

Public Relations Practices/Fall 2008

STUDY GUIDE FOR TEST I ON TUESDAY, SEPT. 23

The test will cover material from Chapters 1-4 in your textbook. All questions will be taken from material in this study guide. The test will consist of multiple choice questions, lists, true/false questions, short answer questions and terms/definitions (you are given the term, then you define).

Along with reviewing the material highlighted in this study guide, you should also review the PowerPoints for these four chapters on the class website (www.cofc.edu/~harwoodp). The three quizzes we've had are also on the website with the correct answers.

CHAPTER 1, "WHAT IS PUBLIC RELATIONS?"

- Six key words and phrases that are essential elements of public relations such as "deliberate...planned...performance..." etc (p.7)
- The RACE acronym to describe the public relations process (p.8-9)
- The basic components of public relations such as counseling, research, media relations, etc (15 given—be able to list several) (p.10-11)
- Other popular names for PR: public affairs, communication, corporate relations, corporate public affairs, corporate communications—be able to list (p.12)
- Stereotypes and less flattering terms for PR: "flacks" or "flaks" and "spin doctors" (pages 13-14)
- How PR differs from journalism, advertising and marketing (p.16-19)
- How PR supports marketing (p.20)
- What is meant by "integrated marketing communications" (IMC) (p.20-21)
- PR Personality Checklist (p.28)—be able to list several of these 25 characteristics
- The "Five Essential Abilities" needed in PR: Writing skills and others—be able to list (p.25)
- Official PRSA definition of Public Relations (from notes): "Public Relations helps an organization and its publics adapt mutually to each other." (13 words— from Chapter 1 PowerPoint)
- Review award-winning PR campaigns (p.13)

Chapter 1 Key Terms/Phrases: publics; the RACE acronym; spin/spin doctor; publicists; press agents; IMC; influentials

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 (p.42)
 - 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
 - Transparency: being more open and accessible to the public and media; not trying to hide things as much
- The “Golden Age of the Press Agent” in the 1800s (p.42)
- Individual contributors to public relations (and what/how each contributed): P.T. Barnum (p.42), Henry Ford (p.47) and Teddy Roosevelt (p.48), Ivy Lee (p.48), George Creel (p.50) and Edward Bernays (p.52)
- The Feminization of the Public Relations Field (p.61)
- The Fragmentation of Mass Media (p.67)
- The Rise of Social Media: RSS feeds, blogs, vlogs, webcasts, podcasts, YouTube, Facebook, MySpace, etc. (p.68)

CHAPTER 3, “ETHICS AND PROFESSIONALISM”

- Meaning/definition of “ethics” from Jaksa and Pritchard (p.73)
- What’s meant by PR Professionals being “Ethical Advocates”? (p.74)
- Review Public Expectations of Public Relations (p.74)
- Review the PRSA Code of Ethics (p.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’s provisions. Link is at: <http://www.prssa.org/downloads/codeofethics.pdf>
- Video News Releases (VNRs) and the Code of Good Practice pertaining to VNRs (p.79-80)
- Review Internet public relations and Public Relations Internet guidelines (p.81)
- PRSA Accreditation—what it means and implies (p.85)
- Review the “Front Groups” On the Job Insight (p.88)
- Review On the Job Ethics about paying for positive news stories in Iraq (p.92)
- Review the list of Commendable Public Relations Practices (bullet points, p.88-9)
- Review Ethical Dealings with News Media section (pages 89-93)
- Review chapter summary on p.95

Chapter 3 Key Terms/Phrases: ethics; Public Relations Society of America (PRSA); protecting the “free flow of information;” flogs; accreditation; technician mentality; front groups; video news releases (VNRs); TV/film “product placement”

CHAPTER 4, “PUBLIC RELATIONS DEPARTMENTS AND FIRMS”

- George Westinghouse’s contributions to corporate public relations (p.98)

- Functions/activities of Corporate PR departments (p.105)—be able to list top five starting with media relations, then crisis management, etc.
- Review On the Job Ethics “When It’s Time to Resign An Account” (p.112)
- Review Insights “A Job at a Corporation or a PR Firm?” (p121)
- Review Pros and Cons of Using a Public Relations Firm (p.120-2)
- Be able to list the four common ways PR firms charge for their services: basic hourly fee, etc. (p.122-3)
- Generalizations about the size of Charleston area PR, marketing and advertizing firms?

Key Terms/Phrases: fixed project fee; retainer fee; pay-for-placement (p.122-3)

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