



Public Relations.d

- 1 Public relations was first applied around the turn of
- 2 The first public relations agency in the US was identified in
- 3 John D. Rockefeller Sr and Jr., the oil magnates once recruited a PR as a strategic adviser.
- 4 Public relations and corporate communications in both UK and Europe did not take off until after the Second World War.
- 5 PR is any acronym for
- 6 Public relations is
- 7 Public relations should be strategic
- 8 In PR, engagement means
- 9 In PR, any content you or your agency creates is referred to as
- 10 ... is a highly targeted message that is crafted and sent to a journalist to gauge their interest in your client
- 11 Modern PR tools includes all except
- 12 ... helps to know what people are thinking.
- 13 In PR Social listening, it is common to refer to social media as a big beast
- 14 Which of this is not a PR method?
- 15 New letter can printed or email
- 16 ... Is building good relationships with members of the community
- 17 ... is building their business culture and team relationships in a company
- 18 Politics also offer a broad range of PR activities





- 19 Political PR must have all except
- 20 Newsletter can do all of the following except
- 21 PR blogging is more mainstream
- 22 PR Blogging is a powerful tool for communicating your business' stories
- 23 Blogging is a powerful tool for communicating by helping PR specialist think like a
- 24 Social media marketing aligns PR to social media
- 25 All are ways social media has changed PR except
- 26 General Press Release tips includes all excpet
- 27 Give your release to someone who does not know the subject. Then leave the document in front of him for 10 seconds and then ask him to summarize in two sentences what the document is about. This is referred to as
- 28 A press release must be one page. This means it is
- 29 It is always advised not to make sentences that exceed 20 words. This means PR must be
- 30 ... is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals, and serve the public interest.
- 31 Public communication has changed attitudes towards certain activities
- 32 Communication plays a vital role in effective public relations
- 33 The organization that is doing the PR must understand exactly what it is their other party wants for exposure
- 34 Community engagement officers work to develop a company's relationship with the local (and not-so-local) community. Reason includes all except
- 35 Public affairs, also known as





- 36 ... is the PR you need when disaster strikes
- 37 Skills required for PR includes all except
- 38 Public speaking is the ability to get behind a microphone to convey message to the public
- 39 The advantages of PR include all except
- 40 For communication to be effective, it must be a two-way model
- 41 A key feature of every communication model is feedback
- 42 Communication is two-way, transmission is one way
- 43 Types of communication includes all except
- 44 The 8 Stages of Communication includes all except
- 45 This is the second stage of the communication is referred to as
- 46 The message goes through the process of encoding by the sender. This stage is referred to as
- 47 ... is the process through which the receiver converts the message to understand the information which was intended to be communicated
- 48 The Barriers to Communication can any of the following except
- 49 Communication is not really important in PR model
- 50 Crisis Preparation Best Practices includes all except
- 51 In PR, CMP is an acronym for
- 52 A crisis management plan (CMP) is a reference tool, not a blueprint
- 53 A CMP does the following except
- 54 Pre-assigning tasks presumes there is a designated crisis team.
- 55 Organizational members must be prepared to talk to the news media during a crisis. That person is referred to as





- 56 Crisis Media Training Best Practices includes the following except
- 57 An organization should create a separate web site for the crisis or designate a section of its current web site for the crisis
- 58 ... is what management does and says after the crisis hits.
- 59 Crisis response should be divided into two. (1) the initial crisis response and (2) reputation repair and behavioural intentions.
- 60 ... refers to the various methods companies use to establish and maintain a mutually beneficial relationship with the communities in which they operate
- 61 A comprehensive, ongoing community relations program can help virtually any organization achieve visibility as a good community citizen
- 62 Community relations can take the form of all except
- 63 Teaming up with local colleges and universities to hold events for students is a great way to give back to your community can be referred to as
- 64 Employees can bring in collectibles and valuables to be auctioned off during your next company event. This is referred to as
- 65 Skills for Community Relation includes all except
- 66 Advantage of Community Relation includes all except
- 67 Ability to prioritise and plan effectively is a requirement for a good community relation
- 68 A comprehensive, ongoing community relations program can help virtually
- 69 Organizations are recognized as good community citizens when they support programs that improve the quality of life in their community. Such could include all except include
- 70 ... is the branch of public relations that helps an organization communicate with governmental publics.
- 71 The business of government has changed dramatically in recent years.
- 72 Best practices in government communications includes all except





- 73 The model is codified in the Government of Canada's recently updated Policy on Communications and Federal Identity and is adopted by governments world-wide is an example of.
- 74 Applied in a government context, a model that translates to citizen-centric communications, a model in which citizens can have a user-driven experience of accessing information is referred to as
- 75 The approach to organizational design is highly responsive and flexible, which is increasingly necessary as the communications discipline evolves rapidly in response to audiences' changing and rising expectations is referred to as
- 76 One of the most significant trends in strategic communications and marketing in public sector institutions is the use of content strategy. This model is said to be
- 77 An Effective Government Relation must do the following except
- 78 Goal of any government relation must include all except
- 79 Every government should have government relation program

