

PR Self-audit and assessment

1. Do you have a clear idea of who your customers or stakeholders are?
2. Do you know what your customers or stakeholders want from you? Do you feel you need more clarity?
3. If you need more clarity, have you interviewed or surveyed your customers or stakeholders?
4. How would you rate your image to others in terms of strengths and weaknesses. What misconceptions or negative perceptions do you feel need to be corrected?
5. If you identify areas that need improvement, do you have a plan for measuring the effectiveness of your changes?
6. How would you rate your reputation or image with your publics in terms of integrity, honesty, perceptions of lack of deception and social responsibility?
7. How well are you managing your reputation?
8. Can your reputation use improvement?
9. Is visibility to the public or policymakers important to you?
10. Could your visibility use improvement?
11. If important, how would you rate your visibility to the public?
12. Have you received any coverage by the media?
13. Have the media covered you favorably or unfavorably?
14. What are your objectives (are they measurable?), key messages (are they clearly enunciated), established stakeholders, emerging stakeholders, influential organizational publics and target audiences (are they defined)?
15. Are you adequately building, maintaining and repairing relationships with stakeholders, stakeholders and potentially involved interest groups?
16. Are there conflicts among various stakeholders and their interests, lobbying efforts, and other entities that are impacting you or could impact you?
17. Are your key messages being communicated sufficiently and consistently and without hype or misrepresentation?
18. Do you have rivals, competitors or detractors who present problems and challenges?
19. Are you on top of emerging trends or changes in the socio-political environment that might impact you?
20. Are there changes in the socio-political environment that you are anticipating and that you are prepared to deal with in terms of possible negative repercussions?
21. Are you currently experiencing or anticipate experiencing problems or see potential problems dealing with the public or policymakers?
22. Are there worst case scenarios where you can envision a crisis developing in the event of certain possible events?
23. If that crisis were to occur, would you have pre-planned responses to various scenarios and a crisis communication plan in place?

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