



PR Tools 2008™

Congratulations on your investment in PR Tools 2008!

This CD provides all the resources you need to work more efficiently and effectively in public relations.

More than 25 templates and 60 "how-to" articles and resources are packed onto PR Tools 2008, covering a broad gamut of public relations activities including:

- Corporate Communications
- Employee/Internal Communications
- Investor Relations
- Product/Service Communications
- Community Relations
- PR Team Management
- Crisis Communications & Planning
- PR Agency Relationships
- Media Training
- Event Planning

All content is provided as PDFs for optimal reproduction as well as editable file formats (e.g. Word, Excel, and PowerPoint, among others) for easy customization.

So whether you support communications for a Fortune 500 corporation or a non-profit organization; work for a boutique PR agency or governmental entity, PR Tools 2008 equips you with new perspectives and capabilities to help you advance your organization.

This guide is intended to help you get the most out of PR Tools 2008. The next few pages will walk you through installation; how to use the templates and guides; and tailoring the materials to your own unique needs and requirements.

Be sure to visit www.lacp.com for updates to PR Tools 2008 and details on other LACP services including awards competitions; media list development; and PR Scope, The Media's White Book for News Sources.™

Best regards,



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INSTALLATION INSTRUCTIONS

PR Tools 2008 can be utilized one of two ways. The first option is to install all of the CD's contents onto the local hard drive. The advantage of this method is that after installation, the PR Tools 2008 CD can be safely stored away and will not be required for day-to-day use.

The second option is to access all of PR Tools 2008's contents directly from the CD. The upside of this choice is that hard drive space is conserved and access to PR Tools' templates and resources is limited to those in possession of the CD.

Instructions for both installation options are detailed below. Users can switch from one installation method to another at any time without losing any templates they've customized.

INSTALL PR Tools 2008 ONTO THE HARD DRIVE

1. Insert the CD into your computer's CD/DVD drive. We'll assume that this is drive D: on your PC--if not, substitute 'd:' below with the appropriate drive letter.
2. Click on the Start menu at the bottom-left corner of the screen. Next, click 'Run...'
3. Type 'd:\setup' and click 'OK' to begin the installation process. By default, PR Tools 2008 will install itself within 'My Documents' in the 'PR Tools 2008' directory. This setting can be changed as needed, e.g. if you do not wish to install into 'My Documents\PR Tools 2008'.
4. Once the installation is complete, you're finished! The PR Tools 2008 CD can be ejected from the CD/DVD drive and stored safely away. The files can now be accessed directly via the 'My Documents' icon on your Windows Desktop or other directory selected for installation.
5. To uninstall PR Tools 2008, click on 'Start > Control Panel > Add/Remove Programs > PR Tools 2008.' The utilities will be automatically removed from your hard drive.

ACCESS PR Tools 2008 DIRECTLY FROM THE CD

1. Insert the CD into your computer's CD/DVD drive. We'll assume that this is drive D: on your PC--if not, substitute 'd:' below with the appropriate drive letter.
2. Click on the Start menu at the bottom-left corner of the screen. Next, click 'Run...'
3. Type 'd:\' and click 'OK' to open the folder containing the CD's utilities. This will open the same content that would be present in the 'My Documents\PR Tools 2008' sub-directory if the CD were installed directly to the hard drive of the computer.
4. No action is necessary to uninstall PR Tools 2008 from your PC. Simply remove the CD from the CD/DVD drive at any time to disable access to PR Tools 2008.
5. Don't forget, you cannot save onto the CD any PR Tools 2008 templates or resources that you modify--be sure to click on the 'My Documents' or other appropriate link to the hard drive in order to properly store your data.

USAGE

PR Tools 2008 includes 25 unique PR templates available in two different file formats--native (Microsoft Word, Excel, PowerPoint, etc...) and Adobe Acrobat PDF.

Templates in their native file format can be fully edited and tailored to your specific communications needs. Given how different computers format and handle files differently, we've also included PDFs of the templates exactly as they were designed to originally appear. The PDFs are also helpful if the computer you are using is lacking some of the applications used to create the native file.

Within the PR Tools 2008 subdirectory, templates are distinguished by their 'T## - Template' prefix, i.e. 'T01 - Template - Annual PR Team Meeting.' Clicking on the file will open the template within its native application. We recommend saving modified templates to the computer's 'My Documents' folder rather than within PR Tools 2008; this ensures that you will always have access to the generic edition of the file.

The complete list of templates available on PR Tools 2008 is as follows:

T01 - Template - Annual PR Team Meeting	T14 - Template - Media Interview Speaking Guide
T02 - Template - Bio	T15 - Template - Media Training Guide
T03 - Template - Briefing Book	T16 - Template - Org Chart
T04 - Template - Communications Audit	T17 - Template - Photo Release Form
T05 - Template - Communications Plan Template	T18 - Template - Product Release
T06 - Template - Consulting Agreement	T19 - Template - Product Review Guide
T07 - Template - Corporate Backgrounder	T20 - Template - Publication Schedule Sheet
T08 - Template - Corporate Message Map	T21 - Template - Publicity Campaign Timeline
T09 - Template - Corporate Overview	T22 - Template - Quarterly FastFacts
T10 - Template - Corporate QA	T23 - Template - Resume
T11 - Template - Financial Release	T24 - Template - Spokesperson Guidelines
T12 - Template - Job Applicant Test	T25 - Template - White Paper
T13 - Template - Media Ad Rate Equivalents	

The templates can also be categorized into the following areas of focus:

(Grayed templates primarily appear in other categories but can also be used in this field.)

Planning & Administration	Corporate Communications
T01 - Template - Annual PR Team Meeting T04 - Template - Communications Audit T05 - Template - Communications Plan Template T06 - Template - Consulting Agreement T12 - Template - Job Applicant Test T13 - Template - Media Ad Rate Equivalents T16 - Template - Org Chart T14 - Template - Media Interview Speaking Guide T15 - Template - Media Training Guide T17 - Template - Photo Release Form T22 - Template - Quarterly FastFacts T23 - Template - Resume T24 - Template - Spokesperson Guidelines	T02 - Template - Bio T03 - Template - Briefing Book T07 - Template - Corporate Backgrounder T08 - Template - Corporate Message Map T09 - Template - Corporate Overview T10 - Template - Corporate QA T11 - Template - Financial Release T14 - Template - Media Interview Speaking Guide T21 - Template - Publicity Campaign Timeline T24 - Template - Spokesperson Guidelines
Employee/Internal Communications	Product/Service Communications
T05 - Template - Communications Plan Template T08 - Template - Corporate Message Map T17 - Template - Photo Release Form T20 - Template - Publication Schedule Sheet	T03 - Template - Briefing Book T14 - Template - Media Interview Speaking Guide T18 - Template - Product Release T19 - Template - Product Review Guide T21 - Template - Publicity Campaign Timeline T24 - Template - Spokesperson Guidelines T25 - Template - White Paper

USAGE

PR Tools 2008 includes 65 unique PR "how-to" articles and resources adapted from SPIN, LACP's monthly web-based newsletter. They're available in two different file formats-- Microsoft Word and Adobe Acrobat PDF. Templates in Word can be fully edited, just like the PR templates. The PDFs ensure that the content appears exactly as originally designed.

Within the PR Tools 2008 subdirectory, articles and resources are distinguished by a variety of prefixes:

F## - Feature (Topical/"How-to" Feature)

L## - Lexicon (Substitute Overused PR Terms)

P## - Poll Results (Trends in Public Relations)

Q## - Q&A (Q&A-based "How-to" Article)

R## - Resources (Free Online Tools to Help PR Pros)

Clicking on the file will open the template within its native application. As always, consider saving modified templates to the 'My Documents' folder in order to ensure you'll always have access to the generic edition of the file.

The complete list of "how-to" articles and resources available on PR Tools 2008 is as follows:

F01 - Feature - A Note from the Boss	P01 - Poll Results - Are you Truthful with the Media?
F02 - Feature - Advertising, Marketing, PR, & Storytelling	P02 - Poll Results - Most Effective Means of Pitching
F03 - Feature - Avoiding Negative Comment While Making a Point	P03 - Poll Results - Should You Be Able to Work from Home?
F04 - Feature - Becoming More Mediagenic	P04 - Poll Results - What is Least Enjoyed About PR
F05 - Feature - Brief - Reading the Stocks	P05 - Poll Results - What's Keeping PR Pros at Their Current Job?
F06 - Feature - Five Mistakes When Producing an Annual Report	P06 - Poll Results - When PR Pros Ask for Corrections
F07 - Feature - Five Ways to Help Your CEO off a Pedestal	P07 - Poll Results - Which Newswire Service is Most Popular
F08 - Feature - Four Pillars of a Solid Crisis PR Plan	P08 - Poll Results - Who's Your Spokesperson for Interviews?
F09 - Feature - Four Rules to Compelling & Cheap Org. Videos	Q01 - Q&A - Answering Questions with Obvious Answers
F10 - Feature - Four Tips to Better Managing Approval Processes	Q02 - Q&A - Beating Executive Micromanagement
F11 - Feature - Four Traps to Avoid in Internal Communications	Q03 - Q&A - Beefing Up Your Tradeshow Presence
F12 - Feature - Four Ways to Craft a Better Annual Report	Q04 - Q&A - Building Closer Relationships with Your Media
F13 - Feature - Four Ways to Ensure a Successful Org. Merger	Q05 - Q&A - Drumming Up Agency PR Biz in a Downturned Econ.
F14 - Feature - How to Manage Vocal External Critics	Q06 - Q&A - Five Strategies for a Winning Resume and Interview
F15 - Feature - Keep Tabs on What's Said About Your Org. Online	Q07 - Q&A - Getting Employees to Read Internal Comms Materials
F16 - Feature - Lessons in Org. Communications from Pro Sports	Q08 - Q&A - Getting to Your Org's (and Competitors') Little Secrets
F17 - Feature - Mannerisms - Reading & Projecting Body Language	Q09 - Q&A - Handling an On-the-Spot Media Interview
F18 - Feature - Measuring Performance and Demonstrating ROI	Q10 - Q&A - How is Southeast-Asian PR Different
F19 - Feature - PR Messaging - Message Source	Q11 - Q&A - Releasing Quarterly Financial Results
F20 - Feature - PR Messaging - Personality Characteristics	Q12 - Q&A - Running a Media Training Program
F21 - Feature - Raise Your IR IQ	Q13 - Q&A - Using Mat Releases
F22 - Feature - Six Pointers to Spicing Up Your Speeches	Q14 - Q&A - When to Speak On and Off the Record
F23 - Feature - Six Steps to An Effective Communications Audit	R01 - Resources - Add Yourself to Media's PR Contact Directory
F24 - Feature - Ten Rules to Running an Employee Incentive Prog.	R02 - Resources - Become a Bullfighter
F25 - Feature - Ten Steps to Starting a New PR Job Right	R03 - Resources - Create Online Polls
F26 - Feature - Three Areas of Corp. PR Activity Under Your Radar	R04 - Resources - Distribute News Releases via the Web
F27 - Feature - Three Ways to Improve Your Rapport w/Reviewers	R05 - Resources - Distribute Your RFP-RFQ
F28 - Feature - Vital Statistics - Employee Morale & Comms	R06 - Resources - Find the Right Photographer Anywhere
F29 - Feature - Why Employees Leak Sensitive Information	R07 - Resources - Find Your Dictionary-Thesaurus Online
L01 - Lexicon - Words with Which to Build a Down-to-Earth Vocab.	R08 - Resources - FWIW--Finding Out What Acronyms Mean
	R09 - Resources - LACP Communicators' Forum
	R10 - Resources - Manage Time Sheets & More via Cell Phone
	R11 - Resources - Quote Encyclopedia
	R12 - Resources - Send FAXes via E-mail
	R13 - Resources - Transfer Huge Files via the Web

The templates can also be categorized into the following areas of focus:

Planning & Administration:	F01, F05, F08, F16, F17, F18, F21, F23, F25, P04, P05, P07, Q05, Q06, Q10, Q12, R01, R05, R10
Corporate Communications:	F03, F06, F07, F12, F15, F26, P08, Q01, Q04, Q08, Q11, Q14, R02, R06, R12
Employee Communications:	F09, F10, F11, F13, F22, F24, F28, F29, L01, Q02, Q07, R03, R07, R08, R11
Product Communications:	F04, F14, F19, F20, F27, P01, P02, P06, Q03, Q09, Q13, R04, R09, R13

YOUR USAGE AND DISTRIBUTION RIGHTS

The license you've purchased for PR Tools 2008 is unique--few other pieces of software provide you with the ability of modifying and disseminating its contents. This makes PR Tools 2008 one of the most distribution-friendly works of intellectual property on the market today.

Nonetheless, there are provisions that apply to your use of PR Tools 2008. Your initial opening of the CD case and use of PR Tools 2008 constitutes your acceptance of these terms. Should you have any questions about the use of PR Tools 2008 relative to these terms, please contact us directly at +1 (212) 380-1884 or licensing@lACP.com.

1. Hardcopy dissemination of contents. There is no limit to the number of instances you can distribute hardcopy editions of PR Tools 2008's contents among your organization and its clients and their stakeholders. By 'clients,' we refer to organizations whom you're paid to represent and/or support for communications needs and where you are officially listed as an Agency of Record. Hardcopies that are subsequently scanned or otherwise re-encoded into a softcopy format are subject to the rules of (2) softcopy dissemination of contents, as listed below.

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By 'modified' we must mean that there is substantial visual change to the template to tailor its use to a particular program or use. This can include completion of blank areas of a template (i.e. filling in a form); substantial modification of pre-existing text.; and/or re-formatting/adaptation of the original contents. By use of the CD, you defer to LACP's sole judgment on what constitutes substantial visual change and 'modified.'

3. Re-selling PR Tools 2008 contents. Under no circumstances can original or modified PR Tools 2008 contents be sold, leased, rented, or otherwise disseminated to others for any form of remuneration. Nor can PR Tools 2008 be disseminated for free to organizations with whom you do not have a pre-existing and ongoing, PR service-based relationship. Agencies' re-billing use and adaptation of PR Tools 2008's contents to a specific client and their needs is exempted.

4. Copyright. Dissemination of PR Tools 2008's unmodified contents per the terms above must include "Copyright (c) 2001-8 League of American Communications Professionals. All Rights Reserved." in at least 8-point type. Modified contents per the terms above are subject to the following conditions:

- ♦ **Non-Templates.** (Files beginning with a F##, L##, P##, Q##, R##) Must include "Copyright (c) 2001-8 League of American Communications Professionals. All Rights Reserved." in at least 8-point type.
- ♦ **Templates.** (Files beginning with a T##) Must include "Copyright (c) 2001-8 League of American Communications Professionals. All Rights Reserved." in at least 8-point type only when the organization is disseminating the contents beyond/outside the company/client and does not claim its own copyright.