

# S.I. Newhouse School of Public Communications

## Public Relations Core Competencies

- 1. Law:** Identify the principles and laws associated with free speech and press for the US, as well as compare the American system of freedom of expression with others around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- 2. Professional History:** Use knowledge of the history of the media/public relations industry to adapt to current communications work environment.
- 3. US Diversity:** Explain mass communications in relation to social identities such as gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in American society
- 4. Global Diversity:** Recognize how the diversity of peoples and cultures has shaped mass communications in a global society
- 5. Visual Comm:** Apply theories and concepts of design and visual communication to the use and presentation of images and information
- 6. Ethics:** Recognize professional ethical principles and apply them in pursuit of truth, accuracy, fairness and diversity
- 7. Critical Thinking:** Critically, creatively, and/or independently consider problems and issues relevant to the communications professions
- 8. Research:** Conduct research and/or evaluate information by methods appropriate to the communications professions
- 9. Writing:** Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- 10. Critical Evaluation:** Evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- 11. Use of Numbers:** Apply basic numerical and statistical concepts
- 12. Technology:** Apply tools and technologies appropriate for the communications professions in which they work
- 13. Management:** Apply management principles as related to leadership, strategic planning for public relations departments, collaborating on teams, conducting performance reviews, integrating strategic communications with other organizational functions, and considering fiscal resources
- 14. Contribute Knowledge:** Contribute to knowledge appropriate to the communications professions in which they work.