

Advertising & IMC: Principles and Practice, 11e (Moriarty et al.)

Chapter 3 Public Relations

1) Which IMC tool helps an organization and its publics relate to each other to the benefit of both?

- A) advertising
- B) personal selling
- C) publicity
- D) sales promotion
- E) public relations

Answer: E

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Easy

2) All the groups of people with which a company or organization interacts—such as employees, media, community groups, stockholders, and so forth—are known as _____.

- A) targets
- B) publics
- C) audiences
- D) shareholders
- E) contact points

Answer: B

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Easy

3) Another term for publics is _____, which refers more specifically to people who have an interest, financial or not, in a company or organization.

- A) targets
- B) stakeholders
- C) audience
- D) shareholders
- E) contact points

Answer: B

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Easy

4) Which of the following is NOT a media gatekeeper?

- A) newscaster
- B) newspaper editor
- C) newspaper writer
- D) talk-show coordinator
- E) public relations writer

Answer: E

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

5) Which of the following is the term that describes what a group of people who share a common interest think about a particular issue?

- A) public opinion
- B) public relations
- C) publicity
- D) brainstorm
- E) reputation

Answer: A

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Easy

6) Important people who influence the opinions of others are known as _____.

- A) gatekeepers
- B) trend spotters
- C) opinion leaders
- D) third-party endorsers
- E) benchmarks

Answer: C

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Easy

7) According to the text, what is the greatest asset an organization can have?

- A) capital
- B) public goodwill
- C) corporate history
- D) technology
- E) equity

Answer: B

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

8) The trust on which goodwill is based comes from _____.

- A) popular products
- B) offering many products
- C) what a company says about what it does
- D) corporate integrity
- E) what the government says about what a company does

Answer: D

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

9) Which of the following is a core value of conduct spelled out in the Public Relations Society of America's *Code of Ethics*?

- A) perception
- B) fairness
- C) competition
- D) image
- E) media control

Answer: B

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Ethical understanding and reasoning

10) _____ is a perception based on messages delivered by advertising and other marketing communication tools, whereas _____ is based on an organization's actual behavior.

- A) Goodwill; integrity
- B) Integrity; image
- C) Image; reputation
- D) Reputation; image
- E) Equity; reputation

Answer: C

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Ethical understanding and reasoning

11) Which of the following is an area in which public relations and advertising differ?

- A) Only advertising contributes significantly to brand perceptions.
- B) Only advertising aims at selected targets.
- C) Advertising has greater perceived credibility.
- D) Public relations has greater perceived credibility.
- E) Only public relations aims at selected targets.

Answer: D

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

12) Which of the following statements about public relations is FALSE?

- A) Public relations is used to generate goodwill for an organization.
- B) Public relations is practiced by a wide range of organizations.
- C) On one level, public relations is a tactical function.
- D) *Publicity* and *public relations* are synonymous terms.
- E) A corporation's publics may be external and internal.

Answer: D

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Difficult

- 13) Which of the following statements regarding advertising and public relations is TRUE?
- A) Public relations and advertising differ in how they use the media.
 - B) The public tends to trust advertising more than public relations.
 - C) Public relations strategists have little trouble getting exposure through media.
 - D) Consumers do not perceive public relations information and advertising information as the same.
 - E) The main goal of public relations is sales.

Answer: A

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

- 14) Which aspect of public relations most likely carries no direct media costs?
- A) corporate advertising
 - B) crisis management
 - C) publicity
 - D) brand journalism
 - E) cause marketing

Answer: C

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

- 15) The tendency of consumers to trust the media more than they do advertisers is called the _____.

- A) implied third-party endorsement factor
- B) halo effect
- C) gatekeeping effect
- D) indirect endorsement effect
- E) carryover effect

Answer: A

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Written and oral communication

- 16) The rising popularity of blogging has paved the way for new careers that combine _____.

- A) public relations and consumer relations
- B) direct marketing and public relations
- C) public relations and journalism
- D) direct marketing and advertising
- E) direct marketing and journalism

Answer: C

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Information technology

17) Marty is an employee of Chevron/Texaco oil company. In terms of public relations, what term below best describes Marty?

- A) brand advocate
- B) influencer
- C) decision maker
- D) stakeholder
- E) opinion leader

Answer: D

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Analytical thinking

18) Ralph Nader has been an outspoken consumer activist for many years, and several organizations target him and his organizations to influence public opinion. In terms of public relations, Mr. Nader is considered a(n) _____.

- A) opinion leader
- B) advocacy advertiser
- C) brand journalist
- D) third-party endorser
- E) philanthropist

Answer: A

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Analytical thinking

19) Akou works behind the scenes at Chicago's most popular radio talk show, scheduling newsworthy guests to appear on air. In this role, Akou is a(n) _____.

- A) opinion leader
- B) advocacy advertiser
- C) gatekeeper
- D) third-party endorser
- E) philanthropist

Answer: C

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Analytical thinking

20) The *Atlanta Journal-Constitution* received a press release announcing a new Apple Store opening in the area. Soon after, the newspaper ran an article on the store's grand opening, with a photo of the long lines of eager customers waiting for the store to open on its first day. In this scenario, the *Atlanta Journal Constitution* functioned as a(n) _____.

- A) opinion leader
- B) advocacy advertiser
- C) publicist
- D) implied third-party endorser
- E) philanthropist

Answer: D

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Analytical thinking

21) A manufacturer of toilet tissue sent its brand mascot to help refurbish restrooms at fairgrounds across the country. As part of this project, each restroom was to provide fairgoers with a clean oasis featuring aromatherapy, soothing music, constant maintenance, and premium toilet tissue. Newspaper articles about the company's role in making restrooms inviting are an example of _____.

- A) corporate advertising
- B) cause marketing
- C) issue management
- D) publicity
- E) sponsorship

Answer: D

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Analytical thinking

22) Which of the following best explains why public relations and advertising need to find common ground and integrate their efforts?

- A) Companies can no longer afford to support both departments.
- B) The time and costs associated with public relations can be prohibitive.
- C) Public relations specialists lack the skills necessary to create productive campaigns.
- D) Brand messages from public relations and advertising need to complement each other to create a consistent brand image.
- E) The FTC has established laws that make advertising more and more difficult.

Answer: D

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Application of knowledge

23) The area of public relations that focuses on developing media contacts is called _____.

- A) internal marketing
- B) media relations
- C) public affairs
- D) cause marketing
- E) lobbying

Answer: B

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

24) Programs that communicate information to employees are called _____.

- A) media relations
- B) public affairs
- C) cause marketing
- D) employee marketing
- E) employee relations

Answer: E

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Written and oral communication

25) Communication efforts aimed at informing employees about marketing programs and encouraging their support are known as _____.

- A) media relations
- B) public affairs
- C) cause marketing
- D) employee marketing
- E) internal marketing

Answer: E

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Written and oral communication

26) All the communication efforts aimed at the financial community are referred to as _____.

- A) financial relations
- B) media relations
- C) external relations
- D) financial marketing
- E) finance public relations

Answer: A

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Written and oral communication

27) Corporate communication programs targeted to the government and the public on issues related to government and regulation are called _____.

- A) media relations
- B) external public relations
- C) cause marketing
- D) public affairs
- E) corporate relations

Answer: D

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Written and oral communication

28) Companies that provide information to legislators in order to get their support and vote on a particular bill are most likely using _____.

- A) bribery
- B) lobbying
- C) corporate relations
- D) gatekeeping
- E) cause marketing

Answer: B

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

29) Which of the following is a way that a company can demonstrate its social responsibility by providing financial support to a good cause?

- A) recruitment
- B) lobbying
- C) cause marketing
- D) marketing public relations
- E) issue management

Answer: C

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Ethical understanding and reasoning

30) The public relations function of proactively managing concerns to prevent escalation to a crisis is known as _____.

- A) media relations
- B) corporate relations
- C) issue management
- D) cause marketing
- E) issue marketing

Answer: C

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Written and oral communication

31) Which of the following is another term for fund-raising?

- A) cause marketing
- B) public service marketing
- C) strategic philanthropy
- D) issue management
- E) social responsibility

Answer: C

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

32) Which public relations function focuses on an organization's image and reputation?

- A) corporate relations
- B) employee relations
- C) public affairs
- D) crisis management
- E) media relations

Answer: A

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Written and oral communication

33) Which corporate relations program has the overriding goal of strengthening the trust that stakeholders have in an organization?

- A) image management
- B) crisis management
- C) media relations
- D) reputation management
- E) public affairs

Answer: D

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Written and oral communication

34) Which type of public relations program anticipates the possibility of a disaster and plans how to deal with bad news and all the affected publics?

- A) corporate reputation management
- B) crisis management
- C) public affairs
- D) cause marketing
- E) issue management

Answer: B

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Written and oral communication

- 35) Which of the following is NOT part of a crisis management plan?
- A) deciding who contacts the various stakeholders who might be affected
 - B) deciding who speaks to the news media
 - C) deciding who sets up an onsite disaster management center
 - D) deciding who covers up events leading to the crisis
 - E) analyzing the potential for an emerging crisis

Answer: D

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Ethical understanding and reasoning

- 36) The overlapping field of advertising and public relations that focuses on building relationships with people who buy products is called _____.

- A) marketing public relations
- B) consumer relations
- C) reputation management
- D) public affairs
- E) issue management

Answer: B

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

AACSB: Written and oral communication

- 37) Which of the following types of programs is used to discourage socially harmful behaviors?

- A) marketing public relations
- B) crisis management
- C) public communication campaigns
- D) public affairs
- E) issue management

Answer: C

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Ethical understanding and reasoning

- 38) Which of the following is most directly focused on companies working to create positive perceptions through efforts to do good works?

- A) media relations
- B) reputation management
- C) crisis management
- D) corporate social responsibility
- E) issue management

Answer: D

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Written and oral communication

39) Ian works in the public relations function in his company. When he wants exposure for some aspect of his company, he contacts people he knows, such as Lisa, a reporter for the local newspaper, or Anthony, Melissa, and Stephanie at the local television stations. Ian has worked hard to develop these media contacts. In public relations, this relationship management is known as _____.

- A) external relations
- B) media relations
- C) public affairs
- D) corporate relations
- E) reputation management

Answer: B

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Analytical thinking

40) Melanie works in the public relations department at a major university. She is the editor of an internal newspaper, called *Update*, that is distributed to all faculty and staff working at the university. The newspaper covers stories about what faculty are doing, grants and awards won by employees, and important information regarding human resource issues. What type of public relations program does this illustrate?

- A) issue management
- B) corporate relations
- C) internal relations
- D) employee relations
- E) house communications

Answer: D

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Analytical thinking

41) Sandra works for the local chapter of the Humane Society, a non-profit organization dedicated to protecting animals. Sandra has worked to identify area residents who are likely to donate to the Humane Society. She will invite all of these potential donors to a fun family day event that she is organizing at the Humane Society. Sandra is involved in _____.

- A) issue management
- B) recruitment
- C) fund-raising
- D) crisis management
- E) internal marketing

Answer: C

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Analytical thinking

42) P&G is a major consumer packaged goods manufacturer that for years has supported the Special Olympics. P&G features the athletes in several of its advertisements and provides assistance and financial support for the event. P&G's employees assist in the Special Olympics every year. What type of relationship management program is this?

- A) public affairs
- B) corporate relations
- C) media relations
- D) employee relations
- E) cause marketing

Answer: E

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Analytical thinking

Refer to the passage below to answer the questions that follow.

Wendy's fast food restaurant had a situation in which a woman found a fingertip in her bowl of chili. Of course, customers were disgusted and sales at that particular Wendy's and Wendy's outlets nationwide went down. Fortunately for Wendy's, it was discovered weeks later that the accuser had a history of filing lawsuits against businesses, and the owner of the lost digit was a co-worker of the woman's husband. The Wendy's location in which this incident occurred received very favorable exposure in the local media once it was learned that the restaurant was victimized by this false accusation.

43) Immediately following this individual's claim of finding a fingertip in her chili, which public relations program was most valuable to Wendy's?

- A) corporate reputation management
- B) crisis management
- C) cause marketing
- D) public communication campaigns
- E) public service announcements

Answer: B

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Application of knowledge

44) After the culprit was discovered, which public relations program was most relevant to Wendy's?

- A) public affairs
- B) cause marketing
- C) reputation management
- D) internal marketing
- E) financial relations

Answer: C

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Difficult

AACSB: Application of knowledge

45) The local Wendy's franchise is a good corporate citizen, and the owners of that particular franchise had fostered relationships with local media contacts. What type of relationship management program focuses on developing media contacts?

- A) public affairs
- B) issue management
- C) corporate relations
- D) media relations
- E) town hall forums

Answer: D

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Analytical thinking

46) To help rebuild Wendy's reputation, the corporate office encouraged franchisees to support local organizations in their communities, such as charities and schools. This practice is most likely known as _____.

- A) public affairs
- B) marketing public relations
- C) cause marketing
- D) fund-raising
- E) development

Answer: C

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Analytical thinking

47) The parts of a strategic plan for public relations are _____.

- A) research, promotion, integration, and evaluation
- B) research, promotion, implementation, and evaluation
- C) research, planning, implementation, and evaluation
- D) reporting, planning, integration, and evaluation
- E) reporting, promotion, implementation, and evaluation

Answer: C

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

48) Which of the following is NOT a marketing communication tool used in public relations?

- A) sales promotion
- B) advertising
- C) the internet
- D) direct marketing
- E) personal sales

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

49) Public relations tools are divided into which three categories?

- A) internal, external, and paid
- B) marketing, corporate, and government
- C) controlled, uncontrolled, and independent media
- D) paid, owned, and earned media
- E) corporate, house, and collateral

Answer: D

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

50) _____ includes house ads, public service announcements, corporate advertising, in-house publications, and visual presentations.

- A) Internal media
- B) External media
- C) Paid media
- D) Owned media
- E) Earned media

Answer: C

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

51) Sponsored events are an example of _____.

- A) internal media
- B) external media
- C) paid media
- D) owned media
- E) earned media

Answer: D

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

52) A brand's social media channels are categorized as _____ media.

- A) internal
- B) external
- C) paid
- D) owned
- E) earned

Answer: D

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Information technology

53) Which of the following is the most credible media?

- A) corporate
- B) social
- C) paid
- D) owned
- E) earned

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Information technology

54) A company would be likely to hire eWatch to _____.

- A) create online advertisements
- B) evaluate the effectiveness of social media public relations efforts
- C) monitor the internet to collect information about what is being said about its brands
- D) determine the optimum channels for online advertisements
- E) predict the return on investment of public relations plans

Answer: C

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Information technology

55) An ad prepared for use in a company's own publication or programming is known as a(n) _____ ad.

- A) house
- B) corporate
- C) service
- D) company
- E) advocacy

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

56) Ads for charitable and civic organizations that run free of charge on television or radio or in print media are known as _____.

- A) house ads
- B) public service announcements
- C) cause marketing
- D) advocacy ads
- E) feature ads

Answer: B

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

57) In which type of advertising does a company focus on its organizational image or viewpoint rather than on selling a particular product?

- A) house ads
- B) public service announcements
- C) cause marketing
- D) nonprofit advertising
- E) corporate advertising

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

58) A type of advertising that firms use to enhance or maintain their reputation among specific audiences or to establish a level of awareness of the company's name and the nature of its business is called _____.

- A) corporate identity advertising
- B) advocacy advertising
- C) cause marketing
- D) house advertising
- E) controlled advertising

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

59) Point-of-view messages are called _____.

- A) corporate identity advertising
- B) advocacy advertising
- C) image advertising
- D) house advertising
- E) cause marketing

Answer: B

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

60) Which of the following is the LEAST likely way to generate publicity?

- A) news releases
- B) press conferences
- C) media tours
- D) personal contact with members of the media
- E) internal marketing

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

61) What is the primary medium used to deliver public relations messages to the various external media?

- A) house ads
- B) advocacy ads
- C) corporate identity ads
- D) news releases
- E) public service announcements

Answer: D

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

62) Which category of public relations tools includes news releases?

- A) advocacy
- B) corporate
- C) paid
- D) earned
- E) owned

Answer: D

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

63) The decision to use any part of a news release at all is based on an editor's judgment of its news value, which is based on the information's _____.

- A) timeliness
- B) proximity
- C) impact
- D) human interest
- E) all of the above

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

64) _____ contain video footage for a television newscast.

- A) Video news releases
- B) Video public relations
- C) Live news releases
- D) Public service announcements
- E) Documericals

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

65) What is used to sell editors on ideas for feature stories, which are human-interest stories rather than hard news?

- A) personal selling
- B) release statement
- C) pitch letter
- D) feature summary
- E) media kit

Answer: C

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

66) Which of the following is a component of an effective news release?

- A) It includes at least one attachment for reference.
- B) It is written in the 5W format of traditional journalism.
- C) It is at least 1,000 words.
- D) It is sent to multiple recipients, all listed in the "To" line.
- E) It has a subject line that asks a question.

Answer: B

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

67) A(n) _____ is a single event at which a company spokesperson makes a statement to media representatives.

- A) media tour
- B) press conference
- C) sponsored event
- D) annual report
- E) speaker's bureau

Answer: B

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

68) What do companies provide to the media, either before or after a press conference, that contains important background information?

- A) media kit
- B) collateral material
- C) video news release
- D) pitch letter
- E) feature story

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

69) Which of the following involves a traveling spokesperson making announcements and speeches, holding press conferences to explain a promotional effort, and offering interviews?

- A) town hall forum
- B) speakers' bureau
- C) displays and exhibits
- D) controlled media event
- E) media tour

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

70) What type of publication is required by the Securities and Exchange Commission (SEC) from each publicly held company?

- A) collateral material
- B) annual report
- C) media kit
- D) pitch letter
- E) controlled message

Answer: B

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

71) How are most press releases distributed?

- A) by email
- B) by fax
- C) through the postal service
- D) through social networks
- E) in person

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Information technology

72) Material that is published to support a company's marketing public relations efforts is known as _____.

- A) a feature story
- B) a media kit
- C) collateral material
- D) supplemental material
- E) an annual report

Answer: C

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

73) A group of informed, well-spoken people in a company who will discuss topics at the public's request is known as a _____.

- A) town hall forum
- B) public service group
- C) pitch group
- D) speakers' bureau
- E) collateral group

Answer: D

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

74) Which of the following is used to facilitate internal marketing and provide an opportunity for management to make a presentation on some major project, initiative, or issue and invite employees to discuss it?

- A) town hall forum
- B) press conference
- C) trade show
- D) media tour
- E) pitch group

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

75) Which type of network connects people within an organization?

- A) internet
- B) intranet
- C) extranet
- D) social network
- E) internal Web

Answer: B

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Information technology

76) Which type of network connects people in one business with its business partners?

- A) internet
- B) intranet
- C) extranet
- D) social network
- E) internal Web

Answer: C

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Information technology

77) A company's annual report is targeted to _____.

- A) investors
- B) government regulators
- C) legacy media
- D) social media
- E) employees

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

78) High-quality brochures and sales kits are examples of _____.

- A) media kits
- B) collateral material
- C) zines
- D) real-time marketing
- E) news releases

Answer: B

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

79) Booth exhibits are particularly important at _____, where some companies may take orders for much of their annual sales.

- A) speakers' bureaus
- B) town hall forums
- C) annual reports
- D) press conferences
- E) trade shows

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

80) Before revising or developing a new public relations campaign for a new client, Lakshmi is conducting formal background research to assess the internal and external public relations environment that affects the organization's audiences, objectives, competitors, and past results. She is doing this to ensure that the current campaign is on track and performing as intended. What does this scenario illustrate?

- A) the first step in creating a strategic plan for public relations
- B) the monitoring of a company's reputation
- C) the steps of developing a public communication campaign
- D) the process of developing a media kit
- E) the process of developing a news release

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

81) The National Pork Board developed the very successful "Pork. The Other White Meat" campaign. The campaign provided nutritional information and pork recipes to encourage consumers to view pork as a tasty alternative to poultry and fish. Which of the following functions was the goal of this public relations campaign?

- A) influencing government regulations on pork
- B) gaining financial support for pork producers
- C) creating newsworthy information about pork
- D) maintaining relationships with pork producers
- E) repositioning pork with consumers

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Difficult

AACSB: Application of knowledge

82) Jeep hosts an annual "Jeep Weekend" event during which current Jeep owners are invited to attend a weekend adventure with fellow Jeep owners. The purpose of this public relations tactic is to intensify Jeep owners' involvement with their vehicle and brand. This is most accurately classified as a _____.

- A) town hall forum
- B) special event
- C) media tour
- D) special exhibit
- E) press conference

Answer: B

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

83) HearthSong, a catalog marketer of "toys you'll feel good about giving," has a Facebook page that encourages customer conversation about experiences with the company and its products.

This is an example of the use of _____.

- A) house advertising
- B) brand advertising
- C) earned media
- D) paid media
- E) owned media

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

84) Benetton has often used ads that send a social message, such as showing AIDS victims dying or featuring death row inmates, to make people aware of these issues. What type of advertising is this?

- A) advocacy advertising
- B) brand advertising
- C) identity advertising
- D) social advertising
- E) service advertising

Answer: A

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

85) Julie, who writes a witty daily blog about her life as a college student, has more than a thousand followers on Twitter. Julie frequently mentions her experiences with brands, from fashion to dining, sometimes spreading positive word-of-mouth and sometimes spreading negative word-of-mouth. In public relations terms, Julie's blog and Twitter posts are examples of _____.

- A) gatekeeping
- B) advocacy advertising
- C) earned media
- D) paid media
- E) public service announcements

Answer: C

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

86) The American Academy of Pediatrics sponsored the creation of a 30-second television commercial encouraging parents to make time for at least 30 minutes of physical activity for their children every day. The commercial appears on many channels. This commercial is an example of a _____.

- A) house ad
- B) advocacy advertisement
- C) corporate advertisement
- D) public service announcement
- E) news release

Answer: D

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

87) Farrah, a public relations specialist for the New York City Ballet at Lincoln Center, regularly sends her media contacts short emails containing information about new initiatives, community events, and upcoming programs. Farrah's emails are an example of _____.

- A) house ads
- B) collateral material
- C) advocacy advertising
- D) pitch letters
- E) news releases

Answer: E

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

88) Public relations messages based on current events are called _____.

- A) news releases
- B) house ads
- C) collateral material
- D) real-time marketing
- E) public service announcements

Answer: D

Learning Objective: 3.4: Name and discuss what is trending in public relations.

Difficulty: Moderate

89) Which of the following public relations tools is LEAST likely to increase in importance?

- A) visual storytelling
- B) corporate social responsibility
- C) traditional methods of measuring the effectiveness of public relations efforts
- D) mobile communications
- E) educational video content

Answer: C

Learning Objective: 3.4: Name and discuss what is trending in public relations.

Difficulty: Moderate

AACSB: Analytical thinking

90) Which of the following poses a growing concern for the public relations field?

- A) mobile communications
- B) digital security
- C) real-time marketing
- D) visual storytelling
- E) viral marketing

Answer: B

Learning Objective: 3.4: Name and discuss what is trending in public relations.

Difficulty: Moderate

AACSB: Information technology

91) Public relations is primarily used to generate sales.

Answer: FALSE

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Written and oral communication

92) Because it is easy to measure, brand reputation is not significant in determining brand value.

Answer: FALSE

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

93) Public relations specialists design ads, prepare written messages, and buy media time and space.

Answer: FALSE

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

94) A public relations news release typically runs exactly as the company desires and as scheduled.

Answer: FALSE

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Written and oral communication

95) The "no-conflict-of-interest endorsement" factor reflects the tendency of the public to trust the media more than they do advertisers.

Answer: FALSE

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

96) Ultimately, the difference between advertising and public relations is that advertising takes a longer, broader view of the importance of image and reputation.

Answer: FALSE

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

97) Relying on public relations means never having to pay for media exposure.

Answer: FALSE

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Analytical thinking

98) The area of public relations that focuses on developing media contacts (i.e., knowing who in the media might be interested in the organization's story) is called external relations.

Answer: FALSE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

99) The key publics addressed by relationship programs in public relations are media, employees, the financial community, government, and the general public.

Answer: TRUE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

100) Corporate communication programs with the government and the public on issues related to government and regulation are called public affairs.

Answer: TRUE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Easy

101) Companies can associate themselves with a good cause, providing assistance as well as financial support, through the practice of public service marketing.

Answer: FALSE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Ethical understanding and reasoning

102) The key to crisis management is to anticipate the possibility of a disaster and plan how to deal with the bad news and all the affected publics.

Answer: TRUE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Written and oral communication

103) An effective crisis plan should outline who contacts the various stakeholders who might be affected, who speaks to the media, and who sets up and runs an onsite disaster management center.

Answer: TRUE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

104) Public communication campaigns can be used to discourage behavior.

Answer: TRUE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Ethical understanding and reasoning

105) The key to effective crisis management is to put the blame on the responsible party as soon as possible.

Answer: FALSE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

106) Although public relations can enhance a company's credibility, it has no role in supporting IMC efforts that focus on a product's sales.

Answer: FALSE

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

107) Planning for a public relations campaign is similar to planning an advertising or IMC campaign.

Answer: TRUE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

108) Advertising but not sales promotion can be used in support of public relations activities.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

109) The parts of a strategic plan for public relations are represented by the acronym RPIE: research, planning, implementation, and evaluation.

Answer: TRUE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

110) The public relations practitioner has many tools, which can be divided into two categories: planned and unplanned.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

111) An ad prepared for use in a company's own publication or programming is known as a corporate ad.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

112) Employee communications programs and special events create buzz that an organization can control.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

113) If a press release or a feature story is well-written and timely, public relations specialists can be confident that the media will use it.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

114) News releases must be written in the same form for each medium to maintain consistency.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

115) Public relations programs use advertising to create corporate visibility.

Answer: TRUE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

116) A press conference is useful because a company can control who is present as well as the questions that will be asked.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

117) A feature story is a human interest story rather than a hard news story.

Answer: TRUE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

118) To facilitate internal marketing with a local community, town hall forums are sometimes used.

Answer: TRUE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Written and oral communication

119) News releases should follow the 5W format of journalism.

Answer: TRUE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Written and oral communication

120) Corporate websites are important sources of external communication with stakeholders.

Answer: TRUE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Easy

AACSB: Information technology

121) An annual report is a financial document that does not receive much attention beyond its review by government regulators.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

122) Public relations specialists can eliminate the need for other marketing strategies through the use of social media.

Answer: FALSE

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

123) Educational video content is expected to become less important in public relations.

Answer: FALSE

Learning Objective: 3.4: Name and discuss what is trending in public relations.

Difficulty: Easy

124) Traditional methods for measuring the effectiveness of public relations do not fit digital media, so it is likely that methods for measuring effectiveness will evolve.

Answer: TRUE

Learning Objective: 3.4: Name and discuss what is trending in public relations.

Difficulty: Moderate

AACSB: Information technology

125) With the adoption of social media, real-time marketing is becoming less and less important.

Answer: FALSE

Learning Objective: 3.4: Name and discuss what is trending in public relations.

Difficulty: Moderate

AACSB: Information technology

126) Compare and contrast *public relations* and *advertising*.

Answer: The goals of public relations specialists include communicating with various stakeholders, managing the organization's image and reputation, and creating positive public attitudes and goodwill toward the organization. Ultimately, the difference between advertising and public relations is that public relations takes a longer, broader view of the importance of image and reputation as a corporate competitive asset and addresses a greater number of target audiences. Public relations and advertising also differ in how they use the media, the level of control they have over message delivery, and their perceived credibility. Public relations people seek to persuade media gatekeepers to carry stories about their company. This aspect of public relations is called publicity and carries no direct media costs. The public relations strategist is at the mercy of the media gatekeeper as there is no guarantee that all or even part of a story will appear. There is also the risk that the story may be rewritten or reorganized by an editor so that it no longer means what the strategist intended. In contrast, advertising runs exactly as the client who paid for it has approved, and it will run as scheduled. The public tends to trust the media more than they do advertisers. This consumer tendency is called the implied third-party endorsement factor.

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Difficult

AACSB: Analytical thinking

127) Southern Company is a power company conglomerate in the southern United States that operates several power plants throughout the region, a few of them nuclear power plants. Some community members are concerned with emissions in the air surrounding these plants. Explain what *public opinion* means and discuss what questions the public relations specialists at Southern Company must understand about public opinion before deciding on an appropriate campaign.

Answer: Public opinion, what a group of people think, is a belief that people hold about an event, person, institution, or product that is not necessarily based on fact. The public relations strategist researches the answers to two primary questions:

(1) Which publics are most important to the organization, now and in the future?

(2) What do these publics think?

Particular emphasis falls on understanding the role of opinion leaders, who are important people who influence the opinions of others.

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Difficult

AACSB: Application of knowledge

128) How does public opinion differ from mass opinion?

Answer: Public opinion examines the responses of specific subgroups rather than a more general mass audience.

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Difficult

AACSB: Analytical thinking

129) In difficult economic times, the public relations budget is likely to suffer more severe cuts than other functions of an organization. Jill is the director of her company's public relations department, and she has to convince her superiors that her department's function produces tangible results. To them, concepts such as goodwill are just "warm fuzzies." What should Jill say to help them appreciate the importance of public goodwill?

Answer: Public goodwill is the greatest asset any organization can have. A well-informed public with a positive attitude toward an organization is critical to the organization's survival and that is why creating goodwill is the primary goal of most public relations programs. A public relations program that is tuned to creating goodwill operates as the conscience of the organization. The trust on which goodwill is based comes from corporate integrity.

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Application of knowledge

130) Explain four key publics addressed by relationship programs in public relations.

Answer: The key publics addressed by relationship programs in public relations are:

(1) Media: Media relations focus on developing media contacts.

(2) Employees: Employee relations communicate information to employees. A related program is called internal marketing, which is communication efforts aimed at informing employees about marketing programs and encouraging their support.

(3) Financial publics: Financial relations are communication efforts aimed at the financial community, such as press releases sent to business publications, meetings with investors and analysts, and the annual report.

(4) General public and government: Public affairs are corporate communication programs with government and with the public on issues related to government and regulation. This area also includes lobbying, through which the company provides information to legislators in order to get their support and vote on a particular bill. It also includes issue management, which includes communication efforts with consumer or activist groups who seek to influence government policies.

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Difficult

AACSB: Analytical thinking

131) Discuss how public relations professionals might be involved in recruitment.

Answer: Public relations professionals sometimes work with human resources and membership recruitment for organizations. This might include preparing ads, websites, and literature on the company or organization, as well as arranging events.

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Moderate

AACSB: Reflective thinking

132) Do you think you have what it takes to work in public relations or public affairs? List five of the required skills for public relations managers or public affairs specialists.

Answer: Students can list any five of the following:

1. A knowledge of the role public relations and public affairs play in supporting business goals both locally and globally
2. The ability to understand the "big picture" of communication and how to integrate all communication functions effectively
3. The know-how to leverage traditional and social media to control key messages
4. An aptitude for information technology and the determination to stay current with emerging trends in such areas as mobile, social content creation/curation, and search engine optimization
5. The versatility to work with a range of challenges and people, and a knack for discerning which opponents to take seriously
6. Strong verbal and written communication skills
7. A talent for synthesizing, filtering, and validating information and the ability to apply analytics to help sort data
8. Strong organizational skills for multitasking and managing time
9. An ability to work with teams both face to face and remotely
10. The resilience to bounce back from disappointment or failure

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Difficult

AACSB: Analytical thinking

133) You've just started working at a consumer products business as the public relations director. You learned that your company does not have a crisis management plan, so you are going to develop one. What should you include in the plan, and how will you get employees to know what to do in the event of a crisis?

Answer: An effective crisis plan outlines who contacts the various stakeholders who might be affected (employees, customers, suppliers, civic and community leaders, government agencies), who speaks to the news media, and who sets up and runs an onsite disaster-management center. You should also analyze the potential for emerging crises and identify resources to cope with them so that the organization can be ready to respond quickly and meaningfully.

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Difficult

AACSB: Application of knowledge

134) Name and describe the three broad categories into which public relations tools can be divided. Give an example of each.

Answer: Public relations tools can be divided into three categories: owned media, paid media, and earned media. Paid media includes house ads, public service announcements, corporate advertising, in-house publications, and visual presentations. Owned media includes all of the channels owned and controlled by the sponsoring organization, such as corporate website or social media channels. Earned media occurs when members of the media turn press releases, press conferences, and media tours into positive communication about the brand.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Application of knowledge

135) Discuss how advertising can be used as a public relations tool.

Answer: Public relations programs sometimes employ advertising as a way to create corporate visibility or increase goodwill with a company's various stakeholder audiences. The primary uses of advertising are house ads, public service announcements, and corporate advertising.

(1) House ads: An ad for use in the company's own publication or programming.

(2) Public service announcement: An ad for a charitable or civic organization that runs free of charge on television or radio or in print media. These ads are prepared just like other ads; in most instances ad agencies donate their expertise and media donate time and space to run the ads.

(3) Corporate advertising: A company focuses on its corporate image or viewpoint. There is less emphasis on selling a particular product unless it is tied in to a good cause. Corporate identity advertising is another type of advertising that firms use to enhance or maintain their reputation among specific audiences or to establish a level of awareness of the company's name and the nature of its business. Sometimes companies deliver point-of-view messages called advocacy advertising.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Difficult

AACSB: Application of knowledge

136) Name and describe the various forms of publicity used in public relations.

Answer: The major forms of publicity include:

(1) News releases: The primary medium used to deliver public relations messages to the various external media. Although the company distributing the news release controls its original form and content, the media decide what to present and how to present it, so this form of publicity is uncontrolled by the originating company. The decision to use any part of a news release at all is based on an editor's judgment of its news value, which is based on such things as timeliness, proximity, impact, or human interest. News releases must be written differently for each medium, accommodating space and time limitations. Video news releases (VNRs) contain video footage for a television newscast.

(2) Pitch letters: Ideas for feature stories, which are human-interest stories rather than hard news announcements that have to be "sold" to editors, are conveyed to journalists through pitch letters. These letters outline the subject in an engaging way to sell a story idea.

(3) Press conferences: An event at which a company spokesperson makes a statement to media representatives. It is one of the riskiest public relations activities because the media may not see the company's announcement as being real news. There's no guarantee that the press will show up or that they will ask the right questions. They might also ask questions the company cannot or does not want to answer. To anticipate some of these problems, companies may issue a media kit, usually a folder that provides all the important background information to members of the press either before or when they arrive at the press conference. The risk, however, is that by providing this information, the press conference itself becomes unnecessary.

(4) Media tours: A press conference on wheels. The traveling spokesperson makes announcements and speeches, holds press conferences to explain a promotional effort, and offers interviews.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Difficult

AACSB: Analytical thinking

137) Angela is starting the planning phase of a public relations campaign for a client. Explain where she should start.

Answer: Planning for a public relations campaign is similar to planning an advertising campaign. The plan should complement other strategies so the organization communicates with one clear voice to its various publics. The process or RPIE stands for Research, Planning, Implementation, and Evaluation. These are the steps Angela should take.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Difficult

AACSB: Application of knowledge

138) What are five guidelines to follow when emailing a news release?

Answer: Students can list any five of the following:

1. Use one reporter's name and address per "to" line.
2. Keep subject line header simple.
3. Catch attention with a good headline.
5. Limit length (shorter than print's 500-word limit).
6. Use the 5W format.
7. Do not include attachments.
8. Remember readability and use short paragraphs, bullets, numbers, and lists to keep it scannable.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

139) Why are video releases an effective public relations tool? Why are they risky?

Answer: They are effective because they show target audiences the message in two different video environments: first as part of a news report and then reused later in an advertisement.

However, there is no guarantee that they will be used.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Difficult

AACSB: Application of knowledge

140) Home Depot supports its employees who have Olympic aspirations, and it looks as though a few more employees could possibly be attending the next Olympics. However, to get to that point, these athletes must train and compete in the world arena. You are tasked with writing a feature story about the dedication of these athletes and, of course, Home Depot's support of their efforts. You hope to get the editor of *Readers' Digest* to publish this story, but you will be targeting other publications as well. Explain how feature stories such as this are used in public relations.

Answer: Ideas for feature stories, which are human-interest stories rather than hard news announcements, have to be "sold" to editors. This is done using a pitch letter that outlines the subject in an engaging way and sells a story idea. These letters are often sent to editors via email.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Application of knowledge

141) When would a public relations specialist be more likely to write a pitch letter than a news release?

Answer: When public relations specialists want to encourage media channels to feature interesting breakthroughs or spotlight interesting people, they are more likely to write a pitch letter than a news release.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

142) Melanie was informed that she will be participating in a media tour for her company for the next three weeks. Explain what this is and the activities that she might be performing.

Answer: A media tour is a press conference on wheels. The traveling spokesperson makes announcements and speeches, holds press conferences to explain a promotional effort, and offers interviews.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

143) Advertising, publicity, and publications such as annual reports and collateral material are well-known tools of public relations. List three other, lesser-known, yet effective, public relations tools.

Answer: The other types of public relations tools include:

- (1) DVDs, CDs, podcasts, books, and online video
- (2) Speakers and photos
- (3) Displays and exhibits
- (4) Special events and tours
- (5) Online communication

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

144) Describe the levels of credibility and control over messages when public relations strategists promote a news story.

Answer: In the case of news stories, the public relations strategist is at the mercy of the media gatekeeper. There is no guarantee that all or even part of a story will appear. In fact, there is a real risk that a story may be rewritten or reorganized by an editor so that it no longer means what the strategist intended. However, the public tends to trust the media more than they do advertisers. This is called the implied third-party endorsement factor, as the consumer has a tendency to confer legitimacy on information simply because it appears in the news.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Difficult

AACSB: Application of knowledge

145) What are some ways public relations specialists can defend against negative word-of-mouth on the internet?

Answer: Public relations practitioners can register domain names that might cause them trouble. They can also monitor the internet (or hire a monitoring service) to see what is being said about them so that they can respond to protect their reputations. If they make a major mistake, they should own it early. However, if negative information is posted and they believe their company is in the right, they should wait and see if the story "gets much reverberation." If it's not picked up repeatedly in the media, social or otherwise, public relations specialists should resist the temptation to respond because the response itself might make people aware of the issue.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Difficult

AACSB: Application of knowledge

146) How will the growth of digital media continue to affect the practice of public relations?

Answer: The growth of digital media is expected to continue to influence the practice of public relations, including a greater focus on mobile communications and a concern for digital security. The importance of social media will push public relations to use more visual storytelling and real-time marketing. The tools used to measure the effectiveness of public relations efforts will also evolve to fit the nature of digital media.

Learning Objective: 3.4: Name and discuss what is trending in public relations.

Difficulty: Moderate

AACSB: Information technology

Refer to the passage below to answer the questions that follow.

Kellogg's is a well-known manufacturer of breakfast cereals and several other products, such as Pop Tarts, Eggo waffles, and Fruity Snacks. Kellogg's has used Tony the Tiger on its Frosted Flakes box and promotional efforts for years. In fact, when Tony turned 50 years old, Kellogg's staged a big event to celebrate. The company also took the party on the road for the month, traveling to 30 cities in a bus painted with an image of Tony and offering fun activities for families. During that month, the price of the cereal was lowered to what the price was 50 years ago when Kellogg's first started selling it. Additionally, kids could go to Kelloggs.com and click on "Fun-K-Town" and play games with Kellogg's breakfast cereal characters such as Tony the Tiger. During the month of his birthday celebration, there was a special game in which kids could help Tony find his birthday presents. Although anyone could play a game with Tony, game pieces were placed in specially marked boxes, giving kids the chance to participate in the game at a higher level and win prizes.

147) In general, who are potential targets for Kellogg's public relations efforts?

Answer: Public relations is focused on all the relationships that an organization has with its various publics. By publics, we mean all the groups of people with which a company or organization interacts: employees, media, community groups, shareholders, and so forth. Another term for this is *stakeholders*, which refers more specifically to people who have a stake (financial or otherwise) in a company or organization.

Learning Objective: 3.1: Explain what public relations is.

Difficulty: Moderate

AACSB: Application of knowledge

148) Explain what type of public relations program Tony the Tiger's birthday celebration illustrates.

Answer: Tony's birthday celebration represents consumer relations, contributing to customer satisfaction by providing communication that addresses the needs and wants of consumers.

Consumer relations is different from a more general public relations approach in its consumer and sales focus.

Learning Objective: 3.2: Describe how public relations works.

Difficulty: Difficult

AACSB: Analytical thinking

149) Identify the public relations tools used for Tony's birthday celebration.

Answer: The celebration itself is an example of a special event. The tour was a tool of publicity.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking

150) What type of public relations tool does the game at Kelloggs.com represent?

Answer: This is an example of online communications, specifically an external communication of a corporate website. Corporate websites have become an important part of corporate communications as these sites can present information about the company and open up avenues for stakeholders to contact the company.

Learning Objective: 3.3: List common public relations tools and their functions.

Difficulty: Moderate

AACSB: Analytical thinking