

Chapter 2: The History of Modern Public Relations: From Barnum to Lee, Bernays to Page, and Introducing Other Pioneers

Test Bank

Multiple Choice

1. Which of the following contributed to the rise of press agency in the 1800s?

- A. growth of the newspaper industry
- B. support for American independence
- C. exploration of Western territories
- D. increase in European immigrants

Ans: A

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Public Relations and Press Agency: The Era of the 1800s

Difficulty Level: Medium

2. What was a common publicity technique used by P. T. Barnum?

- A. donating circus proceeds to needy local charities
- B. providing gifts to reporters for positive news articles
- C. staging controversial events to gain news coverage
- D. distributing pamphlets about his circus to the press

Ans: C

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Public Relations and Press Agency: The Era of the 1800s

Difficulty Level: Medium

3. During the 1800s, the railroad industry expanded significantly in part because of PR. Which statement best explains how the railroad industry utilized PR?

- A. Through positive press, the railroad industry overcame negative attitudes about train travel.
- B. The railroad industry used strategic communication to promote westward migration by train.
- C. Different railway companies competed for customers by offering free tickets and prizes.
- D. Publicists were hired to convince citizens that train travel was both safe and inexpensive.

Ans: B

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Analysis

Answer Location: Railroads Drive Public Relations' Development

Difficulty Level: Medium

4. Which of the following PR activities is attributed to John Muir?

- A. implementing publicity stunts to accomplish political goals
- B. using communication tools to advocate environmentalism
- C. traveling around the country to promote new products
- D. using the press to build support for charitable organizations

Ans: B

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Social Responsibility and Advocacy

Difficulty Level: Medium

5. George Parker and Ivy Lee helped the Pennsylvania Railroad Company gain approval for a rate hike by _____.

- A. using opinion leaders to gain public support
- B. relying on scientific persuasion techniques
- C. hiring lobbyists to draft legislation
- D. establishing a corporate PR department

Ans: A

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Pioneers of Modern Public Relations

Difficulty Level: Medium

6. Which of the following is suggested by the number one Page Principle?

- A. communicate clearly and succinctly
- B. address company problems immediately
- C. be honest with company stakeholders
- D. use actions to show a company's character

Ans: C

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Pioneers of Modern Public Relations

Difficulty Level: Medium

7. George Creel's *Four Minute Men* was one of the first examples of _____.

- A. social activism
- B. a sponsored radio drama
- C. pro bono work
- D. a speaking tour

Ans: D

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Other Innovators of Modern Public Relations

Difficulty Level: Easy

8. Which U.S. president hired Amos Kendall to be the first White House Press Secretary?

A. Ulysses S. Grant

B. Andrew Jackson

C. Woodrow Wilson

D. Franklin D. Roosevelt

Ans: B

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Other Innovators of Modern Public Relations

Difficulty Level: Easy

9. Arthur W. Page was a pioneer in which of the following areas?

A. corporate social responsibility

B. integrated marketing communications

C. public relations research

D. corporate public relations

Ans: D

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Pioneers of Modern Public Relations

Difficulty Level: Easy

10. Which company received PR advice from both Page and Burger?

- A. P&G
- B. AT&T
- C. American Tobacco
- D. Hormel

Ans: B

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: A History of Public Relations in the Modern Era

Difficulty Level: Easy

11. Which of the following was established by Eleanor Lambert?

- A. Best Dressed List
- B. American Red Cross
- C. Victory Gardens
- D. National Organization for Women

Ans: A

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Other Innovators of Modern Public Relations

Difficulty Level: Easy

12. With its work for Johnson & Johnson, Burson-Marsteller (B-M) established itself as a leader in which of the following areas?

- A. corporate philanthropy
- B. social activism
- C. marketing public relations

D. corporate crisis management

Ans: D

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Comprehension

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Medium

13. What was the purpose of promoting Victory Gardens?

A. providing locations for war widows to grieve

B. encouraging support of the war effort

C. promoting the sale of war bonds

D. establishing recruitment locations

Ans: B

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Other Innovators of Modern Public Relations

Difficulty Level: Medium

14. What is a commonality between Harold Burson, Dan Edelman, and John Hill?

A. starting their careers as journalists

B. working as corporate salespeople

C. serving as White House press secretaries

D. founding political consulting firms

Ans: A

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Comprehension

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Medium

15. Since it first opened, the Edelman agency has focused on which of the following?

- A. integrating social media and earned media
- B. building corporate reputations with PR activities
- C. using earned media to support marketing efforts
- D. establishing a diverse team of PR specialists

Ans: C

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Comprehension

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Medium

16. Which of the following ideas is credited to Dan Edelman?

- A. integrating a marketing message through all media communications
- B. offering free public relations services to reputable charities and causes
- C. establishing a strong social media presence by paying bloggers to mention products
- D. sending company spokespeople on national media tours to promote new products

Ans: D

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Comprehension

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Medium

17. Hill & Knowlton was the first American PR firm to _____.

- A. promote services with media tours
- B. open a branch office in Europe

- C. work for a political campaign
- D. have an African American owner

Ans: B

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

18. Who founded the first Black-owned PR firm in the United States?

- A. Joseph V. Baker
- B. John W. Hill
- C. Moss Kendrix
- D. Inez Kaiser

Ans: A

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

19. What did Moss Kendrix urge numerous firms to do?

- A. establish and publish codes of ethics
- B. engage in socially responsible activities
- C. advertise their support of philanthropic causes
- D. stop using stereotypical images in advertisements

Ans: D

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

20. How have digital and social media primarily altered PR?

- A. improving communication efficiency
- B. ensuring communication accuracy
- C. quantifying PR return on investment
- D. increasing impression rates

Ans: A

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Public Relations' Focus Differs by Organization

Difficulty Level: Medium

21. Which of the following was credited to Leone Baxter?

- A. gathering competitive intelligence for publicity campaigns
- B. establishing offices in both Europe and the United States
- C. founding the first political consulting firm in the United States
- D. initiating the idea of market targeting and segmentation

Ans: C

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Other Innovators of Modern Public Relations

Difficulty Level: Medium

22. The activities of P. T. Barnum were similar to which of the following?

- A. radio dramas

- B. social activism
- C. political campaigns
- D. reality television

Ans: D

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Social Responsibility and Barnum

Difficulty Level: Medium

23. Which of the following contributed to the growth of public relations in the 1960s?

- A. increasing activism, like the Civil Rights movement
- B. opening of PR agencies, like Burson-Marsteller
- C. rise of issue-based activism, like Greenpeace
- D. using PR for nonprofit organizations, like the Red Cross

Ans: A

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Public Relations Comes of Age

Difficulty Level: Medium

24. The growth and shift in media over the past several decades has created a need for _____.

- A. public relations spin
- B. larger broadcast outlets
- C. media relations specialists
- D. less government regulation

Ans: C

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Public Relations' Focus Differs by Organization

Difficulty Level: Easy

25. Which of the following is an example of a nonprofit organization using public relations?

- A. measuring the number of hits on the organization's website
- B. attracting donations through the organization's Facebook page
- C. developing mission and vision statements for the organization
- D. running a commercial about the organization on broadcast TV

Ans: B

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Application

Answer Location: Public Relations' Focus Differs by Organization

Difficulty Level: Hard

26. P. T. Barnum was most likely the first person to _____.

- A. use publicity stunts
- B. have traveling exhibits
- C. promote a road show
- D. hold a press conference

Ans: A

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Public Relations and Press Agency: The Era of the 1800s

Difficulty Level: Easy

27. What was P. T. Barnum's primary goal when seeking publicity for exhibits like the Feejee Mermaid?

- A. proving the validity of his artifacts
- B. educating the public about science
- C. generating awareness of his museum
- D. establishing himself as a showman

Ans: C

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Public Relations and Press Agency: The Era of the 1800s

Difficulty Level: Moderate

28. Sam Adams was known as the "father of press agency" because he _____.

- A. urged the nomination of George Washington
- B. supported enactment of the U.S. Constitution
- C. published numerous political pamphlets
- D. worked to encourage dissent from British rules

Ans: D

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: A History of Public Relations in the Modern Era

Difficulty Level: Medium

29. What was the primary purpose of the *Federalist Papers*?

- A. promoting the efforts of American patriots
- B. encouraging public support of the U.S. Constitution
- C. hyping events like the Boston Tea Party
- D. summarizing concerns about British rule

Ans: B

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: A History of Public Relations in the Modern Era

Difficulty Level: Medium

30. A press agent in the mid-1800s would most likely use which of the following tactics?

- A. reach out to company stakeholders
- B. write opinion pieces for local newspapers
- C. exaggerate the benefits of a product
- D. tailor product messages to target audiences

Ans: C

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Application

Answer Location: Public Relations and Press Agency: The Era of the 1800s

Difficulty Level: Hard

31. How did Edward Bernays and Doris Fleishman pioneer pro bono PR work?

- A. writing free articles about their clients
- B. promoting charities at no cost
- C. using media tours regularly
- D. scheduling press events

Ans: B

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: A History of Public Relations in the Modern Era

Difficulty Level: Medium

32. Which of the following is an event created for the sole purpose of getting media coverage?

- A. press conference
- B. media tour
- C. fake news
- D. publicity stunt

Ans: D

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Public Relations and Press Agency: The Era of the 1800s

Difficulty Level: Easy

33. Representatives of Bow Wow, Inc., a dog food company, are traveling to more than 50 cities across the United States to promote the firm's latest organic dog food. In each city, company representatives set up dog agility contests, distribute samples, and answer questions from customers. Which term best describes the efforts of Bow Wow?

- A. media tour
- B. media relations
- C. press event
- D. publicity stunt

Ans: A

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Application

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Hard

34. Media habits of modern news consumers indicate that _____.

- A. mobile technology is the wave of the future

- B. traditional media is losing ground to social media
- C. older Americans do not use social networking sites
- D. broadcast media is more believable than print media

Ans: B

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come

Cognitive Domain: Analysis

Answer Location: Growth and Impact of Digital Media

Difficulty Level: Medium

35. Based on the Pew Research's Social Media Usage 2018 study, which of the following statements is true?

- A. Social media usage has increased slightly in the last decade.
- B. Most American adults get their news from social media sites.
- C. Nearly half of all American adults use social networking sites.
- D. Social media usage has remained stable for the last decade.

Ans: B

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Analysis

Answer Location: Growth and Impact of Digital Media

Difficulty Level: Medium

36. Which of the following is the best method for measuring PR campaigns?

- A. tracking media impressions
- B. using the AVE tool to quantify PR impact
- C. monitoring click-through rates
- D. calculating the ROI for PR activities

Ans: D

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Increased Emphasis on Measurement and Return on Investment (ROI)

Difficulty Level: Medium

37. Which of the following should be the basis for evaluating the impact of a PR campaign?

- A. short- and long-term marketing strategies
- B. detailed competitive intelligence
- C. specific, measurable objectives
- D. duration of media impressions

Ans: C

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Increased Emphasis on Measurement and Return on Investment (ROI)

Difficulty Level: Medium

38. Impressions are based on the _____.

- A. viewership ratings of a media outlet
- B. potential costs of airtime or media space
- C. number of clicks per second on a website
- D. profitability of a media investment

Ans: A

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Increased Emphasis on Measurement and Return on Investment (ROI)

Difficulty Level: Medium

39. At the Wilson Agency, PR, advertising, product development, and research specialists coordinate their efforts to ensure that messages to the target audience are clear and consistent across all media platforms. The Wilson Agency is using which of the following?

- A. integrated marketing communications
- B. proactive public relations
- C. comprehensive media relations
- D. controlled communications channels

Ans: A

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Integration of Public Relations and Marketing

Difficulty Level: Medium

40. Which of the following best defines integrated marketing communications?

- A. analyzing the target audience before developing a communications plan
- B. establishing measurable objectives for communicating with customers
- C. using both traditional and digital media to communicate with customers
- D. communicating with customers in a consistent and coordinated manner

Ans: D

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Integration of Public Relations and Marketing

Difficulty Level: Medium

41. Engaging in CSR enables companies to _____.

- A. coordinate their messages

- B. enhance their reputations
- C. globalize more rapidly
- D. integrate social media

Ans: B

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Intersection of Public Relations and Corporate Social Responsibility

Difficulty Level: Medium

42. Why are so many companies failing to practice CSR effectively?

- A. failure to hire trained CSR professionals
- B. a preoccupation with their reputations
- C. poorly integrated external engagement
- D. missing key opportunities in social media

Ans: C

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Analysis

Answer Location: Intersection of Public Relations and Corporate Social Responsibility

Difficulty Level: Hard

43. A major key to reaching a diverse marketplace is to _____.

- A. schedule national media tours
- B. debate issues in a public forum
- C. use more celebrities and models
- D. build a diverse employee base

Ans: D

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Improve Diversity and Inclusion

Difficulty Level: Medium

44. Which of the following would likely improve the effectiveness of messages?

- A. more diversity among PR, marketing, and advertising professionals
- B. an increased focus on accurately translating copy into multiple languages
- C. the use of celebrities and models from different cultures and ethnicities
- D. the implementation of integrated marketing communication concepts

Ans: A

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Application

Answer Location: Improve Diversity and Inclusion

Difficulty Level: Hard

45. Viewing employee demographics in advertising, marketing, and public relations in the United States and United Kingdom, we can conclude that _____.

- A. companies have come far in building a diverse workforce
- B. they do not reflect the diverse population of each country
- C. there is much work to be done in boosting employee morale
- D. recent government regulations have improved diversity

Ans: B

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Analysis

Answer Location: Improve Diversity and Inclusion

Difficulty Level: Hard

46. What is a major PR outcome of globalization?

- A. Most campaigns now originate in China or India.
- B. Workforce diversity now matches market diversity.
- C. Unique, local markets have been eliminated.
- D. Governments have joined to create new regulations.

Ans: C

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Analysis

Answer Location: Globalization

Difficulty Level: Hard

47. What are companies doing when they act “glocally?”

- A. thinking globally and acting locally
- B. hiring a global, integrated workforce
- C. attempting to exploit local markets
- D. using local resources when possible

Ans: A

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Application

Answer Location: Globalization

Difficulty Level: Hard

48. What tool is critical in meeting the demands of globalization?

- A. integrated marketing
- B. government relations
- C. digital evaluation
- D. strategic CSR

Ans: D

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Application

Answer Location: Globalization

Difficulty Level: Hard

49. Which PR agency was one of the first to have a global presence?

A. Rogers and Cowan

B. Hunter PR

C. Hill and Knowlton

D. DAY

Ans: C

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

50. Which of the following activities is credited to Daniel J. Edelman?

A. promoting a global brand

B. using PR to market products

C. managing company crises with PR

D. applying thought leadership

Ans: B

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

True/False

1. Edward L. Bernays pioneered the use of behavioral psychology in PR campaigns intended to shape public opinion.

Ans: T

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Pioneers of Modern Public Relations

Difficulty Level: Easy

2. The first and most important Page Principle is “A company’s true character is expressed by its people.”

Ans: F

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Pioneers of Modern Public Relations

Difficulty Level: Easy

3. The *Four Minute Men* group conveyed information to the public about government efforts during World War II.

Ans: F

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Other Innovators of Modern Public Relations

Difficulty Level: Easy

4. Chester Burger was an early pioneer in using television for PR purposes.

Ans: T

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

5. In the 1980s, Inez Kaiser, a former school teacher, became the first African American woman to open a PR firm.

Ans: T

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

6. Hill and Knowlton are credited with initiating the idea of media tours, which the agency first implemented for its largest client, the American Iron and Steel Institute.

Ans: F

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

7. In response to intense criticism, Burson-Marsteller refused to represent controversial clients like big tobacco companies.

Ans: F

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Knowledge

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Easy

8. Integrated marketing communication draws upon the advertising, public relations, and marketing disciplines to create one unified message for consumers.

Ans: F

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Integration of Public Relations and Marketing

Difficulty Level: Medium

9. The practice of CSR has come far since the 1970s and has now achieved its goals.

Ans: F

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Comprehension

Answer Location: Intersection of Public Relations and Corporate Social Responsibility

Difficulty Level: Medium

10. Serving a diverse marketplace must begin with hiring a diverse workforce.

Ans: T

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Knowledge

Answer Location: Improve diversity and inclusion

Difficulty Level: Easy

Short Answer

1. What was the overriding philosophy of PR pioneer Arthur Page?

Ans: Page believed that in a democratic society, all business must begin with public permission and that it exists by public approval. He also believed that business should be willing to inform the public of its policies, actions, and plans.

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Pioneers of Modern Public Relations

Difficulty Level: Medium

2. George Creel, Warren Cowan, and Chester Burger were PR pioneers. Briefly describe the contributions of two of these individuals.

Ans: Creel established speaking tours to boost support for World War I. Cowan was a leader in entertainment and fashion PR. Burger made major contributions to corporate PR and pioneered the use of television news.

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Comprehension

Answer Location: Other Innovators of Modern Public Relations

Answer Location: Medium

3. What contributions did Moss Kendrix make to the public relations field?

Ans: An African American, Kendrix founded his own PR firm in Washington, DC, in 1944 to advise Coca-Cola and other major brands. He was instrumental in advising several large consumer product companies to stop using stereotypical images like Aunt Jemima and Uncle Ben in their advertising and promotions.

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Comprehension

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Medium

4. What new challenges has the rise of digital media created for the PR professional?

Ans: Digital media has increased the expectations of management and clients for results. More people are online more often and consuming news and information, and fewer are getting their news from the traditional newspapers and cable and broadcast news stations. This will require a whole new set of skills for tomorrow's PR professionals.

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Analysis

Answer Location: The Future of Public Relations

Difficulty Level: Medium

5. Define integrated marketing communications (IMC). What are the benefits of IMC?

Ans: IMC involves coordinating elements of public relations, advertising, and marketing to deliver a clear, consistent, and compelling message to current and prospective customers for the benefit of maintaining and building profitable customer relationships.

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Analysis

Answer Location: The Future of Public Relations

Difficulty Level: Medium

Essay

1. Edward L. Bernays is often referred to as the “Father of Modern Public Relations.” What innovative methods and approaches did Bernays implement into his PR campaigns? Illustrate your response with specific examples of Bernays’ work.

Ans: Bernays believed that PR was most effective when social science and behavioral psychology were leveraged to develop campaigns. He was one of the first to emphasize identifying your target audience, conducting research to listen to and understand their views, and then tailoring your message accordingly. As his campaigns demonstrate, Bernays was an innovator and a creative genius. For the Ivory Soap brand, he created a children’s soap carving contest that sold millions of bars of soap. For a campaign for American Tobacco, he hired fashion models to smoke in public (then considered taboo for women) during New York’s Easter parade.

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Application

Answer Location: Pioneers of Modern Public Relations

Difficulty Level: Hard

2. Briefly discuss and analyze the contributions of PR pioneer Daniel J. Edelman. What did he create that modern PR professionals can use going forward?

Ans: Edelman founded his PR firm in 1952 and led its growth to the world's largest independent PR firm. He is credited by many as the father of marketing PR. He understood the potential of earned media to enhance the marketing message. Edelman is also credited with creating the idea of a media tour, during which company spokespeople travel to meet with local media and promote a product or service through events, interviews, and public appearances. It is now a staple tactic used by PR pros to promote products and services as well as companies and issues. Finally, Edelman expanded into many forms of specialty PR--corporate, public affairs, sustainability, employee communications, financial communications, social media, and marketing communications.

Learning Objective: 2.1: Identify key developments in the modern history of PR.

Cognitive Domain: Application

Answer Location: Growth of the Public Relations Agency Sector

Difficulty Level: Hard

3. Compare and contrast how businesses and nonprofit organizations use PR. How does each type of organization benefit from effective PR?

Ans: For the business community, media relations research, planning, and implementation are crucial in understanding public opinion and identifying market opportunities. As the media has grown and shifted, the need for media relations specialists to accomplish corporate goals has also grown. Getting a firm's story told or broadcasted on the news, and defending its reputation, is paramount. Nonprofit organizations have benefited well from PR. Fundraising is more successful and campaigns have more impact through strategic public relations. Working with the public and generating awareness via media coverage have become fundamental to a positive outcome. Digital media and social media have "democratized" the process of reaching the public, reduced costs, and increased efficiency. As a result, most organizations have an active social media presence and understand it must be constantly updated.

Learning Objective: 2.2: Explain the growth of the PR agency business model.

Cognitive Domain: Application

Answer Location: Public Relations' Focus Differs by Organization

Difficulty Level: Hard

4. Discuss the origins and future challenges of corporate social responsibility (CSR).

Ans: While the practice of CSR has come a long way since its inception in the 1970s, some companies are just now beginning to capitalize on its bottom-line benefits and reputation enhancement potential. In the past, many companies relied on a CSR team, some high-profile yet cheap initiatives, and a glossy annual review of their progress. Going forward, stakeholders expect corporate leadership in CSR activities and initiatives. The role of the PR profession going forward in this process will be paramount.

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Application

Answer Location: Intersection of Public Relations and Corporate Social Responsibility

Difficulty Level: Hard

5. “According to the Bureau of Labor Statistics, the demographics of advertising, marketing, and public relations jobs in the United States indicate that 8.7% are African Americans/Blacks and 15.3% are Hispanics/Latinos. This compares to the demographics of the U.S. population that is 14% Black and 17% Hispanic, for the same period.” What does this information suggest about the field of PR? How might these statistics impact the success or failure of an organization’s PR campaign?

Ans: Many industry groups recognize that they must have employees who reflect the background and experience of the people they are trying to reach if they are to be successful. Diversity in the PR industry facilitates awareness and sensitivity regarding race, class, and gender. To be effective at delivering messages, motivating behavior and influencing public opinion, public relations professionals (and companies) need to be representative of the audiences they are trying to reach.

Learning Objective: 2.3: Summarize the challenges PR will face in the years to come.

Cognitive Domain: Application

Answer Location: Improve Diversity and Inclusion

Difficulty Level: Hard