

Chapter 2 Test Bank

2.1 Multiple Choice Questions

1. Of the five broad categories of public relations jobs, this category offers the greatest number and variety of jobs.
 - A) corporations
 - B) nonprofit organizations and trade associations
 - C) governments
 - D) public relations agencies
 - E) independent public relations consultancies

Answer: A

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

2. When public relations practitioners seek to maintain or improve relations with local environmental interest groups, they are engaged in .
 - A) employee relations
 - B) media relations
 - C) community relations
 - D) investor relations
 - E) consumer relations

Answer: C

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

3. When public relations practitioners communicate on behalf of churches, foundations, or hospitals, they are most likely employed in which category of public relations jobs?
 - A) corporations
 - B) nonprofit organizations and trade associations
 - C) governments
 - D) public relations agencies
 - E) independent public relations consultancies

Answer: B

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

4. According to the authors of *Built to Last: Successful Habits of Visionary Companies*, one thing that enduring, successful companies have in common is .
- A) an innovative employee orientation program
 - B) a set of clear, strongly held core values
 - C) a set of clearly articulated rules and regulations
 - D) business savvy
 - E) a generous 401-K benefits plan

Answer: B

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

5. In which broad category of public relations jobs are practitioners least likely to have the term public relations included in their job titles?
- A) corporations
 - B) nonprofit organizations and trade associations
 - C) governments
 - D) public relations agencies
 - E) independent public relations consultancies

Answer: C

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

6. In which broad category of public relations jobs does a multi-person organization assist with the public relations activities of other organizations?
- A) corporations
 - B) nonprofit organizations and trade associations
 - C) governments
 - D) public relations agencies

E) independent public relations consultancies

Answer: D

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

7. In which broad category of public relations jobs do practitioners bear the greatest responsibility of their personal success or failure?
- A) corporations
 - B) nonprofit organizations and trade associations
 - C) governments
 - D) public relations agencies
 - E) independent public relations consultancies

Answer: E

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

8. The United States Code has its greatest impact upon public relations practitioners in _____.
- A) corporations
 - B) nonprofit organizations and trade associations
 - C) government
 - D) public relations agencies
 - E) independent public relations consultancies

Answer: C

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

9. When trying to get that first job or internship, you should _____.
- A) ask about salary and benefits in your application letter
 - B) send form letters to as many potential employers as possible
 - C) thoroughly research a potential employer before applying
 - D) try to say as little as possible about your experience

E) ask where your desk will be located

Answer: C

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

10. Postmodern critics of public relations say ____ .
- A) the profession is no longer relevant
 - B) not all public relations activity occurs within the workplace
 - C) it is all about marketing
 - D) All of the above
 - E) None of the above

Answer: B

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

11. According to Professor David Dozier, persons who make policy decisions and take responsibility for the success or failure of public relations programs are known as public relations _____ .
- A) professionals
 - B) technicians
 - C) specialists
 - D) managers
 - E) practitioners

Answer: D

LO 2.2: Identify the duties performed by public relations managers and public relations technicians

Topic/Concept: Public Relations Activities and Duties

Difficulty Level: Easy

Skill Level: Understand

12. According to Professor David Dozier, persons whose primary role is to prepare communications that help execute public relations policies created by others are known as public relations _____ .
- A) professionals
 - B) technicians

- C) specialists
- D) managers
- E) practitioners

Answer: B

LO 2.2: Identify the duties performed by public relations managers and public relations technicians

Topic/Concept: Public Relations Activities and Duties

Difficulty Level: Easy

Skill Level: Understand

13. According to a recent survey by the Public Relations Society of America, what percentage of members believe social media have enhanced the practice of public relations?
- A) 34 percent
 - B) 11 percent
 - C) 99 percent
 - D) 55 percent
 - E) 86 percent

Answer: E

LO 2.2: Identify the duties performed by public relations managers and public relations technicians

Topic/Concept: Public Relations Activities and Duties

Difficulty Level: Easy

Skill Level: Understand

14. According to a 2014 University of Georgia study, the average starting public relations salary for graduates of U.S. journalism and mass communications programs was _____.
- A) \$16,500
 - B) \$20,000
 - C) \$22,000
 - D) \$35,000
 - E) \$40,000

Answer: D

LO 2.4: Analyze the survey results of public relations professionals' salaries and working conditions

Topic/Concept: Working Conditions and Salaries

Difficulty Level: Easy

Skill Level: Understand

15. According to a turn of the 21st century PRSA/IABC survey, which of these qualities were more important to practitioners than salary?
- A) creative opportunity

- B) access to technology
- C) professional development
- D) recognition by colleagues
- E) All of the above

Answer: E

LO 2.5: Express some of the motivators for public relations professionals

Topic/Concept: The Best Part of Public Relations Jobs

Difficulty Level: Easy

Skill Level: Understand

16. According to a 2014 *PRWeek* report, _____ .
- A) gender disparity in salaries does not exist
 - B) almost 90 percent had medical insurance through their employer
 - C) among practitioners who recently left their jobs, only 16 percent were laid off
 - D) A and B
 - E) B and C

Answer: E

LO 2.4: Analyze the survey results of public relations professionals' salaries and working conditions

Topic/Concept: Working Conditions and Salaries

Difficulty Level: Easy

Skill Level: Understand

17. When applying for a job, applicants should _____ .
- A) ask about salary
 - B) use e-mail
 - C) have a flawless resume
 - D) All of the above
 - E) None of the above

Answer: C

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

18. Many public relations practitioners record how they spend their working hours _____ .
- A) as a means of billing clients
 - B) for internal billing purposes
 - C) to allow their supervisors to see how employees spend their time

- D) All of the above
- E) None of the above

Answer: D

LO 2.2: Identify the duties performed by public relations managers and public relations technicians

Topic/Concept: Public Relations Activities and Duties

Difficulty Level: Easy

Skill Level: Understand

19. Which of the following statements is true?

- A) On average, women practitioners earn more than men practitioners.
- B) Fifty percent of public relations practitioners rated their salaries as “poor.”
- C) Only 10 percent said they would take a pay cut to ensure their job security at their current company.
- D) All of the above.
- E) None of the above.

Answer: E

LO 2.4: Analyze the survey results of public relations professionals' salaries and working conditions

Topic/Concept: Working Conditions and Salaries

Difficulty Level: Moderate

Skill Level: Understand

20. Practitioners who act for the good of a relationship, rather than just one side of a relationship are fulfilling a(n) _____ .

- A) independent endorsement
- B) press agent role
- C) consultant's role
- D) manager's role
- E) boundary spanning role

Answer: E

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

21. According to a turn of the century PRSA/IABC survey, the most important ingredient in job satisfaction was

- A) making a good income
- B) earning the respect and recognition of others

- C) creative opportunity
- D) personal satisfaction from a job well done
- E) career advancement

Answer: C

LO 2.5: Express some of the motivators for public relations professionals

Topic/Concept: The Best Part of Public Relations Jobs

Difficulty Level: Easy

Skill Level: Understand

22. Among the tactics that helped win the Best Corporate PR Team award for Virgin Atlantic Airways were _____.
- A) bungee jumping from the top of a Las Vegas hotel
 - B) responding with “no comment” when a customer compared his meal to a hamster
 - C) inventing a new lipstick called “Upper Class Red”
 - D) A and B
 - E) A and C

Answer: E

LO 2.5: Express some of the motivators for public relations professionals

Topic/Concept: The Best Part of Public Relations Jobs

Difficulty Level: Easy

Skill Level: Understand

23. Virgin’s community relations programs do not include _____.
- A) serving Fairtrade coffee and tea inflight
 - B) producing pamphlets casting doubt on climate change
 - C) building classrooms in Kenya
 - D) revitalizing a community daycare center in India
 - E) surveying community needs in Ghana

Answer: B

LO 2.5: Express some of the motivators for public relations professionals

Topic/Concept: The Best Part of Public Relations Jobs

Difficulty Level: Easy

Skill Level: Understand

24. Fineman Associates Public Relations of San Francisco has become well-known for

-
- A) becoming the world's largest public relations agency
 - B) compiling a list of the year's worst public relations disasters
 - C) winning the most public relations awards in history
 - D) paying the highest salaries among public relations agencies

E) presenting the Fineman Cup for Public Relations Excellence

Answer: B

LO 2.5: Express some of the motivators for public relations professionals

Topic/Concept: The Best Part of Public Relations Jobs

Difficulty Level: Easy

Skill Level: Understand

25. When trying to get that first internship or job, you should _____ .

- A) prepare for the job interview
- B) send a brief thank-you letter after each interview
- C) send an error-free application letter and resume
- D) All of the above
- E) None of the above

Answer: D

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

2.2 Short Answer Questions

1. What are the five employment settings in which public relations exists?

Answer: Corporations, nonprofit organizations and trade associations, governments, public relations agencies, and independent public relations consultancies

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

2. What are the differences between a public relations manager and a public relations technician?

Answer: Public relations managers solve problems, advise other managers, and take responsibility for the success or failure of public relations programs. They are often found in organizations in which there is a lot of change and that value employee input. Public relations technicians are not involved in decision-making. Their role is to prepare communications for public relations plans created by others. They are often found in organizations in which the environment is stable and predictable.

LO 2.2: Identify the duties performed by public relations managers and public relations technicians

Topic/Concept: Public Relations Activities and Duties

Difficulty Level: Easy

Skill Level: Understand

3. Which tasks do public relations managers say consume most of their time?

Answer: Media relations tasks. According to the Institute for Public Relations, by 2015, the top task will be linking organizational communication strategies to organizational goals.

LO 2.2: Identify the duties performed by public relations managers and public relations technicians

Topic/Concept: Public Relations Activities and Duties

Difficulty Level: Easy

Skill Level: Understand

4. Why do postmodern theorists say the study of public relations should not be limited to those who pursue public relations as a career?

Answer: They say that public relations is not limited to the workplace. They cite volunteers and activists as examples of non-salaried public relations practitioners.

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

5. How does the United States Code affect government public relations practitioners?

Answer: It prohibits the use of public funds by federal government agencies to pay for a publicity expert unless specifically appropriated for that purpose. Its major impact has been that government practitioners do not have the term public relations in their job titles. Instead, they are identified by a variety of titles.

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

2.3 True/False Questions

1. The largest number of public relations jobs is found in public relations agencies.

Answer: FALSE

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

2. On average, the highest-paying jobs in public relations are in corporation relations.

Answer: TRUE

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

3. On average, the lowest-paying jobs in public relations are in government relations.

Answer: FALSE

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Easy

Skill Level: Understand

4. A public relations practitioner can be both a technician and a manager.

Answer: TRUE

LO 2.2: Identify the duties performed by public relations managers and public relations technicians

Topic/Concept: Public Relations Activities and Duties

Difficulty Level: Easy

Skill Level: Understand

5. Practitioners fulfill a boundary-spanning role when they refuse to listen to or consider the interests of outside publics.

Answer: FALSE

LO 2.2: Identify the duties performed by public relations managers and public relations technicians

Topic/Concept: Public Relations Activities and Duties

Difficulty Level: Easy

Skill Level: Understand

2.4 Essay Questions

1. It has been stated that in most corporations, public relations jobs focus upon specific publics. Who are these publics, and why are they important to the success of corporations?

Answer: The publics important to most corporations are employees, the media, government regulators and officials, the communities in which corporations operate, their consumers, their shareholders and potential investors, vendors, professional/trade associations, unions, and retired employees. Each of these publics can directly (such as in the case of employees) or indirectly (such as in the case of the media) influence the ability to achieve corporate goals.

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Moderate

Skill Level: Analyze

2. What are the major benefits and risks in working as an independent public relations consultant?

Answer: The major benefit is, of course, the independence that comes with being on your own. An independent consultant has considerable freedom in choosing how, when, and with whom to do business. An independent consultant can be as much of a generalist or specialist as he or she desires. The major risk is that an independent practitioner is entirely responsible for the success or failure of the consultancy. The practitioner is entirely responsible for every aspect of the operation, including financial accounting and new client development. While an independent's overhead may be considerably less than that of a typical agency, there is nothing to fall back on in a consultancy when costs outstrip income. For these reasons, independent consultancies are better suited for risk takers willing to accept failure as a possible price of success.

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Moderate

Skill Level: Analyze

3. What are some of the "dos and don'ts" of communicating with a potential job or internship employer?

Answer: DO: Thoroughly research a potential employer before applying, send an error-free application letter and a flawless resume, and prepare for a job interview by reviewing your

research and preparing knowledgeable questions. DON'T: Send a form letter, ask about salary and benefits, or forget to send a brief thank-you letter after each interview.

LO 2.3: Identify five major employment settings in which public relations professionals work

Topic/Concept: Where the Jobs Are

Difficulty Level: Moderate

Skill Level: Apply

4. How do Virgin Atlantic's public relations tactics reflect and reinforce its core values?

Answer: Virgin Atlantic's public relations tactics included having its Chairman Sir Richard Branson bungee-jump from the top of a Las Vegas hotel and inventing a new lipstick—"Upper Class Red"—for its first class passengers. These antics humorously reflect the company's mission of matching passengers who are passionate about flying with employees who are passionate about Virgin airline. According to Branson, these PR tactics give employees an opportunity to display the "energy, the determination, the wit, and the wisdom" that drive the company. In its community relations programs, the company displays its commitment to sustainability, which offer it a "triple win"—saving energy, reducing carbon emissions, and saving money. Virgin makes extensive use of research to evaluate its progress in relationship-building programs. The company's PR staff, like the company itself, strive to keep learning and seeking new challenges.

LO 2.5: Express some of the motivators for public relations professionals

Topic/Concept: The Best Part of Public Relations Jobs

Difficulty Level: Difficult

Skill Level: Evaluate

5. Fineman Associates of San Francisco issues a list of the year's top public relations disasters. What are some of those cited in the book, and what do they have in common?

Answer: The makers of the video game Grand Theft Auto had their product pulled from store shelves because of hidden sexual content. A Latham, New York, radio station ended up in court after an "Ugliest Bride" contest backfired. Through his erratic behavior, rap artist Kanye West received a storm of criticism from fellow performers. Goldman Sachs was publicly ridiculed when its CEO claimed the financially troubled company was "doing God's work." When United Airlines refused compensation for a damaged guitar, a musician extracted a special kind of revenge with a YouTube video. American Apparel and Gap urged consumers in states affected by Hurricane Sandy to shop online during the disaster. A common link in all of these is a failure of values.

LO 2.5: Express some of the motivators for public relations professionals

Topic/Concept: The Best Part of Public Relations Jobs

Difficulty Level: Moderate

Skill Level: Apply