

**The Examination for Accreditation in Public Relations
Readiness Review
Readiness Review Candidate's Written Submission**

INSTRUCTIONS

This document is available in Microsoft Word and Rich Text formats. Obtain the version you need to allow you to submit four printed copies of your typewritten responses to the questions on this form no fewer than 15 business days prior to your scheduled Readiness Review. This submission should be routed to your local or organizational accreditation chairperson.

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, 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.
4. Describe the steps you would recommend to implement these changes?
5. 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?
6. Describe what you do each day to contribute to helping your organization to achieve its objectives.
7. In what ways can you improve your productivity?
8. 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.
9. Describe a situation in which you had to deal specifically with the issue of time management in completing a major assignment.

SECTION TWO: YOUR EXPERIENCE

10. 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 never have written or participated in the development of a formal public relations plan, develop a program for some organization in which you are or have been involved. Please be sure that the plan that you are describing here is included in the portfolio presentation you make to the Readiness Review panel.
11. Describe the research you conducted to develop the plan described 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?
12. Describe how you obtained or participated in obtaining approval for the plan described in the first question in this section.
13. 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; however you should include them in your portfolio review.)
14. 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 WRITTEN PORTION OF THE EXAMINATION

15. Why have you chosen to become accredited at this time?
16. Describe what you have done and what you plan to do to prepare for the written portion of the examination.
17. 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 visit www.accreditationboard.org. Use the expanded list to identify the specific skills that will be evaluated within each of the major categories below. Do *not* respond to each sub-item on the expanded list.)

| | |
|--|---|
| <ul style="list-style-type: none"> ▪ History of and current issues in public relations | <ul style="list-style-type: none"> ▪ Management skills & issues |
| <ul style="list-style-type: none"> ▪ Business literacy | <ul style="list-style-type: none"> ▪ Crisis communication management |
| <ul style="list-style-type: none"> ▪ Ethics & Law | <ul style="list-style-type: none"> ▪ Using information technology |
| <ul style="list-style-type: none"> ▪ Communication models & theories | <ul style="list-style-type: none"> ▪ Media relations |
| <ul style="list-style-type: none"> ▪ Research, planning, implementing & evaluating communication programs | <ul style="list-style-type: none"> ▪ Advanced communication skills |