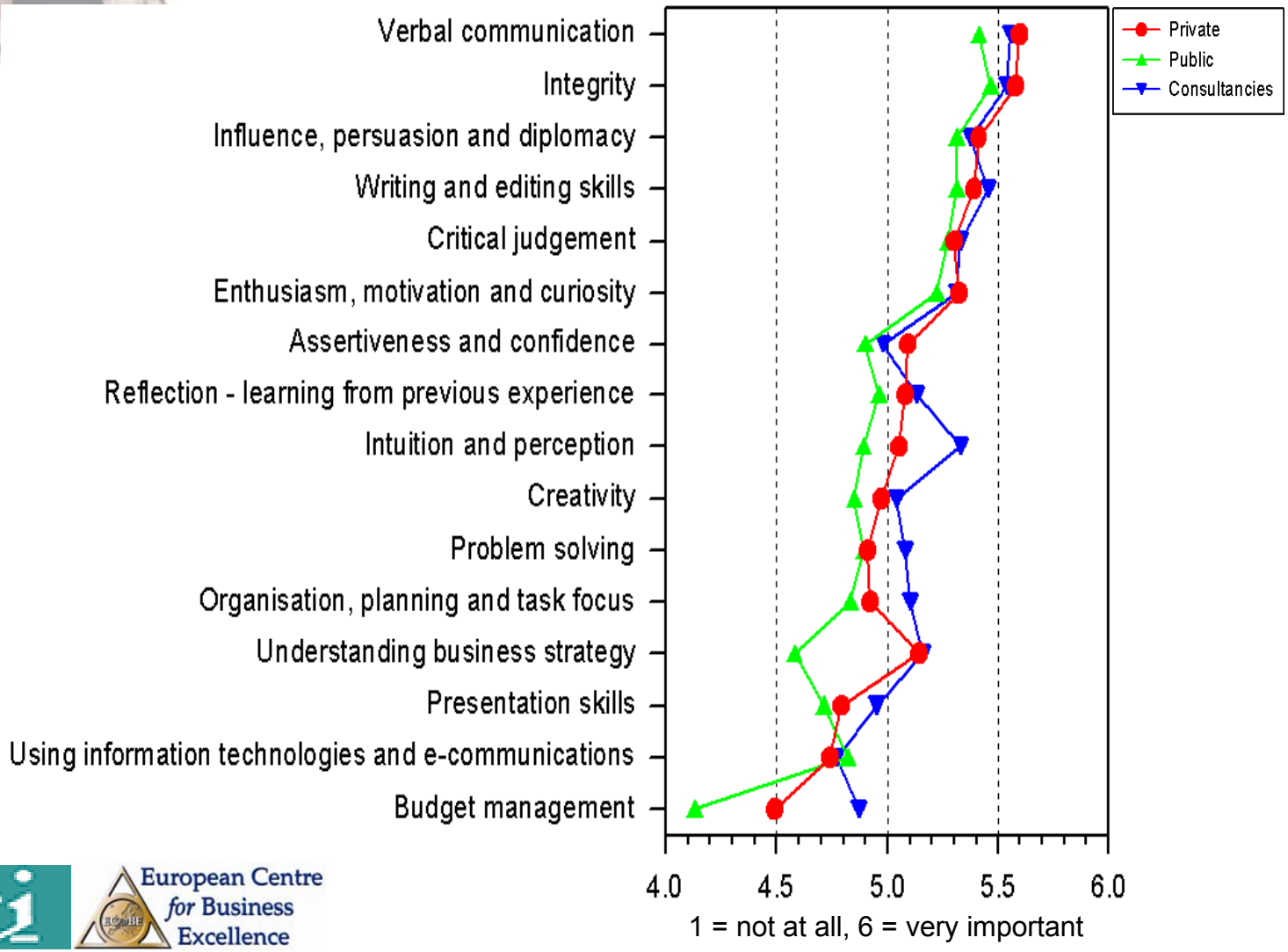Importance of individual competencies for PR professionals