

Resources for Accreditation Candidates

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Preparation basics

1. Study **IABC's Code of Ethics for Professional Communicators** to gain a better understanding of how to respond to the ethics quiz (which is sent to you after your application is accepted), as well as the ethics questions on the ABC exam.
2. Read the **IABC Handbook of Organizational Communication** (edited by Tamara Gillis, Ed.D, ABC) for an overview of all major areas of organizational communication – either as a refresher course or an overview of additional communication disciplines.
3. Join the **ABC List**, an electronic monthly newsletter that is a forum for accredited communicators and those interested in learning more about becoming accredited, the value of accreditation, and the process of earning accreditation. To sign up for the monthly e-mail, send a blank e-mail to ABCList-subscribe@topica.com. Back issues of the ABC List can be found at <http://lists.topica.com/lists/ABCList/read>.

Many successful ABC candidates end their study here. However, you may want more . . .

Next steps if you'd like to learn more about other communications disciplines

4. Read back issues of **Communication World** magazine and its online supplement, **CW Bulletin**. These articles can be helpful resources as you write your two portfolio summaries. Alternatively, visit the members-only **Online Library**, which catalogs recent issues of Communication World, CW Bulletin, international conference literature, and IABC's Knowledge Centre products. You can find an incredible amount of information on the iabc.com site – but most of us don't make the time to dig for it unless we have a test hanging over our heads! For example, the following articles could be helpful in writing the measurement section of your portfolio summary:
 - Employee communications measurement:
 - **Diagnosing Organizational Health**, Communication World, January-February 2004
 - **Achieving Outstanding Results**, Communication World, October-November 2000
 - Media communications measurement: **The Heresy of Media Measurement**, CW Bulletin, Feb-March 2000
 - Marketing communications measurement: **Measuring Integrated Marketing Communication from Start to Finish**, CW Bulletin, November 2003
5. Attend **IABC/Chicago luncheon meetings**, especially if you have not held job responsibilities in the area under discussion. Ask questions of colleagues in attendance – they are more than willing to provide helpful information on a variety of communications disciplines. (You might make some friends, as well.)

Additional information on specific topics

6. Looking for case studies? **Best Practices in Communication Planning and Implementation**, edited by Editor Norman Leaper, ABC, summarizes 2005's winning Gold Quill entries – thereby enabling you to benchmark your communication programs and ABC portfolio summaries against the best.
7. **The Communication Plan: The Heart of Strategic Communication**, by Lester R. Potter, ABC includes techniques and methods for evaluating and measuring your communication programs.
8. **Crisis Management and Communication** by Dan Millar, Ph.D. and Larry L. Smith is ABC's definitive guide to crisis communication and a helpful resource for the oral portion of the accreditation exam.
9. If you are a non-profit communicator, you may wish to become more familiar with public company considerations for announcing material non-public information – in particular, **Regulation Fair Disclosure**. For more information, visit CW Bulletin, [August 2005](#).
10. Employee and corporate communication: Scope out the information and seminars at **Ragan Communications**, an IABC/Chicago sponsor.
11. **Communication Research, Measurement and Evaluation** by Lou Williams includes sample questionnaires and surveys, guidelines for conducting interviews and focus groups, practical data analysis techniques, and best-practice case studies.
12. **Communication Research Primer** by Joey Reagan, Ph.D. will help guide you through several research projects you can conduct yourself, and it will also give you an understanding of the research process so you'll be a better consumer of research done by others.
13. **Unleashing the Power of PR** by Mark Weiner explains how to use market research methods to plan and evaluate PR programs.

A final idea

IABC accreditation is a journey that is marked by dozens of questions – and as many experiences as there are accredited professionals. Join our dialog and network with ABCs by visiting the **Accreditation Forum**.

How can we help you navigate the path to accreditation?