

**Public Relations Team**  
**1998 Planning**  
**Thursday, September 11, 1997**

Topic: Public Relations Planning for 1998

Goal: To develop goals and performance metrics for the Public Relations Team that support corporate objectives and public affairs objectives

Outline:

- Review TGO
- Planning Deliverables
- Review Corporate Objectives and Public Affairs Objectives
- Review of Last Year's Goals and Action Steps
- Break
- Brainstorming of Goals and Performance Metrics for 1998
- Assign Staff to Gather Feedback from Clients
- Determine Next Meeting Time
- Process Out

