

**PUBLIC RELATIONS SUPPLEMENT**

1. Name of Applicant:

2. Please complete the following section indicating the approximate percentages (by revenue) of the Applicant's total operations:

- |                              |      |   |      |
|------------------------------|------|---|------|
| a. Media Relations           | ___% | i. Issues Management                            | ___% |
| b. Research                  | ___% | j. Financial Relations (shareholders/investors) | ___% |
| c. Publicity                 | ___% | k. Industry Relations                           | ___% |
| d. Employee/Member Relations | ___% | l. Fund Raising                                 | ___% |
| e. Public Affairs            | ___% | m. Minority Relations/Multi-cultural Affairs    | ___% |
| f. Governmental Affairs      | ___% | n. Special Event Organization                   | ___% |
| g. Political Relations       | ___% | o. Marketing Communication                      | ___% |
| h. Other (Describe)          | ___% |   |      |

3. What tools are utilized by the Applicant:

- |  |                          |  |                          |
|--|--------------------------|--|--------------------------|
| a. Media Relations   | <input type="checkbox"/> | h. Product placement (TV, events, celebrity) | <input type="checkbox"/> |
| b. Press releases  | <input type="checkbox"/> | i. Product launches                          | <input type="checkbox"/> |
| c. Press kits  | <input type="checkbox"/> | j. Press conferences                         | <input type="checkbox"/> |
| d. Satellite feeds   | <input type="checkbox"/> | k. Media seminars                            | <input type="checkbox"/> |
| e. Pod Casts   | <input type="checkbox"/> | l. Producing events                          | <input type="checkbox"/> |
| f. Web casts   | <input type="checkbox"/> | m. Speech writing                            | <input type="checkbox"/> |
| g. Publishing of informational material and internet placement | <input type="checkbox"/> |  |                          |

4. Are all promotional materials and legal contracts examined by an experienced in-house proof-reader or by qualified legal counsel before being submitted for broadcast or publication? .....  Yes  No  
if no (please answer):

4a. Are hold harmless agreements in place between the Applicant and the represented party.....  Yes  No

4b. What steps has the Applicant taken to make sure that all materials prepared for clients are accurate, factual, and not misleading? \_\_\_\_\_  
\_\_\_\_\_

5. Does the Applicant use third-parties to create content? .....  Yes  No

6. Does the Applicant require advertisers and/or their represented parties to execute hold harmless agreements?.....  Yes  No

7. What are the Applicant's practices or policies concerning the representation of competing firms?  
 a. Use of disclosure statements  Yes  No  
 b. Does not conduct business for multiple firms simultaneously  Yes  No  
 c. Other (please describe) \_\_\_\_\_  Yes  No

8. Within the past five years, has the Applicant done any kind of investor relations or financial relations work? .....  Yes  No  
If "yes", advise the following: .....

- a. List the names of all clients for whom this type of work was performed:
- b. How many annual reports or contributions to financial reports did the Applicant produce for clients? \_\_\_\_\_
- c. Did the Applicant comply with all relevant Securities Exchange Commission (SEC) regulations? .....  Yes  No

**NOTICE**

I understand that the information submitted herein becomes a part of my professional liability application and is subject to the same warranty and conditions. Must be signed and dated by an Owner, Partner or Principal as duly authorized on behalf of the Applicant.

\_\_\_\_\_  
Signature of Owner, Partner or Principal Title Date