

Name _____ Date _____

1. [For the following, use what you have learned over the semester – communication models, book(s) contents, PowerPoints and lecture material. Do not try to wing it. Put your public relations' cap on and respond as if you are the Number One, Number 2 person. In other words, you are the chief advisor (Chief Communication Officer) to the Boss-CEO-Chief Decision maker]. That said:

Using the format from *The Public Relations Practitioner's Playbook for (all) Strategic Communicators*, please submit a "Three-Minute Drill" based on the following recent real-life case study:

Soon after the South Jersey Baseball Hot Stovers Hall of Fame told Washington Nationals' pitcher Sean Doolittle he is the recipient of this year's Humanitarian Award, it was learned that he strongly supports the LGBTQ (lesbian, gay, bisexual, transgender and queer) "community." His charity of choice is **SMYAL (see below)**. Once learned, the Hot Stovers want to revoke the award and not give him a \$1,000 check made out to **SMYAL** or any of his charities that support non-traditional marriage.

The Hot Stovers also say that any written articles or the introduction must not mention Doolittle's support of such charities or of a non-traditional marriage. **Below** is an article that was written for the program book. Membership was split on whether it should be used or rewritten. Your job (as stated above): Using the format from *The Public Relations Practitioner's Playbook for (all) Strategic Communicators*, **submit a "Three-Minute Drill" with your recommendation(s) to Hot Stovers president Robert Perris. [This is worth 20 points]**

The South Jersey Hot Stovers 2019 Humanitarian Award recipient is Shawnee High School graduate and member of the World Series champion Washington Nationals Sean Doolittle.

He was chosen as the award's ninth recipient in recognition of his outspoken and financial support of Washington, D.C.-based SMYAL – Sexual Minority Youth Assistance League, which, according to its mission statement also stands for Supporting and Mentoring Youth Advocates and Leaders.

Doolittle is active with a number of charities. In October 2018, he received The Bob Feller Act of Valor Award in recognition of "values, integrity and dedication to serving our country that (Hall of Fame pitcher) Bob Feller himself displayed." Doolittle was recognized in 2016 by being nominated for the [Roberto Clemente Award](#).

His other charitable contributions include Salute to Service supported by the Nationals when they host surviving Gold Star family members.

During “Salute to Service games” that honor TAPS (Tragedy Assistance Program for Survivors) families, Doolittle and teammate Howie Kendrick invite survivors to watch batting practice from the field and meet with them privately to share stories of their lost loved ones. They take pictures with the players, receive autographs and a gift, and see pictures of their loved ones on the video board.

Doolittle and his wife Eireann Dolan also support Operation Finally Home, a nonprofit dedicated to providing housing for U.S. military veterans and their families, and Swords to Ploughshares, a Bay Area organization devoted to helping veterans with housing and employment. In November 2015, the Doolittles hosted a Thanksgiving dinner in Chicago for 17 Syrian refugee families.

2. I am giving you the goal for 2020 election. You must write: **[7 points]**

Goal: National Voter Turnout for the 2020 Presidential General Election will reach 60 percent

(Background: 2018 midterm elections drew 50.3 percent of eligible voters, compared to a **turnout** of just 36.7 percent of eligible **voters** in 2014. The **2018 elections** had the highest **turnout** of **any mid-term election** held since the 1914 **elections**. Now we are aiming for 60 percent turnout.)

Craft **ONE** Objective (based on definition of an objective including every element per Play 7-2 and the many examples available on LL.com)

Write **THREE** Strategies (Action verb to establish what must be done to whom, how it will happen, and why you want it to happen. See Play 7-2 and other examples)

Write **THREE** Tactics (Specific Action that drives the strategy)

1.0 OBJECTIVE =

1.1 STRATEGY =

1.1.1 TACTIC =

2.1 STRATEGY =

2.1.1 TACTIC =

3.1 STRATEGY =

3.1.1 TACTIC =

3. Circle the proper word that agrees in number with its subject. [10 points]

- a. The number of PR people (was/were) increasing.
- b. Neither the professor nor the student (has/have) signed up yet.
- c. The research report, with charts and graphs, (was/were) found last night.
- d. Paramount Pictures (makes/make) fine movies.
- e. Five years (is/are) too long a prediction time for reliable data.
- f. Sixty-three percent of the students still live (on campus/on-campus).
- g. The sports writers and photographers will be affected/effect) by the players' strike.
- h. (Who's/whose) jacket is hanging on the back hook?
- i. (Who's/whose) going to the play with Linda tonight?
- j. The (principal/principle) of the school is managing correctly.

4. A basic rule of Crisis Communication: [2 points]

Tell it f _ _ _ t

Tell it a _ l

Tell it f _ _ t

Tell it y _ _ _ _ _ _ _

5. What is the difference between laws and ethics? [2 point]

a) law =

b) ethic =

6. What TWO words must you **NEVER** say during an interview with a reporter? [1 points]

7. What is your best definition of a *material event*? [2 points]

8. Morals are to ethics as attitudes are to opinions. That said:

What is the difference between an ethic and a moral? [2 points]

Moral =

Ethic =

9. How does **Product Placement** differ from **Product Integration**?
[2 points]

10. Define advalue: [2 points]

11. What are the two **major** complaints about websites? [2 points]

- a)
- b)

12. What do manufacturers refer to when they say, “It is our last opportunity to influence the sale”? (Circle correct answer) [2 points]

- a. slogan
- b. signature
- c. package
- d. position

13. Four words public relations counselors live by. They are the very essence of PR Ethics.
[4 pts.]

O _____

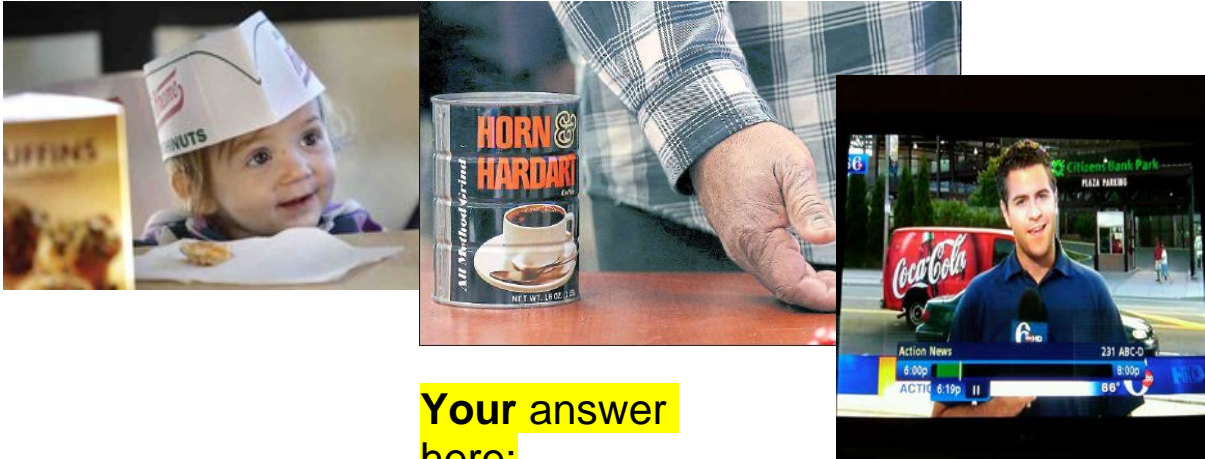
T _____

H _____

V _____

14. The following pictures are all examples of the same type of public relations tool. All show a brand that appeared in the media as part of a news stories. What do we – in public relations – call this when a branded product appears passively and free of any charges in a news story online, in print, on TV or during a live sports or other event (demonstration, protest march, etc.). [2 points]

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(Total worth 60 points. Email answers to litwinassignment@gmail.com by Dec. 12 or turn in hard copy on the final class day or at Final on Dec. 10.)



Your answer here: