

Chapter 1: What Is Public Relations?

Test Bank

Multiple Choice

1. In the past, what was the primary focus of public relations?

- a. generating publicity
- b. educating the public
- c. influencing media behavior
- d. driving business results

Ans: A

Learning Objective: 1.1: Understand the perception and realities of public relations.

Cognitive Domain: Comprehension

Answer Location: The Image of Public Relations in Popular Culture

Difficulty Level: Medium

2. Which terms describe how publicists are depicted in movies and on television?

- a. reputable and determined
- b. powerful and unethical
- c. charming and honest
- d. diligent and principled

Ans: B

Learning Objective: 1.1: Understand the perception and realities of public relations.

Cognitive Domain: Knowledge

Answer Location: The Image of Public Relations in Popular Culture

Difficulty Level: Easy

3. Which of the following describes public relations?

- a. the use of various communication methods to create media interest
- b. the use of paid media to communicate the benefits of a product or service
- c. an in-person transactional exercise for the purpose of selling a product or service
- d. an information exchange between at least two people for the purpose of sharing information

Ans: D

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Knowledge

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

4. In comparison to advertising, public relations requires which of the following skills?

- a. brand development
- b. crisis management
- c. message delivery
- d. personal selling

Ans: B

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Comprehension

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

5. For today's PR professionals, what is the primary goal of PR?

- a. setting strategic business goals for a client
- b. engaging in personal transactions

- c. building public trust in a client
- d. establishing brand equity

Ans: C

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Comprehension

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

6. Which of the following is a component of the 2012 PRSA definition of public relations?

- a. advocating for greater understanding about an organization and its goals
- b. building mutually beneficial relationships between organizations and their publics
- c. engaging in two-way communication for the purpose of developing customer relationships
- d. identifying the communication needs of organizations and their various publics

Ans: B

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Knowledge

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

7. Which of the following is the world's largest organization of PR professionals?

- a. PROA
- b. PRGA
- c. PRSSA
- d. PRSA

Ans: D

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Knowledge

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Easy

8. When comparing the different definitions of public relations presented in the text, which word appears in all of them?

- a. relationship
- b. tactical
- c. profitable
- d. transaction

Ans: A

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Comprehension

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

9. Which statement about PR and advertising is true?

- a. PR relies on media gatekeepers and advertising relies on paid media.
- b. PR and advertising have become synonymous terms and professions.
- c. PR focuses on buying habits and advertising focuses on public opinion.
- d. PR and advertising rely equally on earned media and paid media coverage.

Ans: A

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Comprehension

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

10. Unlike advertising, PR has which of the following characteristics?

- a. being based on research
- b. having limited production costs
- c. relying on paid media exposure
- d. focusing on transactions

Ans: B

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Comprehension

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

11. In relation to PR, a journalist serves in which of the following roles?

- a. advertiser
- b. sponsor
- c. blogger
- d. gatekeeper

Ans: D

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Knowledge

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Easy

12. In most cases, PR costs are associated with which of the following?

- a. salary and expenses of a creative team
- b. salary and expenses for a PR professional
- c. production time and airtime costs

d. research and technology expenses

Ans: B

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Comprehension

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

13. Unlike PR, advertising has which of the following disadvantages?

- a. The lack of research decreases credibility.
- b. Gatekeepers charge high fees.
- c. Audience attention is not guaranteed.
- d. Production costs are unpredictable.

Ans: C

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Comprehension

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

14. PR messages are perceived as credible because they are _____.

- a. filtered through journalists
- b. developed by a creative team
- c. sent and received at a low cost
- d. presented by publicists

Ans: A

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Analysis

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

15. In recent years, which of the following has caused firms to shift from advertising to PR?

- a. print ads becoming more costly than TV ads
- b. inability to validate product research
- c. fewer people using social media
- d. TV viewers being able to skip ads

Ans: D

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Analysis

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Hard

16. What are the components of the triple bottom line?

- a. people, planet, and profit
- b. people, profit, and prosperity
- c. ethics, employees, and environment
- d. stakeholders, communities, and employees

Ans: A

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Knowledge

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

17. Which term refers to the voluntary actions taken by a firm to address the economic and environmental impact of its operations on key stakeholders?

- a. sustainability index

- b. corporate philanthropy
- c. triple bottom line strategy
- d. corporate social responsibility

Ans: D

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Knowledge

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Easy

18. Which statement about CSR is true?

- a. CSR begins with environmental needs.
- b. CSR is a voluntary action taken by firms.
- c. Stakeholders determine CSR approaches.
- d. Federal laws require firms to engage in CSR.

Ans: B

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Analysis

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Hard

19. Executives at Hawkins Enterprises want to incorporate CSR into the firm's long-term strategies. Which of the following questions is essential for the executives to ask at this stage?

- a. How do Hawkins' business activities affect stakeholders and the environment?
- b. Is Hawkins in compliance with state and federal laws that mandate CSR?
- c. How will Hawkins' CSR efforts compare to industry and global standards?

d. Will Hawkins' suppliers and employees be able to incorporate CSR practices?

Ans: A

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Application

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Hard

20. As part of its CSR efforts, XPT Computer Company offers a generous family leave program. How does XPT benefit economically from this program?

- a. by reducing health benefits costs
- b. by avoiding employment lawsuits
- c. by improving employee retention rates
- d. by lowering outsourcing expenses

Ans: C

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Application

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Hard

21. Which of the following illustrates a sustainable business practice?

- a. a retailer donating sale proceeds to local charities
- b. a beer company developing a responsible drinking campaign
- c. a footwear company using recycled materials in shoes
- d. a food company using only organic ingredients

Ans: C

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Application

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Hard

22. Companies that alter their operation to address societal and environmental concerns are engaging in which of the following?

- a. sustainable business practices
- b. organizational philanthropy
- c. impact investing
- d. corporate accountability

Ans: A

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Comprehension

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Medium

23. According to research, which of the following is a result of successful CSR activities?

- a. increasing a company's short-term profits
- b. lowering a company's variable costs
- c. changing a company's culture
- d. enhancing a company's reputation

Ans: D

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Comprehension

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Medium

24. Companies that implement sustainable business practices and build brand trust are able to do which of the following?

- a. develop sustainable communications
- b. attain competitive differentiation
- c. expand operations more efficiently
- d. guarantee strong returns for shareholders

Ans: B

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Analysis

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Hard

25. According to the Bureau of Labor Statistics, between 2014 and 2024, jobs in the PR field are expected to _____.

- a. double in number each year
- b. remain stable each year
- c. decrease at 6% per year
- d. increase at 6% per year

Ans: D

Learning Objective: 1.4: Explore the growth of the public relations industry in the United States and abroad.

Cognitive Domain: Knowledge

Answer Location: Growth of PR into a Global Industry

Difficulty Level: Easy

26. Which of the following is a leading factor in the growth of the PR industry?

- a. growth of social media
- b. demands of consumers
- c. decline of print media
- d. increase in global brands

Ans: A

Learning Objective: 1.4: Explore the growth of the public relations industry in the United States and abroad.

Cognitive Domain: Comprehension

Answer Location: Growth of PR into a Global Industry

Difficulty Level: Medium

27. Which of the following markets is second to the U.S. in PR spending?

- a. France
- b. China
- c. England
- d. Japan

Ans: B

Learning Objective: 1.4: Explore the growth of the public relations industry in the United States and abroad.

Cognitive Domain: Knowledge

Answer Location: Growth of PR into a Global Industry

Difficulty Level: Easy

28. Why is global spending on PR difficult to track?

- a. Advertising and marketing are sometimes categorized as PR.
- b. PR documentation outside the U.S. is too confidential to report.

- c. The Holmes Report only measures U.S. PR spending.
- d. Most global firms use advertising instead of PR.

Ans: A

Learning Objective: 1.4: Explore the growth of the public relations industry in the United States and abroad.

Cognitive Domain: Comprehension

Answer Location: Growth of PR into a Global Industry

Difficulty Level: Hard

29. What is the most important skill needed to be an effective PR professional?

- a. speaking to large groups of people
- b. writing clearly and persuasively
- c. handling unexpected crises
- d. using marketing communications

Ans: B

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Comprehension

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

30. Which of the following tasks is part of a PR professional's role as strategic adviser?

- a. monitoring competitor activities
- b. developing CSR activities
- c. creating press releases
- d. attending media tours

Ans: A

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Comprehension

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

31. Maggie, a PR professional with an electronics firm, is often tasked with assessing public opinion about the company's products, monitoring industry trends, and keeping abreast of current issues. Maggie is currently focused on which role of a PR professional?

- a. crisis manager
- b. strategic advisor
- c. writer
- d. marketing communications expert

Ans: B

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Application

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

32. Monica works for an athletic footwear company as a PR professional. Last month, she organized and attended events across the country to introduce the firm's newest running shoes. This week she is focused on posting content about the new shoes on Instagram and Facebook. Based on this information, which job role has kept Monica busy?

- a. crisis manager
- b. strategic advisor
- c. persuasive writer
- d. marketing communications expert

Ans: D

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Application

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

33. Which of the following tasks occurs in a PR professional's role as a marketing communications expert?

- a. analyzing product price trends
- b. developing advertising campaigns
- c. supporting new product introductions
- d. developing management whitepapers

Ans: C

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Comprehension

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

34. Which of the following situations would require a PR professional to engage in crisis management activities?

- a. A competitor introduces a similar product.
- b. Suppliers are unable to provide product inputs.
- c. The government recalls a defective product.
- d. Consumers post comments about a product.

Ans: C

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Hard

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

35. What is the primary goal of media relations strategies?

- a. generating publicity for a company
- b. creating marketing campaigns
- c. communicating with stakeholders
- d. managing company crises

Ans: A

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Comprehension

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

36. Which term refers to a company's interactions with reporters and editors from print publications and broadcast outlets?

- a. marketing communications
- b. media relations
- c. public affairs
- d. public relations

Ans: B

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Knowledge

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Easy

37. At TCH Global Enterprises, Brandon is responsible for creating company newsletters, updating information on the TCH intranet, and conveying new company policy to workers. Brandon's job is focused on which of the following areas?

- a. employee communications

- b. strategic communications
- c. community relations
- d. media relations

Ans: A

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Application

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

38. Tanya is in the process of conducting customer focus groups, distributing online surveys, and analyzing customer response cards. Which term best describes Tanya's efforts?

- a. strategic planning
- b. secondary research
- c. public affairs planning
- d. primary research

Ans: D

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Application

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

39. Manu needs data and information about households and consumers in the Midwest. Since he wants free information that he can collect quickly, he will search government agencies for studies and census data. Which term describes the type of research Manu is gathering?

- a. preliminary research
- b. primary research
- c. secondary research

d. statistical research

Ans: C

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Application

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

40. PR professionals employed by nonprofit organizations need strong social media skills for which of the following purposes?

- a. monitoring online conversations
- b. raising money for activities
- c. providing customer service
- d. launching CSR programs

Ans: B

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Comprehension

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

41. Which of the following social media skills is expected of corporate PR professionals?

- a. monitoring the company's intranet for customer concerns and issues
- b. collaborating with other departments through the company's Facebook page
- c. knowing how to use and monitor Twitter and Instagram for personal outreach
- d. developing online content to drive sales and build the company's reputation

Ans: D

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Application

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

42. Bailey, a recent college graduate, has been offered an entry-level position at Bauman Public Relations, a PR agency. What is the advantage of Bailey accepting the position?

- a. working in the communications department
- b. learning about financial PR approaches
- c. focusing exclusively on PR activities
- d. generating regular material events

Ans: C

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Comprehension

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Medium

43. Most corporate PR professionals work in which of the following departments?

- a. communications
- b. human resources
- c. sales
- d. finance

Ans: A

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Knowledge

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Easy

44. Which of the following statements about working as a corporate PR professional is correct?

- a. Job stability is highly susceptible to economic downturns.
- b. PR departments tend to be large and competitive.
- c. Compensation and benefits are typically low.
- d. PR usually reports to the marketing department.

Ans: D

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Comprehension

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Medium

45. Material events must be produced by PR professionals who work in which of the following environments?

- a. private corporation
- b. government agency
- c. public corporation
- d. non-profit organization

Ans: C

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Knowledge

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Easy

46. In which of the following work environments would a PR professional need a strong understanding about business strategy and operations?

- a. multinational corporation

- b. large PR agency
- c. federal agency
- d. trade association

Ans: A

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Knowledge

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Easy

47. Which term refers to the PR function in most federal or state government environment?

- a. public communications
- b. public affairs
- c. political affairs
- d. communications department

Ans: B

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Knowledge

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Easy

48. A PR professional employed by the U.S. Department of Agriculture would most likely engage in which type of work?

- a. lobbying for new legislation
- b. advocating for funding increases
- c. creating engaging website content
- d. providing information to the public

Ans: D

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Application

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Medium

49. Joaquin works as a PR professional at the American Heart Association. Which of the following factors measures Joaquin's effectiveness in this role?

- a. employee relations
- b. membership growth
- c. crisis management
- d. customer service

Ans: B

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Application

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Medium

50. Which of the following is a task handled by a city's Public Information Officer?

- a. working with lobbyists and politicians to enact local laws
- b. creating engaging content to draw citizens to the city's website
- c. providing information to the media about emergency services
- d. monitoring citizen complaints about city services on social media

Ans: C

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Application

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Medium

True/False

1. On many TV shows, publicists are portrayed as manipulative and unethical, which requires PR professionals to counter this stereotype by educating clients about the value of PR.

Ans: T

Learning Objective: 1.1: Understand the perception and realities of public relations.

Cognitive Domain: Knowledge

Answer Location: The Image of Public Relations in Popular Culture

Difficulty Level: Easy

2. A college student who is studying to become a PR professional would be able to join the PRSA, while a person who is already working as a PR professional could join the PRSSA.

Ans: F

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Knowledge

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Easy

3. The Public Relations Society of America defines public relations as “a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

Ans: T

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Knowledge

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Easy

4. Advertising relies on earned media, while public relations relies on paid media.

Ans: F

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Knowledge

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Easy

5. Corporate social responsibility is a voluntary action implemented by organizations that often improves an organization's reputation with customers.

Ans: T

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Knowledge

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Easy

6. Consumers in developing nations lack access to social networking sites, so they continue to receive PR messages through traditional media.

Ans: F

Learning Objective: 1.4: Explore the growth of the public relations industry in the United States and abroad.

Cognitive Domain: Knowledge

Answer Location: Growth of PR into a Global Industry

Difficulty Level: Easy

7. According to the Bureau of Labor Statistics, the job outlook for PR professionals is strong as new jobs will be added in the upcoming years.

Ans: T

Learning Objective: 1.4: Explore the growth of the public relations industry in the United States and abroad.

Cognitive Domain: Knowledge

Answer Location: Growth of PR into a Global Industry

Difficulty Level: Easy

8. In the strategic advisor role, a PR professional needs to understand business trends, marketplace developments, and effective PR tactics.

Ans: T

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Knowledge

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Easy

9. Media relations involves providing data and details to journalists to convince them that information about an organization is newsworthy.

Ans: T

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Knowledge

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Easy

10. In the federal government, the PR function is commonly referred to as the Public Communications Office.

Ans: F

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Knowledge

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Easy

Short Answer

1. What is a gatekeeper? What role do gatekeepers play in public relations?

Ans: Gatekeepers include journalists, bloggers, and influencers. Gatekeepers improve the credibility of PR messages because the gatekeeper screens or researches the information before sharing it with the public. For this reason, PR messages are more likely to get attention and get read/heard.

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Analysis

Answer Location: Defining Public Relations: What's in a Name?

Difficulty Level: Medium

2. What is the difference between corporate philanthropy and corporate social responsibility?

Ans: Philanthropy involves donating money or time to charities or good causes. CSR involves the deliberate inclusion of public interest into corporate decision-making, and honoring a triple bottom line: People, Planet, and Profit.

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Analysis

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Hard

3. What is the projected outlook for PR jobs in the U.S.?

Ans: Within the U.S., public relations remains an attractive career choice with steady growth in employment opportunities and salaries driven by increasing spending by clients and companies on PR-related activity. A lot of this growth is attributable to the

impact of digital communications on the industry and the growing demand for skilled communicators who can leverage social media for their employers.

Learning Objective: 1.4: Explore the growth of the public relations industry in the United States and abroad.

Cognitive Domain: Comprehension

Answer Location: Growth of PR into a Global Industry

Difficulty Level: Medium

4. Why do PR professionals need to have exceptional writing skills and social media skills?

Ans: A PR professional needs to be a skilled writer because the role requires taking complex or controversial subject matter and preparing press releases, statements, opinion pieces and, occasionally, speeches and whitepapers for your clients or senior management team. leverage social media for their employers. Employers are looking for staff that knows how to work with social media to reach new customers, engage with them and drive sales and marketing programs.

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Application

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Medium

5. What tasks are involved in the employee communications area of PR?

Ans: Employee communications can concern routine matters such as employee benefits and updates to company policy or involve more complex matters like communicating before, during and after a merger or similar major corporate event. Generally, employee communications can involve creating newsletters, websites, videos, intranets, FAQs and preparing remarks for senior management to convey their vision for the company to employees.

Learning Objective: 1.5: Review roles and functions in the field of public relations.

Cognitive Domain: Application

Answer Location: Roles and Functions for PR Pros

Difficulty Level: Hard

Essay

1. In 2012, the PRSA published the following definition of public relations: “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” In a brief essay, discuss the different elements of this definition and explain the meaning or significance of each.

Ans: At its heart, public relations is, in fact, a business process that keeps the interests of all parties in mind. It is “strategic”, not tactical. It is a “relationship”—not a one-way street where pronouncements of policies are taken verbatim. And, it is a “process” that occurs over time, not a transaction or isolated event or activity. These distinctions convey a “give and take” relationship where the interests of all parties are addressed and communications goals are achieved within the context of that relationship.

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Analysis

Answer Location: Defining Public Relations: What’s in a Name?

Difficulty Level: Hard

2. In a brief essay, discuss the relationship between CSR and the triple bottom line. Illustrate your response by describing the CSR activities of a specific corporation and how these activities have impacted the triple bottom line.

Ans: CSR is the deliberate inclusion of public interest into corporate decision-making, and honoring a triple bottom line: People, Planet, and Profit. Student answers will vary but may describe the efforts of firms such as IBM, Starbucks, GE, or Nike to name a few.

Learning Objective: 1.3: Define corporate social responsibility.

Cognitive Domain: Application

Answer Location: Defining CSR and Sustainability Communications: Doing Well By Doing Good, or Is It More Complex?

Difficulty Level: Hard

3. Discuss how and why PR is becoming prevalent in emerging and developing countries.

Ans: In developing countries where there is not as much traditional media or a traditional “free press,” PR’s growth is driven by social media platforms like Facebook, Twitter, Instagram and others. In these economies, private citizens and advocacy groups use social media to spread their message(s), build followers and conduct business without ever dealing with a newspaper or broadcast media outlet for a news story or a paid ad.

Learning Objective: 1.4: Explore the growth of the public relations industry in the United States and abroad.

Cognitive Domain: Analysis

Answer Location: Growth of PR into a Global Industry

Difficulty Level: Hard

4. What factors are driving many firms towards PR and away from advertising? Do you think this trend will continue? Why or why not?

Ans: Advertising can be very expensive--it requires research, creative input, shooting and editing the commercial or producing copy/artwork for a print ad. These costs can range in the millions of dollars to produce an ad campaign. Plus, once it is developed, there is the additional cost of purchasing the space or airtime, which is costly. By any measure, public relations is less expensive. The costs for PR typically consist of the time or salary of the PR professional and his/her out of pocket costs for travel, entertainment and some event costs--e.g. a news conference or product launch event. With public relations, audiences believe what they read or see on the news--because they assume the journalist has done the work to make sure the story is accurate and balanced. Further, while an ad covers most of the key variables, the critical one--audience attention--is not guaranteed. Current technology provides the viewer the option to skip ads or switch the channel and the ad’s impact is limited as a result.

Learning Objective: 1.2: Define public relations.

Cognitive Domain: Application

Answer Location: Defining Public Relations: What’s in a Name?

Difficulty Level: Hard

5. Assume you have recently graduated from college and have three different job opportunities in the PR field. The first offer is from a large PR agency, the second is from a private corporation, and the third is from a non-profit organization. Briefly describe the advantages and/or disadvantages of each position. Which one would you take? Why?

Ans: The benefit of joining an agency is that the focus and business is on public relations. The opportunity to learn new tactics and strategies, benefit from a colleague's industry experience or bounce an idea off someone with more experience is actively encouraged. Staff members in a corporate communications department are usually responsible for media relations, executive, internal, and financial communications if the company has public shareholders and is listed on a stock exchange. A career in corporate public relations can be challenging and rewarding, and the compensation and benefits are often quite good. As well, corporate PR positions can be somewhat more stable and less susceptible to economic downturns or client mandated changes that can directly impact agency work and staffing. PR professionals at a nonprofit will have responsibility for media relations and executive counsel as well as supporting the ongoing fundraising efforts and membership communications. The measure of success in this setting is more often measured in awareness, membership growth and fundraising success.

Learning Objective: 1.6: Review the career options in the field of public relations.

Cognitive Domain: Application

Answer Location: Career Paths for PR professionals: Which Way is Right for You?

Difficulty Level: Hard