

# DACUM Chart for Public Relations Specialist

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# DACUM Chart for Public Relations Specialist

Duties		← Tasks →				
<b>A</b>	<b>Manage P.R. Department Staff and Resources</b>	A-1 Review departmental mission statement	A-2 Develop departmental budget	A-3 Manage budget implementation	A-4 Identify staffing needs	A-5 Hire departmental staff
		A-13 Terminate departmental staff	A-14 Prepare budget reports			
<b>B</b>	<b>Manage External Communications</b>	B-1 Serve as corporate spokesperson	B-2 Produce publications for external distribution		B-3 Develop corporate web site	B-4 Update corporate web site
		B-10 Conduct public tours	B-11 Participate in community events & activities	B-12 Provide corporate promotional items		
<b>C</b>	<b>Manage Internal Communications</b>	C-1 Identify internal communications channels	C-2 Participate in staff/department head meetings	C-3 Provide information for employee newsletters	C-4 Produce employee newsletters	C-5 Provide information for corporate intranet site
<b>D</b>	<b>Manage Media Relations</b>	D-1 Create media contact database	D-2 Respond to media inquiries	D-3 Participate in interviews as interviewee	D-4 Connect reporter with source	D-5 Write press releases
		D-11 Provide story ideas to reporters	D-12 Recognize reporters for outstanding coverage	D-13 Invite media to organizational events		
<b>E</b>	<b>Conduct Corporate Campaigns</b>	E-1 Determine campaign budget	E-2 Conduct campaign research	E-3 Determine campaign goals	E-4 Determine campaign objectives	E-5 Identify target audience
		E-13 Conduct campaign activities	E-14 Conduct post-campaign research	E-15 Evaluate campaign results		
<b>F</b>	<b>Coordinate Corporate Events</b>	F-1 Identify corporate event	F-2 Identify target audience for event	F-3 Determine budget for event	F-4 Determine date, time, and location for event	
		F-12 Compile materials for event	F-13 Confirm participant attendance	F-14 Finalize event logistics (e.g., food, rooms)	F-15 Conduct corporate event	
<b>G</b>	<b>Provide Training/Counsel to Co-workers/Volunteers</b>	G-1 Identify potential spokespersons	G-2 Conduct spokesperson training (e.g., interview, public speaking, interpersonal)		G-3 Develop talking points	G-4 Provide background information to employees

A-6 Assign staff responsibilities	A-7 Provide resources needed by staff	A-8 Supervise staff work	A-9 Coach departmental staff	A-10 Resolve departmental staff conflicts	A-11 Evaluate staff performance	A-12 Recognize department staff
B-5 Gather feedback on corporate, industry, & public issues		B-6 Speak at conferences & organizational meetings	B-7 Write speeches for staff	B-8 Enforce compliance with organizational trademark		B-9 Promote corporate brand
B-13 Send gifts/cards to contacts (e.g., clients, prospects, media, volunteers)		B-14 Monitor media coverage (e.g., newspaper, magazine clippings, newscasts)		B-15 Conduct paid advertising (e.g., issues, events, thank you's, announcements)		
C-6 Produce annual report	C-7 Assist in responding to employee questions & rumors		C-8 Inform management of key internal issues	C-9 Brief management of key external issues		
D-6 Provide resources for electronic media (e.g., video, sound bites)		D-7 Provide resources for print media (e.g., photography, press packets)		D-8 Prepare backgrounders	D-9 Prepare stories & columns for media	D-10 Network with media contacts
E-6 Define key messages	E-7 Develop campaign strategies	E-8 Determine campaign activities	E-9 Update campaign budget	E-10 Develop campaign timeline	E-11 Assign campaign responsibilities	E-12 Develop campaign materials
F-5 Develop event program	F-6 Arrange for guest speakers	F-7 Coordinate staffing for event	F-8 Determine food & material needs for event	F-9 Invite guests to attend special events	F-10 Notify media of corporate event	F-11 Arrange transportation & shipping for events
F-17 Correspond with participants after event		F-18 Evaluate results of event				
G-5 Offer critiques of employee communication	G-6 Provide public relations training for staff and volunteers					

## Duties

## Tasks

<b>H</b> <b>Manage Crisis Situations</b>	H-1 Analyze crisis situations (situational analysis)		H-2 Review corporate crisis communication plan.	H-3 Identify crisis contact person(s)	H-4 Assemble crisis team
	H-5 Develop crisis response strategies	H-6 Develop immediate key crisis messages	H-7 Update communication sources about crisis (e.g., website, internet)		H-8 Select crisis spokesperson(s)
	H-9 Notify stakeholders about crisis	H-10 Respond to media inquiries about crisis	H-11 Issue crisis press release(s)	H-12 Conduct crisis press conference	H-13 Develop crisis backgrounders
	H-14 Identify next steps in managing the crisis		H-15 Update the corporate crisis communication plan		
<b>I</b> <b>Participate in Continuing Education</b>	I-1 Participate in professional associations	I-2 Attend professional workshops and on-line seminars		I-3 Read professional publications	I-4 Complete academic courses
	I-5 Participate in P.R. accreditation programs	I-6 Obtain advanced degrees	I-7 Conduct field visits (e.g., farm, agricultural industry)		I-8 Write for professional publications

## General Knowledge and Skills

Time-management skills  
 Understanding of the agricultural market  
 Knowledge of specific software packages (e.g., PowerPoint, Microsoft Publisher, Photoshop)  
 Cultural literacy  
 Multi-tasking skills  
 Public speaking skills  
 Creative problem-solving skills  
 Stress management skills  
 Business management understanding  
 Basic math skills

Writing skills  
 Prioritizing skills  
 Computer literacy  
 Understanding of the media market  
 Competency with electronic communications  
 Budgeting skills  
 Phone skills  
 People skills  
 Networking skills  
 Analytical skills

## Worker Behaviors

Integrity  
 Credible  
 Punctual  
 Consistent  
 Leader  
 Discerning  
 Detail-oriented  
 Disciplined  
 Persistent  
 Honest  
 Sincere  
 Loyal

Positive attitude  
 Team oriented  
 Emotional stability  
 Articulate  
 Diplomatic  
 Dedicated  
 Dependable  
 Assertive  
 Affirming  
 Sense of humor  
 Proactive  
 Flexible

## Tools, Equipment, Supplies and Materials

General office supplies  
 Image scanners  
 Video equipment (e.g., camera, TV, VCR)  
 Professional media directories  
 Photographic equipment  
 Collaterals, brochures, letterhead, etc.

AP style book  
 Trade publications  
 Dictionary  
 File storage  
 Thesaurus  
 Computer & software packages  
 Phones  
 Audio equipment

## Future Trends and Concerns

Less specialization  
 Broader demands with fewer people  
 Declining farm population  
 Adequate monetary compensation  
 Consolidation of media outlets  
 Declining numbers of ag-specific journalists  
 Adequate PR budgets  
 Growing disconnect between growers and consumers  
 Growing need for government advocacy