

NAME:
TITLE:
COMPANY:



The Examination for Accreditation in Public Relations PANEL PRESENTATION QUESTIONNAIRE

INSTRUCTIONS

You will submit either an electronic copy or 3 copies of your typewritten responses to the Panel Presentation Questionnaire no fewer than **15 business days** before your scheduled Panel 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. Answers in this section are not right or wrong. They should be truthful and accurate.

- 1) Why have you chosen to become Accredited at this time?
- 2) Describe how your public relations agency, department or other operation is organized. Describe the reporting structure, personnel and the key relevant roles of each person.
- 3) Given the current economic climate and present social situations, what is/are the major problem(s)/opportunity(-ies) facing your department, agency 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.
- 4) Describe the changes, if any, you think are needed in the structure/function of your public relations agency, department or operation. Describe the steps you would recommend to implement these changes.
- 5) If you were starting a public relations department, academic department or public relations agency today (or starting over again in your organization, institution or agency), 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 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 adviser.
- 9) 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 planning 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 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 Panel 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, explain how the research guided 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.