

**CALISTHENICS**

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

**#1. Audiences.**

Probably something you well know how to do, but may not apply outside your own field very often.

**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. That's all for now -- just the audiences.

**Tip:** Consider Who needs to know or understand?  
Who needs to be involved?  
Whose advice or support do you need?  
Who will be affected?

Do more than one a day if you wish -- it can be kind of fun , especially if you compare your notes with a colleague.

You don't need to keep notes. It can be a mental exercise.

It's the brain cells we want to get in practice.