

ch14

Student: _____

1. Public relations is similar to advertising, but advertising uses interpersonal communication much more.
True False
2. Public relations, promotion, and publicity are basically synonymous.
True False
3. PR can be considered "doing good and getting credit for it."
True False
4. Organizations tend to deal with more than one public, so public relations professionals usually consider various "publics."
True False
5. Although modern PR has a 100-year history (beginning with Ivy Lee), PR activities can be traced back to ancient times.
True False
6. The U.S. government has utilized public relations since World War I.
True False
7. Despite the importance of PR in our society, the US government has not yet utilized PR techniques.
True False
8. The Internet has had little effect on the PR industry.
True False
9. Public relations for any given organization can be done by either internal PR departments or external resources, although many large companies use both.
True False
10. The creative services department of a PR agency is responsible for merchandising and sales promotions.
True False
11. The first stage of a successful PR campaign is planning.
True False
12. Account supervisors at a PR firm are responsible for budgeting, quality control and managing the workload of project teams.
True False
13. Tactical PR plans are usually more specific than strategic PR plans.
True False
14. The best way to evaluate the effectiveness of a PR campaign is to count press clippings.
True False
15. The PR industry is dominated by giant PR firms owned by ad agencies.
True False

16. Public relations is best considered a _____ function.
- A. management
 - B. marketing
 - C. development
 - D. research
 - E. responsive
17. Public relations is the same as:
- A. promotion
 - B. press agency
 - C. advertising
 - D. all of these
 - E. none of these
18. The public relations professional focuses on:
- A. communication, especially one-way communication
 - B. communication, especially two-way communication
 - C. external problem-solving
 - D. conducting and analyzing research
 - E. influencing company opinion
19. The word "public" in public relations really should be taken to imply:
- A. publicity
 - B. consumer
 - C. public *and* advertising
 - D. publics (plural)
 - E. media
20. Modern public relations can be traced back to:
- A. ancient times (Julius Caesar)
 - B. American Revolution (Samuel Adams; Ben Franklin)
 - C. early 1900s (Ivy Lee)
 - D. World War II (Creel Committee)
 - E. post World War II (Carl Byoir; Edward Bernays)
21. Changes in U.S. society, including _____, have led to a surge in the importance of PR in our society.
- A. corporate acceptance of their social responsibility
 - B. increased consumerism
 - C. increased organizational complexity and career specialization
 - D. all of these
 - E. none of these
22. Corporate Web sites are being used by PR practitioners to:
- A. communicate with consumers, shareholders and reporters
 - B. provide opportunities for audience/consumer interactivity
 - C. provide podcasts
 - D. all of these
 - E. none of these
23. PR practitioners use the Internet to streamline their media efforts by:
- A. sending press releases via e-mail
 - B. targeting story proposals to their specific sources
 - C. both A & B
 - D. using the Internet only for special messages
 - E. none of the above

24. All of the following are advantages of using an *external* rather than an *internal* PR provider EXCEPT:
- A. greater objectivity of perspective
 - B. lower cost
 - C. greater ability to come up with fresh ideas
 - D. prestige can come from being associated with respected PR firm
 - E. wider variety of services
25. PR practitioners working in the _____ setting are concerned (in part) with promoting good employee/management relations and positive consumer attitude.
- A. entertainment and sports
 - B. investor relations
 - C. business
 - D. politics
 - E. international PR
26. The biggest PR goal in this setting is probably fundraising.
- A. non-profit organizations
 - B. environmental
 - C. professional associations
 - D. politics
 - E. hospitals
27. A PR firm focusing on entities such as the American Medical Association and the American Dairy Association is specializing in representing:
- A. nonprofit organizations
 - B. national companies
 - C. professional associations
 - D. educational associations
 - E. government/politics
28. An interrelated world economy has helped make _____ one of the fastest-growing sectors of PR.
- A. business
 - B. professional organizations
 - C. politics
 - D. international PR
 - E. investor relations
29. The most challenging form of PR is probably:
- A. crisis management
 - B. international PR
 - C. hospitals
 - D. investor relations
 - E. government/politics
30. In many companies with internal PR departments, the PR director reports to the:
- A. president of the company
 - B. corporate communications officer
 - C. VP of public services
 - D. shareholder liaison
 - E. VP for community development
31. Consulting organizational records, reference books, and personal contacts are most closely associated with the _____ phase of a PR campaign.
- A. organization
 - B. evaluation
 - C. planning
 - D. information-gathering
 - E. communication

32. The technique known as management by objectives would be most closely associated with the _____ phase of a PR campaign.
- A. organization
 - B. distribution
 - C. planning
 - D. information-gathering
 - E. communication
33. The audience/public probably becomes aware of a PR program during its _____ phase.
- A. organization
 - B. evaluation
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34. A PR professional can only know if objectives have been met by careful analysis during the _____ phase of a PR campaign.
- A. organization
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35. How do PR agencies earn their money?
- A. receiving a set fee for a specific project
 - B. charging a monthly retainer
 - C. charging an hourly rate
 - D. billing both for time and for extra services and materials
 - E. all of these

ch14 Key

1. Public relations is similar to advertising, but advertising uses interpersonal communication much more.
FALSE
2. Public relations, promotion, and publicity are basically synonymous.
FALSE
Dominick - Chapter 14 #1
3. PR can be considered "doing good and getting credit for it."
TRUE
Dominick - Chapter 14 #2
4. Organizations tend to deal with more than one public, so public relations professionals usually consider various "publics."
TRUE
Dominick - Chapter 14 #3
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Dominick - Chapter 14 #4
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Dominick - Chapter 14 #5
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Dominick - Chapter 14 #6
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Dominick - Chapter 14 #8
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Dominick - Chapter 14 #11
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Dominick - Chapter 14 #12

14. The best way to evaluate the effectiveness of a PR campaign is to count press clippings.

FALSE

Dominick - Chapter 14 #14

15. The PR industry is dominated by giant PR firms owned by ad agencies.

TRUE

Dominick - Chapter 14 #15

16. Public relations is best considered a _____ function.

- A.** management
- B. marketing
- C. development
- D. research
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Dominick - Chapter 14 #21

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Dominick - Chapter 14 #22

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Dominick - Chapter 14 #23

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Dominick - Chapter 14 #24

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Dominick - Chapter 14 #25

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Dominick - Chapter 14 #26

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Dominick - Chapter 14 #27

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 - C. politics
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Dominick - Chapter 14 #28

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Dominick - Chapter 14 #29

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Dominick - Chapter 14 #30

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Dominick - Chapter 14 #31

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Dominick - Chapter 14 #32

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Dominick - Chapter 14 #33

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C. planning
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Dominick - Chapter 14 #34

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Dominick - Chapter 14 #35

ch14 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 14	35