

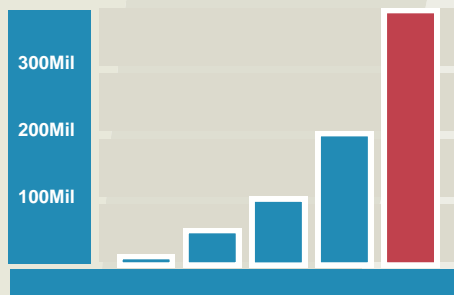
Communication Audit: Finding the Gaps

Communication is not about building fancy websites, posting viral video, or jumping headlong into “the next big thing.” It’s still about building and maintaining relationships.

Position yourself in the conversation

- Discover gaps between what you say and what you mean to say
- Find out where to reach those audiences that mean the most to you.
- Polish communication products that work.
- Jettison tired old products that no longer provide return on investment
- Evaluate New Media options including social media, on-line video, blogs and more.

*FACEBOOK SUBSCRIBERS DOUBLE
EVERY YEAR*

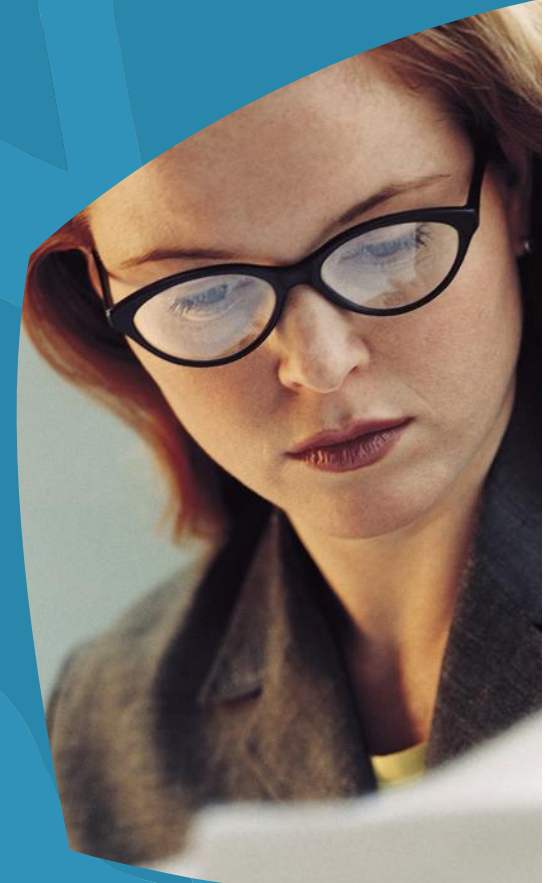


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- ✚ How do you want to be perceived?
- ✚ Who are your key audiences?
- ✚ Where should you invest to communicate better?

Twitter. Facebook. YouTube. Hulu, MySpace. LinkedIn. Skype. Wikipedia.

Your audiences have more ways to communicate today than ever before. Are you positioned to join the new marketplace of ideas without sacrificing traditional outlets?

A communication audit will tell you



Consulting tailored to your timeline and budget

Today's turbulent economy presents both risks and opportunity. Now is the time to evaluate where gaps may have emerged in your communication strategy. Simply put, if you are communicating today like you were even five years ago, you probably could use a "tune up."

It all starts with an audit.

MATCHING WHAT YOU SAY TO WHAT YOU DO

With markets, demographics and public expectations changing every day, it's easy for your message to get out of synch with your mission. A communication audit will help you determine what audiences are important to you and give you tools to connect.

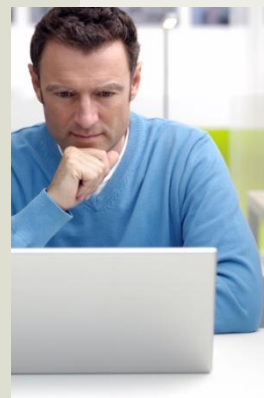
The audit begins with an examination of your stated vision, goals, and mission.



Then, we examine the gap between your intended public perception and how you present yourself. We will identify those audiences that are important to accomplishing your mission and then examine how you can create, build, and maintain relationships.

INVESTMENT Basic Audit

- ✚ Two Days Research
 - ✚ One Day On-Site
 - ✚ Two Days Reporting
- Total Five Business Days
- \$1,000
- ✚ In-Person Out-Brief
- \$300



THE RIGHT TOOLS AT THE RIGHT TIME, FOR YOU

Today's public expects easy access to information about your organization. They want to know who you are, what you do, and what you stand for. They want you to meet them on their terms, in their space, whenever it is convenient for them.

Many traditional methods work well for many organizations. These include press conferences, "Town Hall" meetings, and newsletters.

For other organizations, New Media tools like on-demand video might be helpful. Still others can benefit from Social Media tools like *Twitter*.

GO DEEPER, BUILD STRONGER

The basic Communication Audit consists of *20 Questions* that will help point you in the right direction. Additional *20 Questions* audits will soon be available to dive deeper by examining your:

- Crisis Communication
- Employee Communication
- Media Relations
- Environmental Outreach

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