

# **Public Relations Assistant Interview Questions And Answers Guide.**



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# Public Relations Assistant Job Interview Preparation Guide.

### Question # 1

Explain me how would you balance advocacy and objectivity?

#### Answer:-

Part of PR is promoting your organization without deceiving the public. This is another situation where honesty is important. You don't have to tell consumers every single detail of what the organization is doing but you should always report what is relevant to them with as little bias as possible. If you're part of an organization you believe in, stating the facts in a positive way will be more than enough.

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### Question # 2

Tell us what skills do you have that would help communicate a client's message?

#### Answer:-

Here's a great opportunity to talk about your experience, what you've learned, and what skills you took away. Be prepared with specific examples or anecdotes about how you communicated a message for a client in the past. Stress your writing skills and other communications skills, especially if you have video production and editing skills.

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### Question # 3

Tell me what do you understand by public relations?

#### Answer:-

Public relations is a profession that looks after the reputation of a personality or a company. public relations specialists work with the aim of helping the company and its customers earn mutual understanding. PR is a planned and continuous effort of establishing and maintaining goodwill of any organization or person.

This job is created to provide positive publicity to a company's clients and enhance its reputation. A perfect PR must have the knowledge of some important factors such as persuasion, information, communication, public opinion and public policies.

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### Question # 4

Tell me how would you balance advocacy and objectivity?

#### Answer:-

Public relations is more about building your client's reputation but at the same time you need to be honest at some places as you cannot cheat your audience. A customer does not require each and every information of your organization but he should be given what is in his interest.

Advocacy is more about presenting information in a transparent manner. So, being a public relations specialist, you need to be transparent wherever it is important to be, but you need to remain objective at times too, as it is stated earlier that your audience does not require every detail of the company. It is all about balancing the reputation without compromising on the facts.

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### Question # 5

Explain me what is a PR Crisis? How would you deal with one?

#### Answer:-

PR crisis is the situation that arises when an organization or individual is facing a challenge to its reputation. It can happen because of an unpredictable event threatens can seriously impact an organization's performance and generate negative outcomes.

If I would be in any of such crisis I would follow the steps that are mentioned below.

I will be finding out what exactly the crisis is and will note down every detail of it.

Based on the happenings there has to be plan of action. So, I'll evaluate my requirements and options.

Based on these, I will address the relevant audience.

The organization should accept their mistake if they went wrong somewhere as public is more willing to forgive an honest mistake than a calculated lie.

It is important to be demonstrative because the media as well as the public will have their own assumptions if no information is given to them by the organization in crisis.

I should show my concern to the public as they must know that we care because people will be more forgiving if it is clear that the organization cares about the victims of the crisis.



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Maintain two-way relationships as it is important to know the status of public opinion by listening.

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### Question # 6

Do you know what is a press release?

**Answer:-**

A press release is a short news story written by a public relations professional and is sent to different media houses.. The press release must have all the essential information including answers of the 5W and 1H (who? what? where? when? how? and why?) for the journalist to easily produce his own story.

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### Question # 7

Explain me what do you mean by Public Relations?

**Answer:-**

Public Relations are a higher level of communication strategy where in we take our client's brand ahead by being activists and consultants. We understand the client's product and industry where he wants or decides to grow and this is achieved through various tools. The most important of the tools, being media which includes the following: Print, broadcast, online and now digital.

Public Relations is a non paid form of communication that will create and enhance the reputation of a company to the world especially stakeholders, investors, dealers, suppliers, customers etc.

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### Question # 8

Explain how do you keep your cool when clients and senior-level executives are simultaneously clamoring for your time and attention?

**Answer:-**

The response will reveal a lot about the candidate and whether he or she has a realistic outlook on what a pressure cooker PR can be and how the candidate approaches time management.

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### Question # 9

Explain me what things public relation specialist should know?

**Answer:-**

- \* Public relations specialist must be aware of the newspaper or websites that enable you to reach your target demographic most effectively
- \* And public relations specialist should have experience with both old and new media

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### Question # 10

Tell me what is Pitch letter?

**Answer:-**

Usually, a press release is written in the third person while a pitch letter is directly addressed to journalist. It starts with a striking opening that alerts journalist to take immediate interest in the topic.

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### Question # 11

Tell me what platforms do you use most for your PR strategies?

**Answer:-**

With this question, the hiring manager may be polling you to find out what social media platforms you're most knowledgeable about and how you use them. Answer the question by talking about how you used social media platforms and more traditional forms of media to spread the word about a past client, and what returns you've seen from each platform.

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### Question # 12

What are your long-term goals as Public Relations Assistant?

**Answer:-**

Public relations is a passion of mine. I have known it was what I wanted to do since my early college days, and it remains all I can see myself doing in the future. However, I am still a novice in many ways and need time to strengthen my skills and gain more experience. For the foreseeable future, I plan on learning under more experienced mentors. Once I am ready, I hope to open my own public relations firm and pass on what I have learned to the next generation of PR managers.

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### Question # 13

Is there anything you'd like to ask?

**Answer:-**

Don't make the mistake of saying "no" when asked this question. Come to the interview prepared with some questions of your own, such as how you'll be integrated in with new clients, for example, or what the hiring manager's ideal candidate looks like. Don't talk about salary just yet, but it is OK to ask about the next steps in the process.



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### Question # 14

Tell us how flexible are you with your time?

#### Answer:-

While I like to find a good work-life balance, I understand that there are often time-sensitive issues that arise in the PR world, and a crisis can happen at any moment. The public never sleeps, and neither does PR. Knowing this, I am willing to do what is necessary to ensure that the job is done well, and if that means working occasional nights and weekends, I am on board.

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### Question # 15

Tell me what would your strategy be for X client?

#### Answer:-

Yet another reason you should know who the firm serves. You might be asked about how to handle a certain client. If you get stuck being asked about a company you know nothing about, you'll do well to answer this question by saying that you'll take time to get to know the client and their needs, and you'll spend more time delving into the client's past campaigns to find out what worked and what didn't. And if you do happen to know the company and do have some ideas about how to change the image, share a few vague ideas that will have the hiring manager wanting more.

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### Question # 16

Explain how you can optimize your PR distribution using Social Media?

#### Answer:-

- \* Post in Twibes groups (Twitter groups)
- \* Post on Facebook corporate page as well as other relevant pages
- \* Post in relevant professional blogs
- \* Post in relevant LinkedIn groups
- \* Post in corporate Twitter Account
- \* Post in Digg, Del.icio.us and other sharing groups

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### Question # 17

Explain what Bit.ly tracks for public relation press release?

#### Answer:-

Bit.ly shortens your website long URL into a short link, and that link can be used for social media. Also, it can be used to track

- \* Number or clicks
- \* Clicks frequency and its time
- \* Track referral websites
- \* Track regional clicks

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### Question # 18

Tell me what skills are required by public relation specialist?

#### Answer:-

- \* Good communication skill
- \* Ready for travelling
- \* Person who are enthusiastic, confident and understanding
- \* Willing to work according to client or organization schedule
- \* Good judgement
- \* Outgoing personality
- \* Creativity

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### Question # 19

Explain me what do you know about the PR activities of our organization that has been carrying out in last 6 months?

#### Answer:-

For this question you need to do your homework well about the company you are appearing for. You must know what kind of PR activities that particular company is into and even what kind of services they provide. Check out the their record on activities they have been carrying out in last 6 months. Answer to this question differs according to the company.

Important terms used in PR Industry:

- \* Affiliate Network - It is a technique where other publishers and websites will promote the brands by allowing it in their network. It acts as an mediator between publishers and brands so that you reach out more number of audience.
- \* B-Roll - It is the extra footage captured to provide the background of the story to have greater flexibility when editing.
- \* B2B - It stands for business to business that means a business that markets to another business for an example a manufacturer marketing to a retailer.
- \* B2C - It stands for business to consumer that means a business that markets the products to its customers.
- \* Boilerplate - There is a section at the end of a press release, before the media contact info, that tells about the company, business, product, brand or event discussed in the main body of the press release.
- \* Gatekeeper - He is the one who looks after the flow of information from the media to the public.
- \* Pitch - It is a way of reaching out someone in a formal way either through mail or a phone call.
- \* Placements - Stories that are popular in media are called placements.



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- \* Press Kit- It is a packet of materials given to the media that contains backgrounds, bios, photos, and news releases.
- \* Reach- It is the number of audience connected to the media through print, broadcast or online medium.
- \* Journo- It is the abbreviated form of journalists.

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### Question # 20

Explain what's the difference between public relations and advertising?

#### Answer:-

Public relations:

- \* 1. Your job profile is to get free publicity for the company and also promote their products and services.
- \* 2. You don't have any control on media over how the media will present your information as they are not obligated to do so.
- \* 3. The PR exposure you receive is only circulated once. An editor won't publish your same press release three or four times in their magazine.
- \* 4. A third-party article written about your product or service is read by the customer assuming that you are not paid to write positive things about the product.

Advertising:

- \* 1. Here you are paid for the ad space and you know exactly when that ad will be aired or published.
- \* 2. You have paid for the space so you have a creative control on what goes into that ad.
- \* 3. Since you pay for the space, you can run your ads over and over for as long as your budget allows.
- \* 4. Consumers know when they're reading an advertisement they're trying to sell a product or service.

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### Question # 21

Explain me how would you go about finding relevant contacts and sources?

#### Answer:-

Finding relevant contacts and sources is quite easy now-a-days with the help of social media and Internet.

- \* Get email notifications directly to your inbox whenever journalists tweet or link to articles matching your search term.
- \* Contact directly through their email.
- \* You can keep an eye on which journalists are following or sharing your content on social media.
- \* Maintain a list of media people and include private notes from past campaigns to make your upcoming outreach more efficient.
- \* There may be a situation when you may not have any contact or source of information of a particular media house; so you can search for their website and the contact us section has contact number of the important people of the organization.

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### Question # 22

Explain me what are some of the growing trends in the public relations industry?

#### Answer:-

As the field of communication is growing, public relations is more than press releases and press conferences. Social media and Internet are the recent trends for PR strategies, and here are some trends to watch.

- \* Change in the traditional forms of press releases - the old forms are mostly filled with texts and it gets boring for the reader to read so much without illustrations. Through the Internet and social media these documents will be more appealing to the readers with images and videos.
- \* Public relations specialists will be required by every corporate office - With The growing trend of Internet and social media the pressure on businesses to be transparent and practice open communication, has increased.
- \* PR will be more about building relationships - Social media will be used by public relations specialists to deliver relevant information to the public and get connected to them. Followers are not just a number of people, in fact they are opportunities to build stronger relationships.

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### Question # 23

Tell me what media outlets do you follow on a regular basis? Why those ones?

#### Answer:-

You should be following outlets relevant to the job and industry you're interviewing for. If you're interviewing for a tech start-up, make sure you're following places like Wired. Don't just pretend you follow them either. Do some serious research since interviewers are usually smart enough to know who is genuine and who isn't. However, you shouldn't pander or be dishonest. If you're interviewing for a job at CBS, don't lie and claim you get all of your news from CBS. They won't be flattered.

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### Question # 24

Tell me why do you want to work in PR?

#### Answer:-

Just be honest here and have something interesting to say. If you're passionate, it will be apparent in your answer. You'll be able to show off your knowledge of the industry and the importance of PR. If you're not passionate, maybe you shouldn't be doing the interview in the first place. The last thing interviewers want to hear is "Well, it just seemed like a practical job to get."

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### Question # 25

Explain me how would you put together a pitch?

#### Answer:-

Being a public relations personnel you must know the techniques of making an effective pitch. Here are some common ideas to put a pitch together.

- \* Choose your target- Your target must be according to your requirement, so that it actually fits.
- \* Go through the writer's previous articles- Before you make any pitch you must go through the writer's articles and know about their interests, styles, and know the ways you can promote them further along their lines.



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- \* Plan your pitch in advance- Plan out your pitch on the basis of what the story would be. You can make your first pitch through an email and then, you can call.
- \* Speaking to the point- While making a pitch you must speak to the point and let the reporter know what the subject is and what your reasons are for taking the interview. And at that point there is no sense in buttering them as they must know your interests are sincere.
- \* Be specific about the purpose of the interview- If you are not specific about the purpose of the interview, reporters may entertain you once but not from the next time.

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### Question # 26

Tell me why do you think corporates require public relations specialists?

#### Answer:-

With all of us using smart phones and the presence of so many social media websites everyone knows about every brand, so there is transparency in the market. Corporates will need public relations specialists because:

- \* Effective PR creates an image of a company.
- \* Connects with consumers to create a relationship between company and customer.
- \* Your brand creates a conversation with customers.

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### Question # 27

Explain me have you ever had to handle a social media crisis? What did you do?

#### Answer:-

At times we have to come under situations where we need to handle social media crisis in such a way that we are able to convince the audience in a satisfactory manner. Being a public relations specialist I would follow some of the common steps mentioned below to get over with the social media crisis.

- \* Open yourself to the conversation - Rather than ignoring the situation I would come forward and respond or comment and will open myself to the opinion and feedback.
- \* Listen genuinely - I would listen to the people's opinion like what they have to say and will note down all the major points and even recognize inaccuracies or inconsistencies in what happened.
- \* Become the evaluator - I would raise some serious questions about the organization or brand. For an example, Did you do something wrong? Could you have stopped it? Perhaps more importantly, what can you do to prevent it from happening in the future? Pro actively share some of those ideas and show you are actively working through the issue.
- \* Take action - At last think of some solutions to the problems and plan out how you can take actions on to get over with the crisis.

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### Question # 28

Explain me what skills have you acquired that would help you communicate a client's message?

#### Answer:-

Overall a good PR candidate is one who has great written and oral communication and is able to be persuasive, meet deadlines, and make long lasting connections. Betsy Hays, the lead Public Relations Professor for the Department of Mass Communication and Journalism at California State University Fresno, says, "A great PR professional is a great writer that understands human nature. They have beautiful intuition and can articulate their ideas in a clear, concise way." What makes them even better is their ability to be energized and creative in communicating a client's message. Does the PR candidate have skills in video production and editing? Photography? Community management? Diversity of skill is key.

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### Question # 29

Explain what do you think are the most valuable methods of combining the "art" that's inherent in PR with the metrics (the "science") that C-level executives now demand from communicators?

#### Answer:-

This may be the \$64,000 question for PR candidates, revealing how much currency they place on deploying measurement tools to gauge the success of campaigns, and whether they have a head for numbers (which is increasingly becoming the price of entry for PR job candidates).

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### Question # 30

Explain what interactive public relation specialist is and what are segments of interactive PR?

#### Answer:-

An interactive PR is a process that uses the internet as a mean to communicate messages to the public. The various segments comprising of interactive PR includes

- \* Search Engine
- \* Social Media Marketing
- \* Online Press Release
- \* Podcasting
- \* Webinars
- \* Web 2.0 technologies
- \* Developing blogs

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### Question # 31

Tell me how do you rate your writing skills?

#### Answer:-

Writing skills are absolutely essential for a public relations professional, so ideally, you'll say you're an expert. If you're not, don't say that you're terrible at it. Instead, show resourcefulness and tell the interviewer that you're sure to have each piece of work edited before you put it out for public consumption.



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### Question # 32

Tell me finding a balance between remaining objective and advocating for your clients is vital. How would you do this?

**Answer:-**

Although my job as a PR manager will be promoting my organization, I know it is important to remain as unbiased as possible. Sticking with the facts is a great way to ensure that I remain objective. When I work for a great organization, the facts will be enough. I simply need to present them in a positive way. This ensures I remain honest. However, I also understand that I don't have to disclose every last piece of information. I would always try to find that balance between telling consumers information they need to know without bias while also maintaining the best possible outcome for the organization.

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### Question # 33

As you know social media is an important tool in this industry. Tell us about your favorite platforms and why they are your favorites?

**Answer:-**

I use various platforms, each depending on the target audience and goals for the organizations I am working for. Facebook is an excellent platform for people in their mid-to-late twenties and thirties or older, while Instagram, SnapChat and Twitter may be better platforms for younger individuals. Each has particular strengths that I can use to increase my reach to my target audience.

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### Question # 34

Tell me is there anything our organization has been doing lately that you find interesting?

**Answer:-**

If the interviewer asks you this question, he or she is probably referring to corporate news or news about the company as a whole. What do you think of a new product they released? Have they announced the acquisition of any start-ups recently? Did they donate a substantial amount to charity? Knowing these things will impress your employer since it proves you did your homework. If you're feeling brave, you even talk about things you would do differently if you had power in the company.

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### Question # 35

Tell me how would you go about finding relevant contacts and sources?

**Answer:-**

Once again, HARO and social media are resources that experts recommend. Reddit and Quora can also be great resources for seeing what people are saying about a story, who is talking about what, and how current the subject is. As Gary once stated, you should remember not to conflate relevance and prestige. As Gary says, "Everyone is relevant!" Just because someone is from The New York Times does not mean they are a more relevant source than an independent blogger. The people you talk to should always be connected to the story!

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### Question # 36

Tell me what kind of media outlets do you follow on a day to day basis? Why particularly those?

**Answer:-**

The kind of media outlets you follow must reflect your interests and your character. If you are appearing for a job interview in a company that deals with technology, you must follow outlets like Global Guideline.

It is not just about following media outlets, make sure that you did a serious research since interviewers are usually smart enough to know who is genuine and who is not. If you are following any social media website, you must have reasons to follow it like you get updated on technology through Wired or TechCrunch.

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### Question # 37

Tell me how can you use social media to reach and impress traditional media?

**Answer:-**

We live in the digital age where social media can either leverage your company's brand or break it. Social media goes hand-in-hand with traditional media like print, television, and radio. How good is a PR candidate in promoting their own personal brand on social media? Mark Ragan, CEO of Ragan Communication and publisher of PR Daily, points out, "The successful PR candidate will understand the connection between producing great content and social media. If I look at a job candidate's LinkedIn page or Twitter feed, and it's unimpressive, why would I think the candidate would be any more successful representing a client?"

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### Question # 38

Explain me how to use social media as a public relations specialist?

**Answer:-**

- \* Use twitter chats or #B2B chat on twitter every Thursday or #pr20 chat, which a weekly exploration of social media's exploration on public relations
- \* Use Pitch-engine, to create a pitch and share your release or news directly with the customers
- \* Use PRX builder, also known as Social Media Release is a simple tool that help you to write your content, add images and video, insert links, etc.
- \* Use CNW's Social Media Release, it gives online audience a platform to visit for multi-media content and conversation about your message

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### Question # 39





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Explain me some of the challenges that Public Relation specialist are facing?

**Answer:-**

- \* PR for mobile users: Mobiles have pushed PR specialist to think out of the box and prepare messages that are small and yet effective
- \* From local to global: To understand the market value and client's product demand, PR has to increase their field spectrum from local to global. Studies have to be carried out to know about the geographical and cultural differences before recognizing the target audience
- \* Continuous Monitoring of product in real time: Continuous monitoring of client's product through PR helps to add value to it. Also, it helps the client to fade away any negative branding done by the rivals about the product.
- \* Image driven Content: Image driven content are more in demand than normal content. Image that conveys the product message with minimum description
- \* Hyper personalized content: Client's demand of representing them with a personalized symbol or style statement through a right channel and at the right time. For instance, coke's personalized bottles or Microsoft logo
- \* Social Media and SEO: PR specialist should be aware of all technical glitch of the social media optimization and how SEO works

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### Question # 40

Tell me what do you enjoy doing in your spare time?

**Answer:-**

I once trained a college grad who thought her destiny was PR. After several months of hard work and dedication, she wasn't afraid to admit it wasn't for her. Despite what she thought, she confessed on her last day: "I discovered that I really don't like writing or reading." To succeed in PR, you must love both. No matter what your hobbies include, make sure to mention a love of reading or that you blog or do creative writing in your spare time. This shows the interviewer that you have an existing love of the creative world.

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### Question # 41

Tell me how do you stay current with new technologies and approaches?

**Answer:-**

Public relations professionals need to always be on top of the latest websites and information resources and the newest social media platforms, in order to know where people are getting their information. As such, it should be part of your daily routine to talk with colleagues, read PR blogs, attend conferences or take part in workshops that teach you new things. If you're doing those things, you need only to share a little about your daily routine of information-gathering. If you're not doing those things, start.

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### Question # 42

How would you handle a PR crisis?

**Answer:-**

The first step in a crisis is to remain calm and understand that consumers are always going to be angry about something. The next step is to present the facts with total transparency. The public does not want to be mocked, and attempting to downplay the facts when they are clear for all to see never goes well. The last step is to, when appropriate, send a genuine, concise apology that addresses the issues without pointing a finger at others.

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### Question # 43

Tell me how would you contact and communicate with a reporter?

**Answer:-**

You should develop a different rapport with each reporter so that you can account for their various interests, motivations, styles, and personalities. Some reporters might need more prodding than others. You might need to watch out for reporters known for misleading and spinning stories. As for contacting them, social media skills may come in handy in addition to the more traditional routes like email and phone calls. The aforementioned HARO should also come in handy.

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### Question # 44

Explain me what does it take to be a public relations specialist?

**Answer:-**

Public relations specialists must have good communication skills, a methodical approach to find information, and an ability to work in a stressful environment. Being a PR professional, I must know how to create and maintain clients' reputation in public. I should even have good writing skills as there is a need of written material for press releases, plan and direct public relations programs, and raise funds for the organization I am working with.

These are the basic qualities that every PR person should possess. Here are some additional qualities that can help me grow faster.

- \* Excellent interpersonal skills
- \* Good IT skills
- \* Presentation skills
- \* Initiative
- \* Ability to prioritize and plan effectively
- \* Awareness of different media agendas
- \* Creativity

I believe that I possess most of these qualities and being a quick learner enables me to pick up the new ones fast.

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### Question # 45

Please explain which are your favorite social media platforms? What do you like about them?

**Answer:-**

Social media is something where everyone has their account and get connected to each other. So while answering such questions give out the list of those websites





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name that interests the employer. They should find some connection on how you can make use of these websites and do a great job for their organization.

Mention various PR tools and techniques that you would use as a PR professional.

If I am working as a PR specialist I would use some tools that would boost the clients' public image and help them form a better relationship with the target audience.

The types of key tools available to carryout the public relations function include:

- \* Media Relations
- \* Media Tours
- \* Newsletters
- \* Special Events
- \* Speaking Engagements
- \* Sponsorships
- \* Employee Relations
- \* Community Relations and Philanthropy
- \* Blogging

For an example if I have to write a newsletter I would write it according to the guidelines provided by the client. A news release can be distributed on paper, on disk, by email, by a PR newswire, or posted on a website.

I would even utilize the Internet tools and techniques such as social media networks and blogs.

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### **Question # 46**

Please explain how would you prioritize and start your work day?

#### **Answer:-**

When an interviewer ask this question that means he wants to know what are your priorities at your work. Moreover they want to know your ability to decide the most important work first and end up your day with the least important one.

You can tell about your research methods and your way of looking at any work or event. You need to give your answer precisely about your technique of working for any event or news.

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### **Question # 47**

Explain me how would you handle... (a product recall, corporate fraud, etc.)?

#### **Answer:-**

This is the problem-solving / crisis management question. Pick a situation that could - in the worst of circumstances - happen to your company. Take a moment to flush out the scenario, i.e. explain why the product was recalled or what corporate fraud occurred so you can see how the candidate spins a story. How well will your PR candidate work within deadlines and under pressure? With this interview question, you are able to understand how a candidate may structurally or creatively handle a particular situation. It can be small problems such as working with colleagues and resolving conflicts. Or it can be much bigger, like managing a product recall. Can your candidate stay calm, collected, and act rationally? A strong and confident candidate is what you should seek in a PR pro.

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### **Question # 48**

Explain me what all sectors can a public relations specialist can work?

#### **Answer:-**

Public relation specialist can give service in various sectors like

- \* Advertising or PR firms
- \* Work directly with clients
- \* Press secretary
- \* Information officer
- \* Media specialist
- \* Government agencies
- \* Non-profit organization

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### **Question # 49**

Why do you love PR?

#### **Answer:-**

Public Relations is storytelling. And PR pros. We're the storytellers. We help each client share their story and reveal their true "why." What drives them? Why did they build their product or launch their service? Finding someone's "why" can be one of the most difficult things you will do as a publicist. It could be argued that if you haven't identified your own "why," how will you help others do the same?

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### **Question # 50**

Explain me what media win are you most proud of?

#### **Answer:-**

Every publicist has several of her greatest wins ready on the tip of her tongue for when she's asked this question, but before letting them roll off your tongue in your interview, make sure they're the right wins for the job. It's OK to name drop your biggest and baddest, but keep in mind those outlets that you think would be most promising for the company you're interviewing with. If you're looking to secure a PR Manager role with a fashion startup, you will want to mention that time you scored coverage on Refinery29 and Elle, in lieu of AskMen or Sports Illustrated.

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### **Question # 51**

Explain me about your writing experience?



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### Answer:-

Writing has always been a huge part of my life. I was editor of both the high school and university newspapers, and I minored in English in college. I know that having strong writing and communication skills are essential in this industry, so I did all I could to prepare myself for what would be required in this area. I have learned to write concisely without compromising my message.

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### Question # 52

Explain what is a social media press release should be like?

### Answer:-

Social media press release should be like

- \* Main body should be the core of your press release, always write a press release in the third person
- \* Try to cover or answer for who, when, why what, where and how in your press release
- \* Try to avoid a sentence giving opinion
- \* Try to give a neutral viewpoint that delivers newsworthy content
- \* Try to limit your press release to one to two pages
- \* It's always good to put keywords into your content but should not exceed the limit
- \* Give a referral to the statistics or sources relevant to your press release
- \* It includes videos, RSS and visual links to images

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### Question # 53

Please explain how is the Web changing crisis communications?

### Answer:-

The response should give PR managers a pretty good idea of how much the candidate appreciates the power of online communications, in which the Web can be a help (responding to a crisis in real-time) or a hindrance (deferring to the Web when the human touch is called for) to managing the crises that most companies will face at one time or another.

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### Question # 54

Tell me what do you know about the job profile of a public relations professional?

### Answer:-

If you are a public relations specialist, your job profile depends on the type of organization or company you are working for which can either be a public body, business or a voluntary organization.

Their work is to communicate important messages, often using a third party endorsement, to the target audiences in order to establish and maintain goodwill and understanding between the organization and their customers.

Below are the things that are commonly included in the job profile of a public relations specialist:

- \* Writing press releases for the media.
- \* Knowing your main clients and finding out the best ways to get in touch with them.
- \* Pitching out media people and taking out information from them.
- \* Looking after your clients while they communicate in public and helping them at times.
- \* Writing speeches and scheduling interviews with your clients.
- \* Working with advertisers for various ad campaigns.
- \* Design and launch email marketing campaigns.
- \* Promoting products and services through public relations initiatives.
- \* Researching about the media coverages and industry trends.
- \* Dealing with enquirers from the public, the press, and related organizations

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### Question # 55

Explain me why do you want to work in PR?

### Answer:-

When faced with a question like this, you can say something like - "I find public relations an extremely attractive profession as it is so diverse, everything changes so fast and every day you work differently.

Working in a dynamic environment is what I like. There would be a little pressure and stressful environment but can multi task and deal with pressure, so I believe, I can do well in this career.

Some of the qualities you can mention are -

- \* Ability to write effectively
- \* Interest in researching, reading and staying up to date
- \* Curiosity and ability to learn quickly
- \* Like meeting new people from different backgrounds
- \* Good listening abilities with a desire to help people
- \* Ability to use social media effectively with a passion for new gadgets and technology
- \* Flexibility and adaptability with a passion to take up new challenges

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### Question # 56

Explain me what skills do you have that would help you in responding to a client's message?

### Answer:-

Here are some skills that you must have as a public relations specialist when you are responding to client's message.

- \* Be a great listener
- \* Must have a good communication skills



## Public Relations Assistant Interview Questions And Answers

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- \* Be calm and have patience
- \* Be confident of what you are speaking about
- \* You may face some pressure but make it a habit to deal with them
- \* Use positive language
- \* Be a leader
- \* Behave in a friendly manner -Manage time
- \* Analyze problems as soon as you start speaking with a customer
- \* Negotiate and persuade

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### Question # 57

Explain me what are your favorite social media platforms?

**Answer:-**

There isn't a correct answer for this one. Just have a thorough explanation and make sure to talk about how you make the most effective use of the platforms. If you have lots of favorites, focus more on the ones most relevant to the job. Be prepared to explain niche platforms that the interviewer might not know about and do so in a way that isn't patronizing or condescending.

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### Question # 58

Tell me how do you think social media has changed stakeholder relations?

**Answer:-**

The question will produce insight into how a prospect views digital media channels for one of the core elements of PR - media relations. The response should also reveal a good deal about the candidate and how he or she intends to meld Facebook, Twitter et al. with the personalized aspects of building relationships with reporters, editors and producers.

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### Question # 59

Tell me do you work better individually or as part of a team?

**Answer:-**

In any organization or agency, teamwork is a huge part of the overall success of the company. In an interview, take care to focus on how you rock at both. For example, you may say "When it comes to writing a press release or developing a winning pitch, I thrive in a solo environment that allows me to dedicate all of my attention to the task at hand. For ideation and strategy, I firmly believe that team collaboration is key." This not only demonstrates that you can shine on your own, but it shows you're a team player too.

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### Question # 60

Tell me how important is routine to you?

**Answer:-**

Many interviewers will ask this question to gauge your willingness to be on the job beyond the usual 9 to 5. A PR crisis or interview request can happen at any hour and you may be called upon at inconvenient times to save the day. My biggest media placement was a result of a phone call I received at ten o'clock at night while enjoying a hot bath. Believe me when I say - that was a call worth taking. In these cases, honesty is the best policy. If extra hours in the evenings or on the weekend isn't your jam, don't be afraid to ask the interviewer to elaborate on how much the position may stray away from a set schedule. It's important to try and find companies that are in line with the pace that is right for you.

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### Question # 61

Tell me how would you put together a pitch?

**Answer:-**

Here is where you can talk about your research skills. Talk about writing skills as well if they have not already inquired about it. Cite past experience if you've done pitches at previous jobs. You should also make sure you know what kind of pitch they're talking about. A pitch can be many things: convincing a producer to give you money for a new TV Show, pitching top executives a new product you want to roll out, reaching out to a reporter so they cover a story on your company, etc. However, there are shared ingredients. All good pitches give facts supporting why the idea is worth the investment of time and resources, why it is the best choice, and how the people helping you will benefit.

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### Question # 62

Explain me what you know about our clients?

**Answer:-**

Before your interview, you'd better have researched the company and found out what types of clients it serves, so you'll have a good idea of both the specialty areas that the firm handles, as well as the strategies it's employed for its various clients. To answer this question, you might list some of the firm's top clients, as well as mentioning any noteworthy campaigns they've managed and what you liked about them.

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### Question # 63

Tell us some of the social media optimization or monitoring tools?

**Answer:-**



These tools make business posting and monitoring across different platforms easy

- \* Hootsuite
- \* TweetDeck
- \* CoTweet
- \* Vitruve
- \* Posterous
- \* Postling

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### Question # 64

Explain me how would you prioritize and start your work day?

**Answer:-**

This question is a bit similar to the last one except it stresses your work habits a lot more. Employers want to know how you would prioritize your tasks depending on what's breaking. What sources do you look at first? Why are those the most important to check out before anything else? What do you do next depending on what you find in those sources? Give the employer an idea of your work habits and research tactics.

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### Question # 65

Tell me what does public relations mean to you?

**Answer:-**

This question evaluates a PR candidate's mindset and approach to public relations. Because public relations can be broken down further, touching upon such areas as marketing, crisis control, or online community management, this question allows you to see whether a candidate's perceptions of public relations are in line with your company's philosophy. A PR pro should be well rounded, but a specialization can help your company move forward in the right direction.

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### Question # 66

What would you do in situation X?

**Answer:-**

Situational interview questions are becoming more common as interviews move away from procedural and more towards conversational. If you're a PR professional, this is somewhat of a blessing as you should be accustomed to chit chat. That said, if you spend too much time beating around the bush, you run the risk of missing the point and blurring the lines between knowing what you're talking about and demonstrating that you're only spouting off fluff. Get to the point, exude confidence, and rely on your experience to provide examples for reference.

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### Question # 67

Tell us what metrics tools are you familiar with?

**Answer:-**

Public relations professionals also need to know whether their campaigns are working and where their clients' traffic is coming from. Whether it's Google Analytics, Yahoo! Web Analytics or another proprietary software, brush up on the tools you've used so you can talk a little about what you use and how you use it during the interview.

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### Question # 68

Explain me what is the role of content in public relations?

**Answer:-**

Content plays an important role in public relations as it helps in promoting brand perception and creates awareness through meaningful content. When a PR is able to create a sound content strategy, it becomes clear what media outlets, events, and social media channels work best for the promotion. Content tells about the insights and observations about the customer life cycle, content gaps, competitive weaknesses, content types, and content maintenance. Through this the organization can improve its overall activities and achieve its business goals.

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### Question # 69

Tell me what writing experience do you have?

**Answer:-**

All of the panelists we talked to stressed good writing skills as part of an ideal PR job candidate. You need to know how to articulate ideas in a way that is undeniably clear, concise, and impossible to take the wrong way. Make sure to have writing samples ready or perhaps even an online portfolio from sites like Global Guideline.

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### Question # 70

Explain me about a PR crisis you've handled?

**Answer:-**

These types of "behavioral" interview questions are aimed at finding out how you've behaved in the past, in order to get a sense of how you'd handle a similar situation in the future. As with all questions that touch on your weaknesses, briefly mention the struggle you had, but then dominate the conversation with more about how you worked to solve the problem and what you learned from it. In other words, turn a negative into a positive.

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### Question # 71

Please explain what is the advantage of in-house PR specialist?

#### Answer:-

The in-house PR will act as a representative of your product to the outside world, and being an in-house PR, he can give a total dedication for branding of your product.

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### Question # 72

Please explain what is the role of public relations specialist?

#### Answer:-

Public relations specialist maintains a favorable image of an organization or a person he is representing by creating press note or releasing documents to media personnel about their client or organization.

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### Question # 73

Explain about your most successful PR campaign?

#### Answer:-

This one is fairly straightforward, but it's also a behavioral question. Talk about the problem or issue you faced with the client, the steps you took to solve it, and the eventual outcome. If you have numbers such as how many more followers you gained or how much earned media -- another name for press coverage -- you got from the effort, mention those numbers.

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### Question # 74

Tell me why did you choose a career in PR?

#### Answer:-

This is a more personal question, but it's a chance for you to share some information about yourself that can help sell your candidacy. Without going overboard, tell the hiring manager that you're great with people, that you enjoy problem-solving, that you have great analytical skills, or that you really enjoy writing.

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### Question # 75

Tell me why do you want to get into the PR profession?

#### Answer:-

If the candidate responds in the vein of, "Because I like people," that might be a red flag. While PR no doubt is a people business, the communications discipline doesn't call for candidates to be chummy with their clients or media reps but, rather, how PR and communications align with corporate goals and financial objectives.

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### Question # 76

Tell me how would you deal with a PR crisis?

#### Answer:-

Consumers will always find something to rip apart and send angry tweets about. Think about the recent US Airways PR Blunder. However, they will respect you more if you are honest and transparent. It's good to send a prompt and genuine apology and to address all the issues and concerns without lashing out.

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