

Public Relations Practices  
Chapter 1, "What Is Public Relations"  
Quiz

1. As covered in this chapter, the Hershey candy company helped publicize an important anniversary by making this media-grabbing over-sized creation: (p.3)
  - a. World's largest chocolate bar
  - b. World's largest Hershey Kiss
  - c. NYC's Twin Towers made of chocolate
  - d. 1,000 foot tall chocolate Empire State Building
  
2. Which of the following accurately reflects the key words that are used in most definitions that frame today's modern public relations: (p.7)
  - a. Management, technician, one-way communication, flexibility
  - b. Persuasion, manipulation, opportunistic, improvisation
  - c. Influential, creative, one-way communication, evaluation
  - d. Deliberate, planned, public interest, management function
  
3. This bank came up with some creative, successful ways to attract new Hispanic customers: (p.8)
  - a. Citicorp
  - b. Wachovia
  - c. Bank of America
  - d. SunTrust
  
4. This subcategory of public relations is a specialist who concentrates on finding unusual news angles and planning events or "happenings" that attract media attention (p.12)
  - a. Publicist
  - b. Counselor
  - c. Press agent
  - d. Spin doctor
  
5. FedEx received a lot of positive media and public attention by flying this animal back to the Audubon Aquarium in New Orleans after Hurricane Katrina: (p.13)
  - a. Turtles
  - b. Otters
  - c. Dolphins
  - d. Penguins

6. Four of the “Five Essential Abilities” that people who plan to enter PR should develop include: (p.25)
  - a. Business/economics competence, problem-solving ability, writing skill, planning expertise
  - b. Persuasion skills, developing contacts, online skills, staging events ability
  - c. Marketing, advertising, research and journalism skills
  - d. Writing, research, planning and media manipulation skills/expertise
  
7. The trend toward “IMC” is important to know about in public relations. IMC is: (p.21)
  - a. Independent management communications
  - b. Integrated management communications
  - c. Integrated marketing communications
  - d. Integrated media corporations
  
8. “Nine Ways Public Relations Contributes to the Bottom Line” include: (p.24)
  - a. Awareness and information; organizational motivation
  - b. Issue anticipation; opportunity identification
  - c. Crisis management; overcoming executive isolation
  - d. Influencing public policy; social responsibility
  - e. All of the above
  
9. “Cultural literacy” is among the “10 Qualities that Employers Want” (p.27). This means that employers want individuals who are well rounded and well educated about the arts, humanities, and current events.
  - a. True
  - b. False
  
10. The existing salary gap between men and women in the PR field is explained by which of the following:
  - a. Women hold more of the lower level technician versus management roles
  - b. Women tend to work in PR areas that traditionally have lower salaries such as community relations, nonprofits, and employee communications
  - c. Women tend to take more time off than men to raise children or for other personal reasons
  - d. Women, generally, do not negotiate as well on their behalf as men
  - e. All of the above