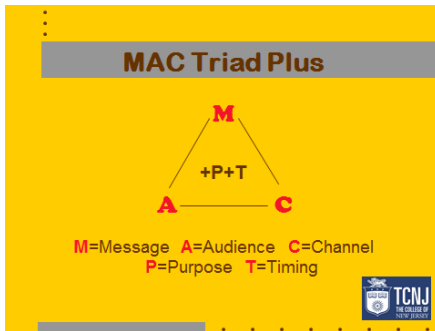1. What are the three corners of the MAC Triad Plus the other two components. In other words, what do the letters stand for?

M =
A =
C =
P =
T =

2. Who is Edward Bernays?

3. What do the ABCs of strategic communication stand for?

A =
B =
C =

4. What five words come to mind when someone asks you to define public relations?

      a)
      b)
      c)
      d)
      e)

5. What *two words* set public relations apart from advertising? If professor Litwin were to say, *advertising* is **paid** and **controlled**,

that would mean *public relations* is **unpaid** and _____ .

6. How a company or an organization is viewed is its: (Circle correct answer)
 a. image
 b. identity
 c. reputation
 d. reach

7. After we determine the purpose of what it is we are trying to accomplish, what is the first step in the **Public Relations Process** no matter which model we follow:

 a. strategic planning
 b. objectives
 c. situation analysis
 d. research
 f. communication

8. What makes a *scientific "chance" sample* more accurate than a *random* sample*?*

a. the number of people chosen
b. you must pay taxes
c. everyone in the universe has exactly the same opportunity to be chosen
d. you must have a landline phone so you may be contacted

9. How would you define an attitude?

 a. outer feeling
 b. inner feeling
 c. opinion
 d. behavior change

10. How would you define an opinion?

 a. outer feeling/expression of attitude
 b. inner feeling
 c. message
 d. relationships

11. What is the difference between being skeptical and cynical?

Skeptical =

Cynical=

12. What is the difference between hone and home in?

Hone=

Home in=