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**Publicity & Media Relations Checklists**, by David R. Yale.  
NTC Business Books, Lincolnwood, IL, 1995. (ISBN 0-8442-3218-1). 190 pp. paperback, \$22.95.

The subtitle of this work is "59 Proven Checklists to Save Time, Win Attention, and Maximize Exposure With Every Public Relations and Publicity Contact." The book is precisely that—a series of checklists.

Yale suggests in his introduction that this book is designed for the seasoned publicist as well as for the beginner. In his own experience, he says, checklists "help me step back, get an overview of the process, and then methodically fill in the details... they help me remember the myriad details that are an essential part of publicity."

Yale is a publicity and media relations professional who currently serves as marketing director for a firm specializing in computers and software. His clients have included some of the nation's largest corporations, and he has offered his advice through scores of courses and seminars on promotion and publicity.

The author divides his book into eight parts, some a good deal more useful than others. His starting point, "Goal Setting and Market Analysis," suggests that publicity campaigns likely will be successful only if goals are clearly established and audiences clearly identified. That's pretty fundamental stuff—but it tends to be overlooked at times by professionals who should know better. Yale's checklists could serve as useful reminders.

Fully one-half of the separate parts of this book are too fundamental to be of great value to experienced professionals. They include checklists on such basics as creating publicity materials and working with various media.

I found the final two parts to be most interesting. These relate to using outside resources (e.g., computer databases and video production houses) and legal and ethical issues. The very last page of the book includes a list of questions the public relations professional needs to ask to determine whether a given piece of publicity material will pass public scrutiny.

For example: Can I support the facts in this material with evidence if they are questioned? Would I be comfortable attesting to the facts in this publicity material under oath?

"If you can't answer these questions appropriately," Yale advises,

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"revise the piece or don't send it out."

*Publicity & Media Relations Checklists* is neither more nor less than the title suggests. It is a useful compilation of checklists that provide guidelines for public relations and publicity activities at virtually any level. A great deal of what it has to offer is somewhat elementary to practiced professional communicators. To the beginner, it could be

quite useful—particularly in combination with a solid "how to" guide such as *Marketing Public Relations* by Rene A. Henry Jr.

—Robert G. Hays  
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