



Detailed Knowledge, Skills and Abilities Tested on the Computer-Based Examination for Accreditation in Public Relations	Percentage Tested
--	--------------------------

Researching, Planning, Implementing and Evaluating Programs	30.0%
Research (Concepts): Understands and can apply primary and secondary, formal and informal, quantitative and qualitative methods. Develops a premise and research plan. Decides on the population and sampling techniques. Designs instruments, etc.	
Research (Applied): Uses a variety of research tools to gather information about the employer or client, industry and relevant issues. Seeks to learn about stakeholders' understanding of the product, organization, and issues.	
Environmental scanning: Continuously analyzes the business environment that includes the client, stakeholders and employer.	
Stakeholder analysis: Identifies institutions, groups, or individuals who have an interest in or are affected by some part of the program. Assesses interest of influential institutions, groups, and individuals.	
Diversity: Identifies and respects a range of differences among target audiences. Researches and addresses the cultural preferences of target audiences. Develops culturally and linguistically appropriate strategies and tactics.	
Analytical skills: Objectively interprets data. Applies research findings.	
Strategic thinking: Synthesizes relevant information to determine what is needed to position the client, organization, or issue appropriately in its market/environment, especially with regard to changing business, political, or cultural climates.	
Audience identification and communication: Identifies appropriate audiences and the opinions, beliefs, attitudes, cultures, and values of each. Prioritizes and properly sequences communications to the different audiences.	

Evaluation of programs: Determines if goals and objectives of public relations program were met and the extent to which the results or outcomes of public relations programs have been accomplished.	
Ethics and Law	15.0%
Ethical behavior: Conducts professional activities in a principled manner and adheres to commonly accepted standards for professional behavior.	
Integrity: Recognizes and deals professionally with ethical and legal issues.	
Legal issues: Upholds applicable international, national, state, and local laws regarding defamation of character (e.g. libel and slander), corporate governance, disclosure, copyright, trademarks, fair use, First Amendment issues, privacy laws, etc.	
Communication Models and Theories	15.0%
Communication models: Demonstrates familiarity with communication theory and public relations research that guides planning, prioritizing audiences, developing messages, selecting spokespeople, establishing credibility and trust, etc.	
Barriers to communication: Understands and applies how messages are interpreted by different audiences and how they are or are not moved to action based upon those messages. Understands how semantics, cultural norms, timing, context, etc.	
Business Literacy	10.0%
Business literacy: Understands and explains how employers/clients generate revenue and how their operations are conducted. Identifies relevant business drivers and how they impact the business.	
Knowledge of organizational issues: Takes into consideration current internal and external business drivers for client or employer. Understands how industry forces and revenue/expenses impact stakeholder analysis and public relations planning.	
Understands all levels of management: Recognizes chain of command, including senior leadership, middle management, direct line supervisor, line worker, and each levels distinctions. Knows how organizations are horizontally and vertically structured.	
Engages organization's resources: Identifies other divisions within an organization that need to be involved in any communication program (e.g., legal in the case of product liability, human resources to meet communication requirements.)	
Management Skills and Leadership	10.0%
Financial management: Prepares, justifies, and controls budget for department, programs, or agencies. Keeps accounts payable and receivable current.	
Decision-making abilities: Makes sound, well-informed, and objective decisions in a timely manner. Assesses the impact and implications of these decisions.	

Leadership skills: Influences others to achieve desired goals. Motivates and inspires others, builds coalitions, and communicates vision.	
Organizational skills: Integrates multiple dimensions of a public relations campaign. Integrates internal and external components, so that there is a synergy among the messages. Schedules for timely rollout of tasks for maximum effectiveness.	
Problem-solving skills: Approaches problems with sound reasoning and logic. Distinguishes between relevant and irrelevant information. Evaluates opportunities for resolution. Devises appropriate course of action based on context and facts.	
Team building: Builds and maintains positive work environment. Recognizes and optimizes talents of others. Involves others in planning and decision-making. Celebrates individual and team successes.	
Issue Management and Crisis Communication	10.0%
Understands phases of a crisis: Understands the roles and responsibilities of public relations at the pre-crisis, crisis, and post-crisis phases. Communicates the implications of each of these phases and understands the messaging needs of each.	
Considers multiple perspectives: Looking beyond the current organizational mind-set, considers and accommodates all views on an issue or crisis. Factors views into communication strategy and messaging.	
Engages in Issues Management: Identifies potential or emerging issues that may impact the organization and designs a strategic public relations response.	
Risk management capabilities: Identifies potential risks to the organization or client. Analyzes probability and potential impact of risk. Ensures organization develops appropriate response plans. Deploys appropriate communication responses.	
Provides Counsel to Management: Understands the importance of providing counsel to the management team or client during all stages of a crisis (pre-crisis, crisis and post-crisis.)	
Media Relations	5.0%
Media relations: Understands the relationships among public relations professionals, journalists, and media organizations as well as needs of each. Builds effective relations with mass and specialized media based on mutual respect and trust.	
News sensibility: Analyzes current events and trends for opportunities and threats. Relates current events and market trends to employers and clients.	
Understands media: Considers strengths and weaknesses, needs, and lead times of media. Identifies appropriate media channels for delivering messages to internal and external audiences. Identifies influencers.	

Distribution methods: Understands distribution systems (e.g. wire services, electronic news conferences, special events, face-to-face communication, word-of-mouth and third-party communication).	
History and Practice of Public Relations	2.0%
Knowledge of the field of public relations: Identifies key figures who influenced the field and major trends in the development of public relations as it is practiced today. Is familiar with out-moded perceptions of the PR profession.	
Public relations and related concepts: Defines public relations and differentiates among related concepts (e.g. publicity, advertising, marketing, press agentry, public affairs, lobbying, investor relations, social networking, and branding.)	
Understands the effect and impact of emerging technology on communications models.	
Using Information Technology Effectively	2.0%
Information management: Understands what information needs to be collected, evaluated, disseminated, and retained. Is able to obtain information using innovative methods and appropriately store it, so that it can be retrieved easily for future use.	
Knowledge of distribution channels: Considers audience and objectives when selecting appropriate media for messaging. Understands benefits and differences between traditional and nontraditional media. Deploys public relations tools.	
Technology literacy: Understands reach and limitations of electronic tools and how they can be used for and against a client or employer. Uses electronic tools and technology in the planning phase.	
Technology Issues: Understands privacy issues, ethical implications, and digital footprint. Effectively advises organization on strategic adoption and effective use of technology for listening to, communicating with, and engaging priority publics.	
Advanced Communication Skills	1.0%
Consensus-building: Uses consensus-building strategies and techniques to persuade key stakeholders to support a decision. Manages discussion to ensure key stakeholders have the opportunity to express their opinions.	
Consulting: Identifies a problem or opportunity and analyzes its causes, implications, and impacts on affected parties and other stakeholders. Manages conflict, generates alternatives, and makes and assists in implementing sound recommendations.	
Negotiating: Conducts discussions with affected parties and other stakeholders to find a mutually acceptable solution to problems.	