

Public Relations  
Areas of Engagement

**Communications**

External  
Communications

Media Relations  
Print  
Broadcast  
Internet  
Speakers Bureau  
Website  
Newsletters

**Social Media & New Web  
Technologies**

Blogs  
Message Boards  
Podcasts  
Video Webcasts  
RSS Feeds  
Search Engine  
Optimization

Internal  
Communications

Employee Newsletters  
Executive Leadership Training  
Email Postings  
Internal Group Meetings  
Building Decor

**Community Affairs**

Businesses  
Vendors  
Local clubs  
Chambers of Commerce  
Economic Development  
Councils  
Donors  
Volunteers

Conferences and Meetings  
Industry Trade Shows  
Town Hall Meetings  
Tours

**Public Policy**

Elected Officials  
Local, state and national  
Government Agencies  
Local, state and national  
Organizations and  
Associations