**DAVID SILVER’S CORPORATE COMMUNICATIONS AUDIT**

When Silver Public Relations is retained for its financial public relations expertise, clients will be introduced to the proprietary Corporate Communications Audit that follows. The purpose of the audit is to gauge where the client is positioned in the external marketplace, and identify where the strengths and weaknesses are within the firm.

This intelligence-gathering phase is crucial to the success of all public relations initiatives that Silver Public Relations creates and implements for its clients. The information obtained by the audit allows David Silver to create key messages and create inflection points that help clients with a public relations campaign that will gain an advantage in the court of public opinion through the media, and with the company’s customers, business partners, employees and investors.

**THE 12-POINT CORPORATE COMMUNICATIONS AUDIT CAMPAIGN**

1. The internal communications audit is the crucial first step in the intelligence-gathering process.
2. Boardroom members, the CEO, CFO, chief communications executives, investor relations executives and general counsel are interviewed by David Silver to get information that could be crucial in a crisis, litigation or restructuring campaign. This will include interviewing a select number of clients.
3. Certain managers and officials of a company will also be interviewed for information.
4. Once completed, the external audiences are interviewed and include reporters, editors and producers who work at newspapers, magazines, television, radio and the Internet.
5. Reading and analyzing key legal documents such as a complaint that is filed, or a business document such as an agreement or contract, is important to gain an understanding of what the other side is planning.
6. Once this intelligence-gathering phase is completed, David Silver will put together key points that will help formulate a communications strategy.
7. The crisis and litigation public relations strategy and program is presented to the board and David Silver explains how the key messages he has created will resonate with key “lead journalists,” who will serve as the influencers in the public opinion campaign for the crisis and litigation campaign.
8. Key messages will be created and delivered to all audiences in the internal and external marketplace through the media.

**THE 12-POINT CORPORATE COMMUNICATIONS AUDIT CAMPAIGN**

1. Evaluation of the public relations campaign will allow David Silver to follow up and continue its successes in the public relations campaign.
2. The result is to crystallize public opinion in our clients’ favor.
3. It is important to understand that a litigation public relations campaign helps bring the opposing side to the negotiating table for a favorable outcome. The corporate communications audit strategy helps to achieve this as well as to have a proactive stance and put the opposing side in a defensive posture.
4. Once this audit is completed, a targeted strategy will be implemented that will effectively and successfully communicate to both internal and external entities.