

Dear Sir/Madam:

This is a research sponsored by Taiwan's National Science Council for exploring what kind of abilities PR practitioners should have, whatever countries they live in. Would you please kindly answer the questionnaire listed below and return it to us by email in seven days. We will keep your data in secret and your kindly feedback will give this research more valid implications. Thank you very much.

Best Regard,

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Questionnaire:

Notice:

1. According to your recognition, please fill out the questionnaire listed below, which accounts for the abilities **public relations (PR) practitioners should have.**
 2. You can give one star to five stars for each item. One star means you recognize it is the least important for PR practitioners, and five stars mean the most important you think.
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1. PR practitioners should be able to translate foreign news well.
 2. PR practitioners should be able to organize PR events fitting for different populations.
 3. PR practitioners should have good wording abilities.
 4. PR practitioners should be able to write news release in at least two languages.
 5. PR practitioners should be able to promote the client more or less in news release.
 6. PR practitioners should be able to keep learning whatever the publics concern.
 7. PR practitioners should be able to use different skill or channel to touch the publics.
 8. PR practitioners should be able to deliver the value after understanding the intention of publics.

9. PR practitioners should be able to plan and perform various PR events for broadcasting distinctive information.
10. PR practitioners should be able to carry out a PR plan of globalization, localization or regionalization according to the distribution of publics.
11. PR practitioners should be able to make PR strategies for clients.
12. PR practitioners should be able to satisfy clients in daily and continuous interaction.
13. In activities, PR practitioners should be able to carry out the issues connecting with trends concerned by the publics.
14. PR practitioners should be able to find out important information and transmit it to the related publics.
15. PR practitioners should be able to communicate with publics and speak in their words.
16. PR practitioners should be able to broadcast the information to wherever the related publics are, even all over world.
17. PR practitioners should be able to clarify and deliver the PR potential interests in accordance with the characteristics of different publics.
18. PR practitioners should be able to do trends researches, which may attract notice.
19. PR practitioners should be able to understand the media environment and then keep frequent contact with media.
20. PR practitioners should be able to maintain media relations for a better media exposure rate.
21. PR practitioners should be able to deliver distinctive information necessary for different media.
22. PR practitioners should be knowledgeable in producing a successful and acceptable (by publics) event.
23. PR practitioners should be able to establish good media relations.

Plead fill out your background data

Sexuality:

Job department:

Job position:

Educational level:

Educational specialty:

Seniority in PR field:

*****The End of this Questionnaire. Thank You Very Much.*****