

**Public Relations Practices**  
**Chapter 6, Program Planning**  
**Quiz**

1. Which is the correct order of the first four steps in the eight-step Public Relations Program Plan as detailed in this chapter:
  - a. Situation, Target Audience, Objectives, Tactics
  - b. Situation, Objectives, Target Audience, Strategies
  - c. Target Audience, Situation, Objectives, Strategies
  - d. Target Audience, Situation, Tactics, Strategies
  
2. Which is the correct order of the last four steps in the eight-step Public Relations Program Plan:
  - a. Strategies, Calendar, Budget, Evaluation
  - b. Tactics, Budget, Calendar, Evaluation
  - c. Tactics, Strategies, Calendar, Budget
  - d. Tactics, Calendar, Budget, Evaluation
  
3. In the Sunkist Lemons campaign, the placement of heartwarming stories in the local media about kids and their lemonade stands raising money for charity is listed under which element of the eight-step Public Relations Program Plan:
  - a. Tactics
  - b. Strategies
  - c. Objectives
  - d. Target Audience
  
4. One of the objectives of the Clorox campaign was to “generate widespread awareness of the gentle benefits of Clorox.” Which type of objective is this:
  - a. Motivational
  - b. Informational
  - c. Marketing
  - d. Incidental
  
5. Longwood University launched a campaign to increase visitor traffic to its admissions Web site by 30 percent over the previous year. This is which type of objective:
  - a. Motivational
  - b. Informational
  - c. Marketing
  - d. Incidental
  
6. To make sure they accomplished their purpose, objectives must be:
  - a. Attainable

- b. Informational
  - c. Measurable
  - d. Motivational
7. Which was NOT a tactic used by Jell-O with regard to its 100<sup>th</sup> anniversary celebration:
- a. Using its hometown, LeRoy, N.Y for a Jell-O Jubilee
  - b. Introducing a hip-hop jingle to entire younger consumers
  - c. Opening a new museum and tour exhibits nationwide
  - d. Introducing a new flavor (Champagne)
8. What is the first step in formulating a public relations program?
- a. Research the facts
  - b. Set objectives
  - c. Determine communication strategies
  - d. Understand the situation
9. The condom campaign in India led to a 22 percent increase in the condom market in that country. This finding is which part of a program plan?
- a. Evaluation
  - b. Target Audience
  - c. Objectives
  - d. Situation
10. Events to celebrate and increase awareness of a new museum opening require which type of project or program?
- a. Reinforcement program
  - b. Remedial program
  - c. One-time project
  - d. Seasonal program