

**PR Practices
Chapter 3 Quiz**

1. This is the value system by which a person determines what is right or wrong:
 - a. Judgment
 - b. Code of conduct
 - c. Licensing
 - d. Ethics

2. This is the world's largest national public relations organization with some 22,000 members organized into 110 chapters across the U.S.:
 - a. The International Association of Business Communicators
 - b. The International Public Relations Association
 - c. The Public Relations Society of America
 - d. The National School Public Relations Association

3. The PRSA's Code of Ethics includes these core values:
 - a. Advocacy and Honesty
 - b. Expertise and Independence
 - c. Loyalty and Fairness
 - d. All of the above

4. The PRSA Code states "You should not give an expensive gift to a journalist as a bribe so that he or she will write favorable stores about the organizations or its products/services." This falls under the Code's provision about:
 - a. Ensuring Fair Competition
 - b. Protecting the Free Flow of Information
 - c. Safeguarding Confidences
 - d. Avoiding Conflicts of Interest

5. Which of the following is NOT an ethical guidelines regarding Video News Releases (VNRs) as approved by the National Association of Broadcast Communicators:
 - a. The sponsor of a VNR should be clearly identified on the tape only when the subject material is controversial
 - b. Information contained in a VNR must be accurate and reliable
 - c. A VNR must be identified as such, both on the video's opening slate and on any advisory material and scripts
 - d. Persons interviewed on the VNR must be accurately identified by name, title, and affiliation in the video

6. What is meant by the “technician mentality” that some say limits the professionalism of some or many public relations practitioners?
 - a. That PR people aren’t always trained enough in computer and other technology skills
 - b. That PR people are sometimes guilty of manipulating messages by way of deceptive technological “slight of hand”
 - c. That PR people may do a competent job of, for example, preparing news releases, brochures and newsletters even if the information provided by management or a client is in bad taste, is misleading, or is just plain wrong
 - d. All of the above

7. Persuading news media representatives with gifts is an aspect of public relations that PR codes of ethics don’t specifically address, leaving it instead on a case-by-case basis or interpretation.
 - a. True
 - b. False

8. The most important trait for an individual PR practitioner is to:
 - a. Maximize exposure and profitability for his/her client/organization
 - b. Treat media members with respect and note key deadline constraints
 - c. Act like a professional in the field
 - d. Become nationally accredited in public relations

9. “Grassroots” campaigns to achieve public relations goals are often undertaken by this type of group and are considered unethical if the true source of the initiative is not clearly identified:
 - a. Accreditation groups
 - b. Focus groups
 - c. Front groups
 - d. Licensing groups

10. Which of the following is NOT a hallmark of a public relations professional?
 - a. A sense of independence
 - b. A sense of responsibility to society
 - c. Concern for integrity of the profession
 - d. A high loyalty to the employer of the moment