our contact with editors and writers has shown that while the client's value concept is interesting, the client needs to be more provocative in what it says about current business issues. While not wanting to offend current or potential clients, the client's opinion needs to be more assertive and unique. Some of the initial messaging, such as "most large M&As don't create value", has not been provocative enough to separate the client from other sources.*

*- Define the Enterprise Value team's place at the client's table. We understand that within the client, there are a number of competing interests that need to be accounted for when talking about issues such as Sarb-Ox and compensation. But there is a place for the Value experts to be involved and in some cases lead the response to an interview or article.*

*- Being timely. A critical element to our media relations efforts is being able to quickly respond to current business events. Certain opportunities will only have a certain span of time that we can work with and thus requires quick input or comment from Bob and Brent. For example, if we want to respond to a WSJ article with a letter-to-the-editor, it needs to be completed and submitted in no more than two days.*

## Non-Media Initiatives

The following are recommendations that fall outside of media relations, but provide an excellent opportunity for the client's Value team to connect with its target audience in a more personal manner. We can further discuss these ideas and can provide budgets for each item.

- **Speaking Opportunities**  
There are many opportunities for the client's Value Team to speak at industry events, publication-sponsored meetings and other prominent functions. This can include a discussion on non-financial information for a National Investors Relations Institute event or a human capital presentation at the Conference Board's The Value of Health Conference.
- **Create an Enterprise Value Seminar**  
A seminar on the basics of Enterprise Value for the C-level can be developed to reach current and potential customers in an educational manner. We recommend approaching a major business publication, such as *Fortune* or *HBR*, to co-sponsor the event and to provide access to sought-after speakers that will add value to the event. In addition, parts of the seminar can be a web cast or hosted on the client's web site. Similarly, specific disciplines (HR, IT, security, etc.) can be targeted with their own unique seminar. Another example would be to repurpose the buy-side investors program from June and target CFOs with similar content spiced with the feedback gathered from the investors. The media would be invited to attend the seminars.
- **Value Blog**  
The client's web site should host a 'value blog' written by Bob and Brent that provides insight, perspective and commentary on value's impact on topical business issues. The blog would be an added resource for visitors to the client's site and provide us with an opportunity to connect with editors and writers by an email that includes a link back to the blog.