Live Webcast
Stand-by
APR Online Study Course
Cohort Webcast
UAB Accreditation in Public Relations

Study Course

“Online Study Groups”

Sign in: Name one historical figure in Public Relations you have studied.
Welcome

Christiaan Brakman, APR  
APR Facilitator

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Michael Henry  
Technical Facilitator
The Keys to My APR Success
Jocelyn Breeland, APR

- **Chapter Resources**
  - Jump Start
  - RR Prep
  - APR on Demand

- **Online Study Course**
  - Practice Questions are Fantastic Prep
  - Supporting My Lousy Memory
  - How to Avoid Panic

- **Study Group**
  - EPR and Companion Website
  - Questionnaire Review, Presentation Practice
APR Experience

- Introduction
- Why APR?
- Examination Experience
- Study Tips
Steps to Become an Accredited Public Relations professional

Learn about the scope, process and study

Apply for the Examination

Complete the Readiness Review

Take the Computer-based Examination CBE

“STUDY FIRST”
Study Strategy

“Active Learning”
Find ways to APPLY What you are learning to real world situations.
Milestones...

1. Identify Strengths/Weaknesses - KSAs
2. Set a Target Date for RR & CBE
3. Read and Study Modules
4. Do a “Case Problem”
5. Submit a Draft Readiness Review
6. Practice RR, **THEN** apply for Examination
Revisit Your KSAs

Module One Readings

- PR Study Guide 2008 [pgs 17-20]
- Examination Question Characteristics
- Public Relations Management, Staff, Line Functions
- Role of Public Relations in Management - James Grunig
- PRSA Monograph - Who’s on First - Ken Service
- KSAs - APR Knowledge, Skills and Abilities
- Module Narration Transcript
Make a checkmark on the KSAs you have studied and are Confident you understand.

Circle KSAs you need to study further.
## Check your progress

<table>
<thead>
<tr>
<th>Module</th>
<th>Status</th>
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<tbody>
<tr>
<td>7-3 MBA Class Presentation</td>
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<td>7-4 Practicing Diversity</td>
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<tr>
<td>7-5 Problem Solving and Decision Making Tools</td>
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<td>8-2 Business Structures</td>
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<td>8-4 Your Business Model and Organizational Structure</td>
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<tr>
<td>9-1 Create a Practice Question</td>
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<tr>
<td>9-2 New Media Concepts and Terminology</td>
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<tr>
<td>9-3 New Communication Technology and Strategies</td>
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<td>9-4 Presentation (Required for Completion)</td>
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Submit course completion after milestones are complete.
Are you ready to apply for the APR Examination?

Study First…
Then Apply…
Scenario-Based Question.

No didactic questions – No book based question

Create questions based on the process of public relations. Use your own experience.
Let others know when their question DOES NOT conform to the style and characteristics.
Present a Scenario-Based Question

- Post the situation
- Post the “distractors”
- Declare the correct answer
- Include the source/rationale for the answer

Do you want to VOLUNTEER to submit a “Scenario-Based” Question?
Identify the qualities of consensus: (select two)

A. Consensus does not require that everyone be in complete agreement

B. Often the final decision is different from anyone’s original idea

C. Consensus gives everyone an equal voice
Identify the qualities of consensus: (select two)

A. Consensus does not require that everyone be in complete agreement

B. Often the final decision is different from anyone’s original idea

APR Study Guide - consensus-building to help disputing parties come to a mutually acceptable solution.
You are likely to provide public relations counsel to management, clients or fellow employees during your career in public relations. There are many consulting skills that are necessary for you to possess as a Public Relations profession. Identify three skills:

A. Leadership in setting an example for others to follow
B. In-depth knowledge of the issue to be addressed
C. Management of the ground/individual requesting consultation
D. Flexibility in facilitating change or adapting to changing needs

(as noted in the APR Study Guide 2010).
You are likely to provide public relations counsel to management, clients or fellow employees during your career in public relations. There are many consulting skills that are necessary for you to possess as a Public Relations profession. Identify three skills:

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(Rationale: Consulting Skills as noted in the APR Study Guide 2010).
You are the public relations director for a small public school system in a large city. The district’s board of education has decided against renewing its contract with a high school principal. The situation is confidential until the board decides on making its announcement. The principal is considered to be well-liked so there are concerns about backlash among some students, parents and teachers. To ensure leadership continues at the school, the board hired a new principal. Two years earlier, the newly hired principal was fired from another district. The story was covered in the media.
KSA: Advanced Communication Skill

You have been asked to develop a communication plan. You work closely with HR to ask questions and get a better understanding of the concerns. Your state is an at-will employment state, which means employers can terminate employees at any time without giving a reason, and employees may also leave a job at any time. District policy is that employment decisions are not public record and cannot be discussed. The policy aligns with state law. The board of education’s explanation for its decision not to renew the contract is philosophical differences, not performance.
As you do your research to understand the depth of the situation, what skills will you need to influence a positive outcome for the school and district? [Choose 1]

A. Conflict resolution

B. Agenda-setting

C. Persuasion

D. Strategic conflict management
As you do your research to understand the depth of the situation, what skills will you need to influence a positive outcome for the school and district? [Choose 1]

A. Conflict resolution
B. Agenda-setting

✓ C. Persuasion
D. Strategic conflict management
Rationale

RATIONALE: Persuasion is used to (1) change or neutralize hostile opinions; (2) crystallize latent opinions and positive attitudes; and (3) conserve favorable opinions. The most difficult persuasive task is to turn hostile opinions into favorable ones.

Source: Public Relations Strategies and Tactics, Ch. 9, page 225, ‘Uses of Persuasion’
Scenario Practice Question

Following a disparity study showing that state agencies exhibited low spending patterns with small, women and minority-owned businesses (SWAM), Commonwealth of Virginia mandated increased purchasing with these firms. The Virginia Department of Business Assistance worked to educate businesses about the new programs and policies and match agency purchasers with vendors selling products and services.
Which is the best example of consulting services provided to government leaders in order to increase SWAM expenditures?

A. Gain approval from the state purchasers about the spending guidelines.
B. Create campaigns that include materials, events and other communications that address the needs of both the vendors and state purchasers.
C. Set an agenda and a process for both vendors and state purchasers to follow.
D. Explain that state purchasers are knowledgeable and have all buying power.
Which is the best example of consulting services provided to government leaders in order to increase SWAM expenditures?

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D. Explain that state purchasers are knowledgeable and have all buying power.

B. Create campaigns that include materials, events and other communications that address the needs of both the vendors and state purchasers.
Rationale

- Answer is B - as it creates new solutions, messages and options.
- A and C would be used to gain consensus which is not needed as the policy is mandated.
- D addresses the perception of power which would be used in negotiation not consulting.
Which of the following methods is best used to ensure all parties agree on the final decision?

A. Negotiation
B. Consulting
C. Agenda Setting
D. Consensus Building
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B. Consulting
C. Agenda Setting
D. Consensus Building
Scenario-Based Question

- You are the public relations agency for a new road construction project along a corridor with a makeup of 80 percent businesses and 20 percent residential homes along the corridor. You have just written your PR plan and identified your strategy and tactics.
What is your strategy? (Select one)

A. Use construction alerts via text messaging to business owners who sign up for this method of communications.

B. Use an ombudsman to visit each property owner before the project starts to identify any needs for free business consulting.

C. Partner with businesses to ensure current and appropriate communication and feedback.

D. Use a project Web page to post specific project information and regular updates.
What is your strategy? (Select one)

A. Use construction alerts via text messaging to business owners who sign up for this method of communications

B. Use an ombudsman to visit each property owner before the project starts to identify any needs for free business consulting

C. Partner with businesses to ensure current and appropriate communication and feedback.

D. Use a project Web page to post specific project information and regular updates
Edward Bernays labeled the period of PR development when lessons of behavior sciences were being applied to public relations practice the time of

- A. Mutual adjustment
- B. Mutual understanding
- C. Public be damned
- D. Public be informed
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Discussion

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Module 10 Notes
Advanced Communication Skills and History
Advanced Communication Skills

- **Consensus Building**
  - Identify and recruit representatives to participate in consensus building efforts
  - Guide participants to set the agenda
  - Identify & analyze the problem with the participants
  - Evaluate possible solutions
  - Direct the group through decision making
  - Obtain finalization and unanimous approval of the solution
  - See: markshep.com/nonviolence/Consensus.html
Consulting Skills

- Creative: Offer new solutions, new messages and new options
- In-depth knowledge of the issues being addressed
- Understanding of the importance of confidentiality
- Vision to look beyond the obvious to suggest new possibilities
- Team partnership approach
- Flexibility in facilitating change & adapting
Negotiating Skills

Three critical elements always present in negotiation:

- Information: You may perceive the other side knows more about you and your needs than you know about them and their needs.
- Time: You may perceive the other side is not under the same time constraints or deadlines as you experience.
- Power: You may perceive the other side has more power and authority than you think you have.
- Key: Your perceptions may not be reality.
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<thead>
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<th>Organizational attitudes</th>
<th>Example practitioners</th>
<th>PR models &amp; trends</th>
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<td>Public be damned</td>
<td>PT Barnum</td>
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<td>Two–way Asymmetric Promotion/patriotism</td>
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<td>Arthur Page, Scott Cutlip &amp; Alen Center</td>
<td>Two–way Symmetric Technology, global relationships, transparency</td>
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Discussion

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Michael Henry
Technical Facilitator
Case Presentations

Study Strategy
Ask an APR to review, the revise!
Apply learning to practical situations.
Prepare for Readiness Review
Thank you!

Christiaan Brakman, APR  
APR Facilitator

Jocelyn Breeland, APR  
APR Facilitator

Michael Henry  
Technical Facilitator
Cohort Group: Active Learning.

- Scenario Practice Question
- Book Review
- Case Study
- Facilitator Feedback
- Readiness Review

NOTES
Share what you know.

Apply what you are studying.

Next Cohort Group Starts Soon.
Thank You!

Sign up for the next Cohort

*Case Problem Presentations*

Say: “Sign me up!” if you want to join the next Cohort.