

**Public Relations Practices**  
**Chapter 2 Quiz**

1. This historic event in American history was called by PRWeek “...the greatest and best-known publicity stunt of all time...” (p.41)
  - a. The Founding Fathers signing the Declaration of Independence
  - b. The December 7, 1941 Japanese attack on Pearl Harbor
  - c. The Boston Tea Party
  - d. The Whiskey Rebellion
  
2. Described as the ultimate showman, he was considered a master of “hype” and promotion: (p.42)
  - a. Samuel Adams
  - b. Benjamin Franklin
  - c. Henry Ford
  - d. P.T. Barnum
  
3. This U.S. president is credited with being a PR whiz in promoting and publicizing his pet projects: (p.48)
  - a. Teddy Roosevelt
  - b. William Henry Taft
  - c. Ulysses S. Grant
  - d. John Adams
  
4. This American PR pioneer is credited with being the first to widely use news releases or press handouts: (p.48)
  - a. Edward Bernays
  - b. Ivy Lee
  - c. George Creel
  - d. Elmer Davis
  
5. His popular Ivory Soap sculpture contests for school-aged children helped Procter & Gamble sell millions of soap products: (p.52)
  - a. Edwards Bernays
  - b. Ivy Lee
  - c. George Creel
  - d. Elmer Davis

6. PRWeek's "greatest campaigns ever" includes Martin Luther King's Civil Rights Campaign and these others: (p.60-61)
  - a. NASA for its media accessibility
  - b. The U.S. auto industry's "buckle up" Seat Belt Campaign in the 1980s
  - c. 1986's Hands Across America campaign
  - d. All of the above
  
7. Public relations used to be a male-dominated field, but today women make up this percentage of PR practitioners: (p.61)
  - a. 50 percent
  - b. 60 percent
  - c. 70 percent
  - d. 80 percent
  
8. Reasons given for the influx of women into the PR field include: (p.62-63)
  - a. Women find PR has a welcoming environment with more opportunities to advance than in newspaper work for example
  - b. A woman can start a PR firm without a lot of capital
  - c. Women can make more money in PR than comparable female dominated fields such as teaching and social work
  - d. All of the above
  
9. Public relations continues to be a white-dominated field despite the increase of minorities in the general population. Whites make up this percent of the PR workforce, according to the U.S. Bureau of Labor Statistics: (p.64)
  - a. 60 percent
  - b. 70 percent
  - c. 80 percent
  - d. 90 percent
  
10. Organizations being more accountable and open to public scrutiny is a trend in PR known as: (p.66)
  - a. Elasticity
  - b. Transparency
  - c. Visibility
  - d. Social responsibility