

Public Relations Practices/Spring 2008

STUDY GUIDE FOR MIDTERM EXAM ON THURSDAY, FEB. 28

The test will cover material from Chapters 1-8 in your textbook. All questions will be taken from material in this study guide. The test will consist of multiple choice questions, true/false questions, short answer questions and terms/definitions (you are given the term, then you define).

CHAPTER 1, "WHAT IS PUBLIC RELATIONS?"

- Key words and phrases that are essential elements of public relations such as "deliberate...planned...performance..." etc (bottom of page 7)
- The RACE acronym to describe the public relations process (page 9)
- The basic components of public relations such as counseling, research, media relations (15 given) (page 11)
- Other popular names for PR: public affairs, communication, corporate relations, corporate public affairs, corporate communications (pages 12-13)
- Stereotypes and less flattering terms for PR: "flacks" or "flaks" and "spin doctors" (pages 13-14)
- What is meant by "integrated marketing communications" (IMC) (page 19)
- The "Five Essential Abilities" needed in PR: Writing skills and others (p. 26-27)
- Official PRSA definition of Public Relations (from notes): "Public Relations helps an organization and its publics adapt mutually to each other." (13 words)

CHAPTER 2, "THE EVOLUTION OF PUBLIC RELATIONS"

- Public Relations' three principal functions:
 - Press agency: a press agent works to get publicity for an individual or an organization
 - Publicity: consists mainly of the issuing of news releases to the media about the activities of an organization or an individual. It is one of the earliest forms of public relations and counseling
 - Counseling: PR's role as an adviser and counselor to corporate and institutional managers that began to emerge under Ivy Lee and Edward Bernays in the early 1900s.
- Other key terms:
 - Hying: defined originally as the promotion of movie and television stars, books magazines, etc. through the shrewd use of the media and other devices
 - Pseudoevent : a planned happening that occurs primarily for the purpose of being covered
- Individual contributors to public relations: P.T. Barnum (p. 48), Henry Ford and Teddy Roosevelt (p. 51), Ivy Lee (p. 52), George Creel (p. 53) and Edward Bernays (p. 55)

CHAPTER 3, "ETHICS AND PROFESSIONALISM"

- Meaning/definition of "ethics" from Jaksa and Pritchard (page 76)
- Review the PRSA Code of Ethics (page 78)

- Look at full PRSA Code of Ethics posted on the class website: Review especially the “Examples of Improper Conduct” under each of the code’
- Video News Releases (VNRs) and the Code of Good Practice pertaining to VNRs (page 83)
- PRSA Accreditation—what it means and implies (page 87)
- Review commendable public relations practices (bullet points on page 90)
- Review Ethical Dealings with News Media section (pages 91-94)

CHAPTER 4, “PUBLIC RELATIONS DEPARTMENTS AND FIRMS”

- Review services provided by PR firms (bullet points 109-110)
- Review Pros and Cons of Using a Public Relations Firm (pages 118-119)

CHAPTER 5, “RESEARCH”

- Understand Definition and Importance of Research (page 129)
- Review Using Research (the different ways research is used) (pages 129-131)
- Understand meanings of and differences between “primary” and “secondary” research (pages 131-132)
- Focus Groups—what they are and what they do (pages 136-137)
- Biased Wording—how can questionnaire wording be biased or slanted? (p.142)
- Review Questionnaire Guidelines (page 144)

CHAPTER 6, “PROGRAM PLANNING”

- Review The Value of Planning (page 153)
- Understand the Eight Elements of a Program Plan (starting on page 156)
- Review PR Casebook: The 100th Anniversary of Jell-O (page 159)

CHAPTER 7, “COMMUNICATION”

- The goals of the communication (or execution) process: to inform, persuade, motivate, or achieve mutual understanding (page 172)
- Review use of Symbols, Acronyms, Slogans (page 182)
- Review section on Avoiding Jargon, Cliches, and Hype words (page 183)

CHAPTER 8, “EVALUATION”

- Evaluation defined: “The measurement of results against established objectives set during the planning process” (page 194)
- Review the Checklist of Basic Evaluation Questions (page 195)
- Know terms: media impressions (p. 197), Internet “hits” (p. 198), advertising equivalency (p. 199), systematic tracking (p. 200) and cost per person (p. 201)
- Purpose of Communication Audits (p. 205-206)

ALSO—Handouts:

- 32 Ways to Create News for your Organization—be able to list several such ways
- Charleston’s Advertising, Public Relations, and Marketing Firms
- Advertising Equivalency Study—Cougar Coverage Report (March 1997)

###

