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RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 58 pages. Original publisher: Washington, DC : Bureau of Justice Assistance, 2002. OCLC Number: (OCOLOC)50677907 Subject: Prison industries -- United States -- Handbooks, manuals, etc. Excerpt: . . . Business Planning Guide for Jail Industries See Worksheet 1 - 13: In the chart, list the places you plan to advertise, the cost per ad insertion, the frequency of the ads planned, and the budget needed to complete this media plan. Publicity is also important for your jail industry program. You should ask yourself the following: What type of publicity should we try to create for the program Since this type of advertising costs nothing, are there any special events that we can use to encourage publicity Should we hold a press conference to announce the opening of our jail industry program Should we send a press release announcing our program to local newspapers and magazines Should we send a press release announcing new promotions or hires for our program to local newspapers or magazines Should we write an article for a local business magazine describing our program See Worksheet 1 - 13: List in your marketing plan the...



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