



THE PROFESSIONAL
DEVELOPMENT INSTITUTE.
2472 Fox Avenue
Baldwin, NY 11510
(516) 868-5757

To: Registrants, TWO DAYS WITH EDWARD L. BERNAYS (P311)

Re: Pre-Seminar Questionnaire, RETURN IMMEDIATELY

Welcome to our seminar. We look forward to working with you in a very productive educational experience. In order to assure that this program meets your needs, we need to know some information about your background, needs and expectations.

Please complete this questionnaire and return it IMMEDIATELY to:

ELB Program Coordinator
The Professional Development Institute
2472 Fox Avenue
Baldwin, NY 11510

Dates of Seminar: _____

ABOUT YOURSELF

1. Name: Deborah D. Scheetz

Title: PR Specialist

Organization: Digital Equipment Corporation

City & State: Merrimack, NH 03054

Telephone: 603-884-3582

2. How long have you been in your current position? 2 years

3. To whom do you report?

Tudith A. Carlson Mgr., Corporate Public
(job title) Relations

4. What have you done in the five years prior to your current job?

PR/Marcom with venture finance computer firms.

5. Which of the following public relations career levels best describes your professional status? (check one)

☐ Level I -- Beginning professional.

☒ Level II -- Staff professional: junior management, initial supervisory role; 18-24 months experience at Level I.

☐ Level III -- Professional manager: middle management; at least 5 years experience at Level II.

☐ Level IV -- Senior professional: top management; up to 10 years experience at Level III.

6. How many years have you been in public relations/public affairs?

4 years

7. Do you supervise the work of other professionals? ☐ Yes ☒ No
If yes, how many? _____

8. What is your academic background?

Degree

Major or Specialization

Year

BS
MJ

Communications.
Master in Journalism

82
82

9. What is the next job you would like to have?

PR manager

10. Define public relations:

(MORE)

h) Ability to define and get the budget you need:

☐ Excellent ☒ Good ☐ Average ☐ Fair ☐ Struggling ☐ Inexperienced

i) Relationship with your immediate supervisor:

☐ Excellent ☐ Good ☒ Average ☐ Fair ☐ Struggling ☐ Inexperienced

j) Relationship with your organization's senior management:

☐ Excellent ☐ Good ☒ Average ☐ Fair ☐ Struggling ☐ Inexperienced

3. Please tell us about any other special concerns or issues you would like this seminar to address.

ABOUT YOUR NEEDS

1. In order, what are the three most important things you expect to gain from this seminar?

a) *How to make mgmt. understand & respect PR function.*

b)

c)

2. How do you rank yourself in each of the following areas?

a) Grasp of your job:

☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Struggling ☐ Inexperienced

b) Understanding of social science principles:

☐ Excellent ☒ Good ☐ Average ☐ Fair ☐ Struggling ☐ Inexperienced

c) Ability to define social goals:

☐ Excellent ☒ Good ☐ Average ☐ Fair ☐ Struggling ☐ Inexperienced

d) Ability to establish objectives:

☐ Excellent ☒ Good ☐ Average ☐ Fair ☐ Struggling ☐ Inexperienced

e) Understanding of research and its applications:

☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Struggling ☐ Inexperienced

f) Ability to define themes:

☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Struggling ☐ Inexperienced

g) Ability to organize programs including timing and tactics:

☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Struggling ☐ Inexperienced

(MORE)

TO: Registrants, TWO DAYS WITH EDWARD L. BERNAYS (P311)

RE: Pre-Seminar Assignment, DUE 10 WORKING DAYS BEFORE YOUR PROGRAM

This seminar is designed to deal with real-life problems and experiences faced by public affairs managers. Case studies discussed during the program are based on actual situations.

To help this program relate as specifically as possible to your current position, we invite you to submit in advance of the program a real public information problem he or she is currently facing or recently dealt with. The problem, if of sufficient general interest, will be utilized during the program. This will enable you to emerge from the seminar with new perspectives on the specific problems facing your organization.

Your case problem should be typed, single spaced on plain white, 8-1/2" x 11" paper with margins of at least 1-1/4". It should be no longer than three-pages and your name should be at the top of each page.

Your case should contain all pertinent information including:

- Background description of your organization by type, size, principle products or services and the like.
- Background information needed by an outsider to understand the problem -- even if you think they should already know about it.
- A specific explanation of the problem you would like to deal with.
- Explanation of ways in which the problem was handled and/or possible approaches you have considered. (Include materials prepared relating to the problem, if any).
- A brief statement of the issues raised by the problem.

Your case study must be received by us at least 10 working days before the program. Send it to:

ELB Program Coordinator
The Professional Development Institute
242 West 38th Street, Room 500
New York NY 10017