

Table 2-1. What You Can Publicize

PRODUCTS, SERVICES, TECHNOLOGY

Products — single products or complete new lines  
 Major improvements in existing products  
 New-found applications for existing products  
 New materials, processes, or techniques used in a product or its manufacture  
 Services  
 Trends in the uses of products  
 Demonstration equipment, facilities

LITERATURE AND RELATED MATERIALS

Catalogs, brochures, bulletins, pamphlets — on products, services, company facilities and capabilities  
 Technical reference material  
 Manuals — operation, maintenance troubleshooting  
 Calculators, other aids for the user  
 Motion picture films, slide films, other audiovisual materials  
 Reprints of useful technical articles

TRAINING

Courses offered to qualified customers, others  
 Seminars  
 Training materials available on loan or for sale or rent

MANUFACTURING, ENGINEERING, R&D

New capital equipment, process lines  
 New or unusual procedures in testing, quality control  
 Superlative operations — largest, smallest, newest, etc.  
 New R&D facilities, procedures, equipment

PERSONNEL CHANGES

Appointments  
 Promotions  
 Transfers

PERSONNEL CHANGES (Continued)

Unusual jobs  
 Awards  
 Retirements  
 Service anniversaries

MARKETING

Newly awarded franchises  
 New territories, regions  
 New warehouses, service centers  
 Packaging news  
 Shipping procedures  
 Major sales meetings  
 Trade show participations; unusual displays  
 Noteworthy exhibits, mobile classrooms  
 Major sales programs and campaigns, including winners

PUBLIC RELATIONS

Speeches and technical papers by company officials, experts  
 Books and articles by company members  
 Open house, plant tours  
 Visits by VIP's, school groups  
 Significant ad campaigns  
 Donations, trust funds, scholarships, grants  
 Employee benefit programs  
 Favorable labor relations

GENERAL CORPORATE NEWS

New plants, additions to plants  
 Acquisitions  
 Financial news — e.g., quarterly and annual dividends  
 Energy conservation  
 Pollution control  
 Unusual operations  
 International activities  
 Metrication

WAREHOUSING AND TRAFFIC

New crating, palletizing  
 New handling and shipping procedures  
 Improvements in inventory control, order handling