



Texas Instruments' Communications Matrix for the Media

Stakeholders	Care About	Desired Action	Company Strategy	Messages	Comm. Strategy	Metric
❖ Media	<ul style="list-style-type: none"> ❖ News ❖ Exclusive information ❖ Access to exclusives 	<ul style="list-style-type: none"> ❖ Write articles with company's key messages ❖ Consider company as source of knowledge ❖ Position company positively 	<ul style="list-style-type: none"> ❖ Exposure with stake- holders & increase comm. of key messages to stakeholders 	<ul style="list-style-type: none"> ❖ Best products ❖ Products that address customers' needs/desires ❖ Gaining leadership 	<ul style="list-style-type: none"> ❖ Proactive pitching on market issues (be the expert) ❖ Press releases on news ❖ Opinion Articles ❖ Press tours (US) ❖ Press Conferences (Europe) ❖ Editorial Roundtables (Taiwan, China) ❖ Keynotes/Speaking engagements 	<ul style="list-style-type: none"> ❖ 2x articles of any competitor ❖ 1 message in every article ❖ Inclusion in 75% of competitors' articles ❖ # of Keynotes

TEXAS INSTRUMENTS OBJECTIVE: To have 75% (level) of articles on broadband technology written (behavioral outcome) by targeted editors in the U.S., Europe and Asia (public) mention TI and include one key TI message during 2004 (time frame); also our coverage exceeds any single competitor by more than 15%

Source: Donna Coletti presentation at Conference Board Conference on Corporate Communications, May 2004