



PUBLIC RELATIONS REQUEST

DATE RECEIVED	DUE DATE
DEPARTMENT	

Please fax or email to:
 fax: 888-308-1756
 info@iconpublishinggroup.com

REQUESTER INFORMATION

CONTACT NAME:	CONTACT PHONE:
PROJECT NAME:	EMAIL:

WHO IS YOUR AUDIENCE?

WHAT PUBLICATIONS OR PROGRAMS DOES YOUR AUDIENCE READ, WATCH, LISTEN TO, ETC.?	WHAT GROUPS DOES YOUR AUDIENCE BELONG TO (PROFESSIONAL ASSOCIATIONS, ETC)?

WHAT DO YOU WANT YOUR AUDIENCE TO DO?

HOW LONG WILL YOUR PROJECT BE VALUABLE TO THEM (WEEKS, MONTHS, INDEFINITELY)?

DATE OF EVENT / LENGTH OF PROJECT:

WHY IS YOUR PROJECT NEWSWORTHY?

INFORMATION

PLEASE PROVIDE AS MUCH INFORMATION AS POSSIBLE ABOUT YOUR PROJECT (INCLUDING WHO, WHAT, WHEN, WHERE AND WHY):

ATTACHMENTS/ENCLOSURES (PLEASE LIST):

ACTION

<input type="checkbox"/> None	<input type="checkbox"/> Press Release _____	Comments: _____
<input type="checkbox"/> Internal	<input type="checkbox"/> Pitch _____	
<input type="checkbox"/> Calendar/List (Date sent _____)	<input type="checkbox"/> Mailing _____	
<input type="checkbox"/> Speaking Points	<input type="checkbox"/> Other _____	
<input type="checkbox"/> Magazine (When _____)		