

**CALISTHENICS**

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

**#4. Research**

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.
5. **Think** about what you -- in your public relations capacity for the organization -- might want from them.

Think in terms of awareness, attitude or action

Consider verbs such as "be aware of, favor, oppose, endorse, buy, discard. ." or others which fit the situation.

**NOW: Consider** what information you need before you can start to plan toward your desired results. Think back to what you have been studying about research.

**Think of three** research activities which will provide useful information for planning. Classify them in your mind as formal or informal. Remember: "formal" uses scientific method. "Informal" is everything else.

For each of the activities, write down:

- a. **Method:** a "label" statement for the method, such as "informal interviews," "focus groups (informal)," "formal telephone survey," "informal content analysis"  
**IF** you have trouble putting labels on your methods, go back to your textbooks or other reference sources. You need to know the names for research activities.
- b. **Source:** Where is the information coming from? Employees? Customers? Local newspapers?
- c. **Rationale.** A one-sentence statement of why you are going to do this, what you want to determine

NOTE: This is, categorically, a good way to present research activities in a plan or report.

If possible, compare your notes with a colleague or colleagues. See if you agree on terminology, and whether the activities will be fruitful.