

**CALISTHENICS**

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

**#2. End Results**

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.

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

4. NOW: 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 them. What is the end result you desire?

Think in terms of awareness, attitude or action  
Consider verbs such as "be aware of, favor, oppose, endorse, support, buy, discard, . . . "  
or others which fit the situation.

Do more than one news item a day if you wish -- it can be kind of fun, especially if you compare your notes with a colleague. Comparing is always good. Different brains have different frames of reference, and may augment your thinking.

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

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