

## BASICS

- All complement interview for a job
- All measure your writing skills—content, style, grammar, spelling, reasoning, organization, formatting, etc.
- All measure your PR skills & thinking (cases & genres)
- All are timed to some extent
- All are open book for AP style (*make sure you have yours!*)
- All require detailed knowledge about the firm
- Some may restrict you from using the Internet
- Some may ask about current events/news and their effects on clients/the company
- May include analytics problems
- May be done by e-mail or on site

## GENERAL TOPICS

- Company/Organization (agency or nonagency)
  - History
  - Business (brands, markets, customers, industry[s], competitors)
  - News & current events (prominent; possibly connect with organization & its stakeholders)
  - Areas of company that interest you & why
- Research
  - Secondary sources that could be used & why (based on a scenario)
  - Methodologies that could be used & why (based on a scenario)
- Writing
  - Creative and concise language use in tune with purpose (persuasion, education, celebration, etc.)
  - Technical language use (editing, conciseness, reasoning, organization, vocabulary, tone, grammar, punctuation, AP style, spelling, formatting, proofreading, etc.)
  - Content creation & content improvement are the foci
  - Correctness & effectiveness sought (includes use of PR discourse genres)
- Media savviness
  - Traditional media (organizations, key personnel, content areas, audiences targeted)
  - Digital media (organizations, key personnel, content areas, audiences targeted)
  - Trends across all media & implications on PR strategy & practice
  - Research sources for media & choosing best media for situations/purposes
  - Pitching stories to journalists working in any medium (e-mail, letter, or phone script)
- Problem-solving & decision-making
  - Scenario-based examples of realistic situations

- Strategic planning (research, situation analysis, message design, objectives, execution, and evaluation)
- Strong, sound answers & articulate defense sought
- Data analysis & presentation
  - Quantitative data in a scenario's context
  - Identify & present salient patterns & explain their importance
- You
  - Experiences related to career and company that reveal who you are professionally
  - Interests that you have that reveal who you are personally
  - Self-definition/-description
  - Etc.