

## Intro to Public Relations – Final Exam Study Guide – Fall 2019

[Updated on 11/24/19] See below for questions and correct answers from mid-term

These are in no particular order. Make this *YOUR* personal checklist

What are five important points (criteria) public relations practitioners must consider when dealing with the media? (In other words, what do reporters and editors want from PR practitioners pitching a story?)

Know what you do and what you do NOT do (Ethics)

Relationship Marketing?

Brand

Marketing defined

Hone vs. Home in

Who – in an organization – is responsible for public relations?

MAC Triad Plus

Definition of synergy?

Word (verb) that is synergy's opposite?

Edward Bernays

Ivy Ledbetter Lee

Warren Buffet

Arthur Page

George Creel

Jack Welch

Libel

Slander

Informization

I =

S=

F=

P=

R=

First Amendment of the Constitution?

Rules of Crisis Communication?

What TWO words must you NEVER say during an interview with a reporter?

Times v Sullivan

Key Communicators

Demographics

Psychographics

Geodemographics

Media Relations

Material Event

Golden Hours

Push Polls

Omnibus/Piggyback Polls

Intercept Surveys

Persuasion Model also known as the Cracked Egg Theory

Tracking Poll

What are the five major media that we use in public relations?

Compare advertising (defined) and public relations (defined)

Aroma Marketing

ABCs of Strategic Communication

What makes a news story newsworthy?

Drip Drip Drip

Research – universe, poll types, etc.– primary, secondary, seminal

Attitude

Opinion

**Accountability** = Which does not belong? Strategic communicators understand accountability because they think: (Compellingly-deliberately-systematicall-Methodically-Logistically)

Propaganda

Manipulation

Web 2.0

Feature vs. news story

Seven C's of Communication

Political advertising (Facebook following the regulation – Oct. 2019)

Conflict analysis

Client privilege

Vampire Creativity

Transfer Effect and Sleeper Effect

We are loyal to retailers we trust even more so than customer service, price or convenience.

Who is responsible for the public relations of an organization

What is the one “C” that PR has and advertising lacks?

Source credibility

Special Events defined

Convince

Persuade

RSS feed

QR code

What is the number one skill employers, across the board, expect from job applicants and their employees?

PRpie

RACE

Two-way model

“Triple Bottom Line” theory:

Identity

Image

PR practitioners relate rather than sell an image

Litwin’s 9 P’s of marketing

Education, knowledge, attitude, opinion

Litwin’s ABCs

Morals, ethics

Hit vs. Impression vs. Ad Value

Stockholder

Benchmarking

Stakeholder

Shannon Weaver Communication Model

Fact checking

tactic vs. strategy

Back checking

niche (micro targets) vs. target audience

Infosnack

Paywall

Conduit Theory

Firewall

GOST – Know each one

Gantt Chart

amount vs. number

few than vs. less than

Elevator Speech/Applicant Statement

Least number for plus or minus 5 confidence levels on scientific poll – or the fewest number that should be polled for accurate results.

Who in an organization is responsible for public relations?

Consent Decree

Cease and Desist

Corrective Advertising

Federal Agencies plus BBB

Pre-roll

Silent Publicity

Product Placement

Product Integration

BIG TEST questions – Fall 2019

1. Relationship Marketing is:  
(2 correct answers)

researching so you can learn as much as you can about your clients and prospective clients.

fully understanding clients' psychographics

2. A name, sign, symbol or design used to identify a product and to differentiate it

from competitor's products is known as:

Brand

3. How many words are recommended for an Applicant Statement?

75

4. Whether dealing with the public, news media or Triple Bottom Line Theory, the most important criteria is which R-word. It is the first step in the strategic communication process. Do not confuse this with RACE or PR-pie.

Relationships

5. The eight-step process whose purpose is to shape or change public opinion is known as:

Cracked Egg

6. Which does not belong?

Marketing is defined as:

Moving a product from one shelf to another

7. Difference between home and home in?

8. Tactics help planners achieve their strategy.

Strategies help achieve the objective. Objectives help achieve the goal.

True

9. Which does not belong?

Strategic communicators understand accountability because they think:

Compellingly

10. The thought (how, why and what) behind the message is:

Strategy

11. The action that carries the strategy is:

Tactic

12. Why hold a special event (one of the 5 mass media for strategic communication)?

make it a focused happening  
save time and energy by bringing large numbers of people together  
sell tickets

13. Which is not considered part of the two-way communication model?

Research

14. Which is not one of the 9 P's of Marketing?

Process

15. The public relations writer is \_\_\_\_\_ the image not \_\_\_\_\_ it.

Relating not selling

16. When thinking Crisis Communication, what are the Golden Hours?

First two to four hours after the crisis although many strategic communicators attempt to respond with the first hour.

17. Think "Triple Bottom

Line": Line one is

Relationships (establishing, maintaining or enhancing).

Line two is Revenue. Line three is Profits. To achieve

profits, what must be accomplished between Revenue and Profits?

Control costs

18. Which strategic communication leader built his/her reputation based on "reciprocal understanding between an individual and a group"?

Edward Bernays

19. When all elements of the MAC Triad Plus work to perfection and achieve synergy, it is called:

Informization

20. A one-sided message is called:

Propaganda

21. Getting into one's mind with a persuasive, strategic message is:

Manipulation

22. The Diffusion Process is also known as?

Adoption Process

23. Several weeks ago, when lightning struck an Atlanta golf course, the story received worldwide coverage. Each time the story appeared in the news media, it is referred to as a/an:

Hit

24. The steady output of information from the time it is decided an event is going to

take place. As the event draws closer, the release of information intensifies. The heaviest barrage of information is released shortly before the actual event or launch.

Drip Drip Drip