

CALISTHENICS

*Daily exercises
to help you get your brain in shape
for the APR Examination*

#3. Surmounting communication barriers

Each day for the next several days:

1. Find something in the news that involves an organization outside your own field -- a small business, a large corporation, a government entity, or a nonprofit. It can be a challenge, a problem, a solution, an event -- whatever is making news.
2. Put yourself in the shoes of a public relations person for the organization
3. List half a dozen audiences you should be considering.
4. Select two audiences which seem to be the most significant

Think about what you -- in your public relations capacity for the organization-- might want from those two audiences.

Think in terms of awareness, attitude or action – **the end result** you are targeting
Consider verbs such as "be aware of, favor, oppose, endorse, buy, discard. . ." or others which fit the situation.

5. Make a note of one end result you would want from each of the two audiences.

NOW: Take one of the audiences. Look at the communication model diagramming the work of Wilbur Schramm. Make a leadership person from your organization communicator A, and a member of the audience communicator B.

6. What factors in the social environment might be impacting the frames of reference?
7. What aspects of the relationship will have influence?
8. What barriers to communication are likely to exist?
9. How can you work around one or more of those barriers, to make progress toward your desired end result?

If you have enough mental energy, tackle the other audience in the same way.

If you can find a colleague who will give you 15 minutes to think together, share your thoughts. You may have to explain the Schramm diagram. That's good. Explaining helps fix it in your own head. Ask if your colleague concurs with your approach, or has other ideas to contribute. That's always good.

This is good practice for the kind of explanation you may wish to do when you present the elements of your communications plan in a Readiness Review interview.