

## **The Examination for Accreditation in Public Relations Readiness Review**

### **READINESS REVIEW QUESTIONNAIRE**

#### **INSTRUCTIONS**

This document is available in Microsoft Word. You will submit four printed copies of your typewritten responses to the Readiness Review Questionnaire no fewer than **15 business days** prior to your scheduled Readiness Review Presentation. Submit your completed document to your local or organizational Accreditation chair.

#### **SECTION ONE: YOUR ORGANIZATION AND YOUR ROLE**

This section asks for your response to questions about your current employment in public relations, be it corporate, non-profit, agency or academic. Answer all questions completely and succinctly. There are no right or wrong answers for this section, but only truthful and accurate statements.

- 1) Describe how your public relations firm, department or other operation is organized. Describe the reporting structure, personnel and the key relevant roles of each person.
- 2) Given the current economic climate and present social situations, what is/are the major problem(s)/opportunity(-ies) facing your department, firm or other public relations operation at this time? What about in the next three-to-five years? Pick and briefly articulate the most significant solution or approach you would recommend to address this opportunity or challenge.
- 3) Describe the changes, if any, you believe are needed in the structure/function of your public relations firm, department or operation. Describe the steps you would recommend to implement these changes
- 4) If you were starting a public relations department, academic department or public relations firm today (or starting over again in your organization, institution or firm), what would be your top-three concerns or considerations in doing so and what would you plan for addressing them?
- 5) Describe what you do each day to contribute to helping your organization achieve its objectives.
- 6) In what ways can you improve your productivity?
- 7) Provide an example of when and how you have provided training or mentoring to others, either as a public relations professional or other organizational advisor.
- 8) Describe a situation where you had to deal specifically with the issue of time management in completing a major assignment.

## **SECTION TWO: YOUR EXPERIENCE**

- 1) Describe how you planned or participated in the planning of a specific public relations program for your organization or a client. Clearly state the problem or opportunity the program was created to address, the research, the objective(s) of the program and all of the other components of a complete public relations plan. Include specific information to describe your role. If you have never written or participated in the development of a formal public relations plan, develop a program for an organization in which you are or have been involved. Work samples from the plan you describe in this section must be included in the portfolio you will present during the Readiness Review Presentation.
- 2) Describe the research you conducted to develop the plan presented in the first question in this section. If no research was conducted, explain why not. In *specific* terms, how did the research guide the development of the plan?
- 3) Describe how you obtained or participated in obtaining approval for the plan described in the first question in this section.
- 4) Describe in detail the process you used to evaluate the outcome of the program described in the first question in this section. Describe the outcomes. (Do *not* attach work product samples to this submission but do include them in your portfolio review.)
- 5) Describe how you would, if given unlimited resources and authority, improve the process by which public relations programs in your organization are developed, approved and measured.

## **SECTION THREE: YOUR ASSESSMENT OF YOUR READINESS FOR THE COMPUTER-BASED EXAMINATION**

- 1) Why have you chosen to become Accredited at this time?
- 2) Describe what you have done and what you plan to do to prepare for the computer-based Examination.
- 3) Describe your strengths and weaknesses in terms of your experience and examination preparation in each of the major areas of the Examination listed below. (For an expanded list, go to [http://www.praccreditation.org/becomeAPR/KSAs\\_Competerencies.html](http://www.praccreditation.org/becomeAPR/KSAs_Competerencies.html).) Use the expanded list to identify the specific knowledge, skills and abilities that will be evaluated within each of these major categories. Do not respond to each sub-item on the expanded list.)

- |  |   |
|--|---|
| ▪ Research, planning, implementing & evaluating communication programs | ▪ Management skills & issues                        |
| ▪ Ethics & Law   | ▪ Media relations                                   |
| ▪ Communication models & theories                                      | ▪ History of and current issues in public relations |
| ▪ Business literacy  | ▪ Using information technology                      |

- Crisis communication management
- Advanced communication skills