

PIOnet Top Ten of 2008-09

- 1. Unearned media (“pay-for-play” television, radio, magazine scams)
(Tom Evelyn, Bucknell University)**
- 2. Which clipping service is the best? (Vige Barrie, Hamilton University)**
- 3. Do you have a campus uplink, and is it worth it? (Megan Galbraith,
SUNY System)**
- 4. How do you report your clips and other media placements to trustees?
(Jenn Donovan, Michigan Technological University)**
- 5. Handling swine flu (Tom Snee, University of Iowa)**
- 6. PR e-mail distribution and use of attachments (Tom Evelyn, Bucknell)**
- 7. Hometown news releases: Manually? By a service? Not at all? (Vige
Barrie, Hamilton University)**
- 8. National news coverage 101 (Tom Snee, University of Iowa)**
- 9. New media, social media / Evolving role roles of PR and journalism /
rise of direct content providers (Jenn Donovan, Michigan Technological
University)**
- 10. Weathering a Presidential or Chancellor transition (Megan Galbraith,
SUNY System)**

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