PALM New Messaging Process 10/2/12

PALM Process Begins

At the end of every quarter (February, May, August, November) PIO emails reminder to unit supervisor to use News Advisory Report Template to identify messages for upcoming quarter.

Do units need PIO help developing idea for News Advisory Report Template?

- Yes
  - PIO provides assistance with completing template
- No
  - PR Committee representatives from each unit send completed template to PIO prior to 1st meeting of the quarter

PR Committee meets and discusses prospective priority messages sent to PIO.

Are there time sensitive ideas to prioritize?

- Yes
  - PIO facilitates discussion to reach consensus on which messages are priorities
- No
  - Public Relations committee outlines non time sensitive messages

Calendar finalized

PIO facilitates discussion to reach consensus on which messages are priorities

Article written & published

Process Ends