

The Practice of Public Relations, 14e (Seitel)
Chapter 1 Defining Public Relations

1) The Chapter 1 opening scenario, which details the Donald Trump presidency, contends that Trump has _____.

- A) destroyed the science behind public relations
- B) seriously complicated the practice of public relations
- C) integrated public relations, marketing, and advertising
- D) re-invented public relations as "strategic communications"

Answer: B

Difficulty: 3: Challenging

Skill: Synthesis

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Ethical understanding and reasoning

2) Which societal force has joined public relations to revolutionize the way organizations and individuals communicate with key publics around the world?

- A) the advertising industry
- B) international nonprofits
- C) Donald Trump
- D) social media

Answer: D

Difficulty: 1: Easy

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Information technology

3) In 2012, the Public Relations Society of America reached a common definition for public relations. Which of the following represents the winning definition?

- A) "Like beauty, the definition of 'public relations' is in the eye of the beholder."
- B) "Public relations is a planned process to influence public opinion, through sound character and proper performance, based on mutually satisfactory two-way communication."
- C) "Public relations revolutionizes the way organizations and individuals communicate to their key constituent publics around the world."
- D) "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

Answer: D

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Reflective thinking

- 4) In a society overwhelmed by communications, what is the communicator's main challenge?
- A) to bombard the target audience with messages of every variety (traditional and nontraditional) at the same time
 - B) to make millions of dollars for public relations professionals
 - C) to convince people that public relations is important
 - D) to cut through communications that come from many sources to deliver an argument that is persuasive, believable, and actionable

Answer: D

Difficulty: 1: Easy

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Written and oral communication

- 5) The strength of the public relations field stems from _____.

- A) its roots in democracy
- B) its significance in altering democracy
- C) its significance in building the ranks of management
- D) its significance in protecting management from encroachment by unqualified leaders

Answer: A

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Reflective thinking

- 6) The fundamental mandate of public relations is _____, and its focus is _____.

- A) strategy; media relations
- B) communications; building relationships
- C) relationships; publicity
- D) character; performance

Answer: B

Difficulty: 3: Challenging

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Written and oral communication

7) In John Marston's R-A-C-E process, the key step is _____.

- A) solid strategy
- B) reasoned research
- C) action
- D) careful evaluation

Answer: C

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Application of knowledge

8) Which of the following distinguishes the R-O-S-I-E formula from other formulae that summarize the PR process?

- A) encompasses more clear objectives
- B) encompasses a more managerial approach
- C) encompasses more implementation of a predetermined plan
- D) encompasses more scientific evaluation

Answer: B

Difficulty: 2: Moderate

Skill: Application

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Analytical thinking

9) In reporting to an organization's top management, public relations professionals must be able to provide information that is _____.

- A) unfiltered and uncensored
- B) carefully researched
- C) approved by other departments
- D) positive in nature

Answer: A

Difficulty: 2: Moderate

Skill: Application

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Analytical thinking

10) Which of the following are among the five actions that Professor Melvin Sharpe indicates can "harmonize" relations between individuals and organizations?

- A) measured remarks that foster credibility
- B) environmental research and evaluation to determine actions or adjustments needed
- C) continuous one-way communication
- D) credible actions that favor the organization

Answer: B

Difficulty: 3: Challenging

Skill: Application

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Application of knowledge

11) In Chapter 1's "A Question of Ethics," Harvard University disinvited convicted leaker Chelsea Manning as a result of _____.

- A) political pressure
- B) a competing public relations campaign by Yale
- C) a threatened CIA investigation
- D) public relations blowback by key publics

Answer: D

Difficulty: 3: Challenging

Skill: Synthesis

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Ethical understanding and reasoning

12) Professional practitioners who understand the "management interpreter" perspective of public relations recognize _____.

- A) the value of insights from Leon Hess on this perspective
- B) that management takes precedence over public attitudes and beliefs
- C) the need to be able to create management policy
- D) the importance of communicating organizational policy accurately and candidly to the public

Answer: D

Difficulty: 2: Moderate

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Reflective thinking

13) Donald Trump's "take no prisoners" posture as president is a prime example of a powerful institution's failure to _____.

- A) interpret and convey to management what the public really thinks
- B) analyze and convey to the public why management feels the way it does
- C) understand how corporate influence can change public opinion
- D) interpret how public influence can be ignored if it is in the best interest of shareholders

Answer: A

Difficulty: 2: Moderate

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Application of knowledge

14) Recall the devastating incidents of police shootings of unarmed young black men in the United States. From a public relations perspective, what did these tragedies demonstrate?

- A) that use of force must always be backed by a firm commitment to ethics
- B) the fact that law enforcement officers needed better training
- C) the importance of rapid communication to explain action
- D) the wisdom of hiring professional communicators in a crisis

Answer: C

Difficulty: 2: Moderate

Skill: Synthesis

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Ethical understanding and reasoning

15) Savvy individuals and institutions must recognize the importance of _____.

- A) appropriate use of modern technology in communicating with one another
- B) recognizing the role each plays in modern society
- C) effectively interpreting the institution's philosophies, policies, practices, and views to the public
- D) hiring professional communicators to act as mouthpieces

Answer: C

Difficulty: 2: Moderate

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Written and oral communication

16) To effectively communicate with a public, it is important to recognize that _____.

- A) most publics have the same needs
- B) many publics are most interested in the technology you use
- C) all publics have their own special needs and require different types of communication
- D) all publics have overlapping organizational needs

Answer: C

Difficulty: 1: Easy

Skill: Concept

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Reflective thinking

17) Which of the following has increased interdependence between people and organizations along with organizational concern for managing complex relationships?

- A) organizational change
- B) technological change
- C) social change
- D) environmental change

Answer: B

Difficulty: 2: Moderate

Skill: Concept

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Information technology

18) For a group of people to become a public, which of the following does NOT occur?

- A) They must face a similar situation.
- B) They must recognize what is problematic in that situation.
- C) They must organize to do something about a problem.
- D) They must seek public relations counsel in order to resolve the situation.

Answer: D

Difficulty: 1: Easy

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Analytical thinking

19) To the public relations practitioner, secondary publics are _____.

- A) important, but less important than primary publics
- B) similar to marginal public
- C) unimportant
- D) important, but only in a future campaign

Answer: A

Difficulty: 2: Moderate

Skill: Concept

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Reflective thinking

20) Recall the "FYI" feature in Chapter 1, regarding athlete Bruce Jenner's decision to become a woman. Here, some members of the public criticized Jenner for _____.

- A) maximizing the publicity of what should have been a private decision
- B) choosing the wrong social media channels to make his "coming out" announcement
- C) focusing attention on the transgender issue
- D) choosing ABC-TV as his media outlet for the announcement

Answer: A

Difficulty: 2: Moderate

Skill: Synthesis

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Reflective thinking

21) Why do public relations consultants for politicians stress the importance of uncommitted publics?

- A) Those publics rarely decide to vote.
- B) Those publics can swing a vote.
- C) Those publics are the most difficult to persuade.
- D) Those publics need to have their beliefs reinforced.

Answer: B

Difficulty: 2: Moderate

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Analytical thinking

- 22) A major difference between public relations and marketing or advertising is that _____.
A) marketing and advertising promote an organization
B) public relations promotes an entire organization, including its people, products, and services
C) marketing and advertising promote an organization's individuals rather than its products or services
D) public relations promotes only a product or a service

Answer: B

Difficulty: 1: Easy

Skill: Concept

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Analytical thinking

- 23) Reviewing the list of public relations functions found in Chapter 1, which of the following is obvious?

- A) Public relations is best suited to assist nonprofit organizations.
- B) Public relations practitioners must work hard to keep their clients in the news.
- C) Public relations is largely a technical task.
- D) Public relations practitioners work with many diverse publics.

Answer: D

Difficulty: 2: Moderate

Skill: Synthesis

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Analytical thinking

- 24) The government affairs function of public relations deals with _____.

- A) customers who want sales information
- B) officials at the local, state, and federal levels
- C) investors who want information about the annual meeting
- D) behavioral beliefs

Answer: B

Difficulty: 2: Moderate

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Interpersonal relations and teamwork

25) The twisting of messages and statements to create the impression of positive performance is _____.

- A) a widely used ethical practice in public relations
- B) the best way to preserve hard-earned credibility
- C) the best way to provide reporters with balanced information
- D) the definition of "spin"

Answer: D

Difficulty: 2: Moderate

Skill: Application

LO: 1.3: To underscore the ethical nature of the field and to reject the notion that public relations practitioners are employed in the practice of "spin."

AACSB: Ethical understanding and reasoning

26) How could one best describe President Bill Clinton's response to the American public in explaining the Monica Lewinsky scandal?

- A) highly detailed
- B) spin
- C) factual and accurate
- D) complete fiction

Answer: B

Difficulty: 1: Easy

Skill: Application

LO: 1.3: To underscore the ethical nature of the field and to reject the notion that public relations practitioners are employed in the practice of "spin."

AACSB: Ethical understanding and reasoning

27) What is the cardinal rule for public relations practitioners?

- A) Never, ever lie.
- B) Don't get caught.
- C) Spin the issue to sway public opinion.
- D) Be mindful of how your words can sway the public.

Answer: A

Difficulty: 1: Easy

Skill: Concept

LO: 1.3: To underscore the ethical nature of the field and to reject the notion that public relations practitioners are employed in the practice of "spin."

AACSB: Ethical understanding and reasoning

28) In a seminal study by the search firm Heyman Associates, which of the following was NOT a characteristic of successful PR leaders?

- A) inner strength
- B) teamliness
- C) proactivity and passion
- D) relationship building

Answer: A

Difficulty: 2: Moderate

Skill: Concept

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Interpersonal relations and teamwork

29) Which is NOT necessarily one of the key technical skills that public relations professionals should possess?

- A) knowledge of communications, including how the media work
- B) knowledge of current events
- C) knowledge of how management shapes policy
- D) knowledge of the public's "right to know"

Answer: D

Difficulty: 2: Moderate

Skill: Concept

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Reflective thinking

30) Public relations practitioners should maintain a healthy knowledge of current events MOSTLY because _____.

- A) they may need to put that knowledge to work for a client or employer
- B) it makes for a much more interesting professional life
- C) it demonstrates how management can shape policy
- D) they may need to "spin" the news on behalf of their employer

Answer: A

Difficulty: 2: Moderate

Skill: Application

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Application of knowledge

31) To be successful, a public relations professional should be predisposed to _____.

- A) disclose rather than withhold information
- B) avoid responding to false accusations from an irate consumer
- C) avoid confronting situations before they escalate
- D) disclose how business works

Answer: A

Difficulty: 1: Easy

Skill: Application

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Reflective thinking

32) Advocacy for the public relations practitioner can mean all of the following EXCEPT _____.

- A) standing up for what their employers represent
- B) advocating for what their publics need
- C) advocating for one's employer, regardless of their position
- D) resigning one's position if necessary

Answer: C

Difficulty: 2: Moderate

Skill: Concept

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Analytical thinking

33) Which of the following is NOT among six requisite "attitudes" an effective public relations practitioner should have?

- A) to have a counseling orientation
- B) to project a healthy skepticism
- C) a desire to do the right thing
- D) a willingness to take risks

Answer: B

Difficulty: 1: Easy

Skill: Concept

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Reflective thinking

34) Regarding public relations as a profession, which of the following is TRUE?

- A) It is not yet a full profession like accounting or medicine.
- B) It could be a profession, but practitioners are not yet interested in it.
- C) Extensive formal training is necessary and required.
- D) All prospective practitioners must pass a licensing exam.

Answer: A

Difficulty: 2: Moderate

Skill: Concept

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Reflective thinking

35) Which of the following statements apply to the practice of public relations?

- A) "Spin" can help a person or organization cover up the truth.
- B) If management errs, good public relations can solve the problem.
- C) Public relations cannot succeed if an organization's actions are unethical.
- D) Luckily, the public will quickly forgive an organization's mistakes.

Answer: C

Difficulty: 3: Challenging

Skill: Synthesis

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Ethical understanding and reasoning

36) It is safe to say that the Donald Trump presidency has seriously complicated the practice of public relations.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Ethical understanding and reasoning

37) In the 21st century, the power of public relations is no longer as great as it used to be.

Answer: FALSE

Difficulty: 1: Easy

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Reflective thinking

38) Public relations is an industry that is growing in numbers, although respect for it has diminished.

Answer: FALSE

Difficulty: 1: Easy

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Reflective thinking

39) The exact definition of public relations still perplexes many professionals in the field.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Analytical thinking

40) Around the world, the practice of public relations has declined somewhat from its peak in the late 1990s.

Answer: FALSE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Diverse and multicultural work environments

41) There are many different definitions for public relations, and each one is valid.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Analytical thinking

42) As a communication student looking to maximize your career earnings, you would choose journalism over public relations, as salaries in the journalism field are considerably higher.

Answer: FALSE

Difficulty: 1: Easy

Skill: Application

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Application of knowledge

43) The heightened stature of public relations can be seen in the increased desire of companies, nonprofits, governments, religious institutions, sports teams and leagues, and arts organizations to communicate their stories.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Reflective thinking

44) The American Management Association adapted the following definition of public relations: "Public Relations is a strategic communication process that builds mutually beneficial relationships between employees and upper management."

Answer: FALSE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Reflective thinking

45) In John Marston's R-A-C-E model, the key component is action.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Analytical thinking

46) The R-P-I-E model of public relations mostly stresses the element of implementation.

Answer: FALSE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Analytical thinking

47) Some might say PR should really stand for *performance recognition* because positive action communicated straightforwardly will yield positive results.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Application

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Ethical understanding and reasoning

48) Regardless of what definition you choose for public relations, textbook author Fraser Seitel contends that in order to be successful, professionals must always follow a planned process to influence attitudes and actions of the targeted public.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Reflective thinking

49) "A Question of Ethics: Harvard Disinvites a Leaker," illustrates that it can be a major mistake to yield to public pressure in a high-profile situation.

Answer: FALSE

Difficulty: 2: Moderate

Skill: Synthesis

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Analytical thinking

50) The effectiveness of a public relations department depends on the level of access it has to management.

Answer: TRUE

Difficulty: 3: Challenging

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Reflective thinking

51) As interpreters of the public for management, public relations professionals need to learn what the public senses about the organization and alert management to those findings.

Answer: TRUE

Difficulty: 1: Easy

Skill: Concept

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Written and oral communication

52) President Trump, along with General Motors and Mobil Oil, have all utilized public relations well by being candid with their publics.

Answer: FALSE

Difficulty: 1: Easy

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Analytical thinking

53) Recent technological changes, particularly those related to social media, drive home the importance of recognizing the interrelationships of publics.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Application

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Information technology

54) When athlete Bruce Jenner completed his journey to become a woman in 2015, public opinion was divided as to whether he should have utilized the media to publicize his transgender life.

Answer: TRUE

Difficulty: 3: Challenging

Skill: Synthesis

LO: 1.3: To underscore the ethical nature of the field and to reject the notion that public relations practitioners are employed in the practice of "spin."

AACSB: Reflective thinking

55) Because there are so many different publics, public relations professionals often serve as mediators between management and these constituent groups upon whom organizations depend.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Interpersonal relations and teamwork

56) Media relations is the fundamental public relations skill, because dealing with the press is considered more important than writing.

Answer: FALSE

Difficulty: 1: Easy

Skill: Application

LO: 1.3: To underscore the ethical nature of the field and to reject the notion that public relations practitioners are employed in the practice of "spin."

AACSB: Written and oral communication

57) "Spin" boils down to outright lying in order to cover up what actually happened in a situation.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Application

LO: 1.3: To underscore the ethical nature of the field and to reject the notion that public relations practitioners are employed in the practice of "spin."

AACSB: Ethical understanding and reasoning

58) Although it is useful to have knowledge of current events knowledge, it is not a key technical skill.

Answer: FALSE

Difficulty: 2: Moderate

Skill: Concept

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Application of knowledge

59) Successful public relations practitioners have a bias toward disclosing information rather than withholding it.

Answer: TRUE

Difficulty: 2: Moderate

Skill: Synthesis

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Reflective thinking

60) Public relations is now considered to be a full profession, like law, accounting, or medicine.

Answer: FALSE

Difficulty: 3: Challenging

Skill: Concept

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Reflective thinking

61) Define or describe public relations according to some of the experts in the field.

Answer: Possible answers:

- Seitel: *Public relations is a planned process to influence public opinion, through sound character and proper performance, based on mutually satisfactory, two-way communication.*
- Edward Bernays: *Information given to the public, persuasion directed at the public to modify attitudes and actions, and efforts to integrate attitudes and actions of an institution with its publics and of publics with those of that institution*
- Public Relations Society of America (PRSA 2012): *Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.*
- Sixty-five public relations leaders in 1975: *Public relations is a distinctive management function which helps establish and maintain mutual lines of communications, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound ethical communication techniques as its principal tools.*

Difficulty: 2: Moderate

Skill: Synthesis

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Analytical thinking

62) To develop a public relations program, which process approach would you choose for a client? Explain your thinking.

Answer:

- John Marston's R-A-C-E formula to influence public opinion, particularly through action. It demonstrates that if performance precedes publicity, there is a better opportunity to achieve goals and objectives.
- Sheila Clough Crifasi's R-O-S-I-E formula encompasses a more managerial approach because it emphasizes the functions of objectives, strategies, and implementation between research and evaluation as keys to sound public relations practice.
- R-P-I-E calls for planning and implementation between research and evaluation, which emphasizes that planning is a necessary step preceding activation of a communication initiative.

Difficulty: 3: Challenging

Skill: Application

LO: 1.1: To define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.

AACSB: Application of knowledge

63) List and briefly describe five of the functions of public relations mentioned in your book.

Answer: Any five of the following:

- Writing — *the* fundamental public relations skill, with written vehicles from news releases to speeches and from brochures to advertisements falling within the field's purview.
- Media relations — dealing with the press is another frontline public relations function.
- Social media interface — creating what often is the organization's principle interface with the public: its website, as well as creating links with social media options, such as Facebook, Twitter, YouTube, and the rest. Also important is monitoring the World Wide Web and responding, when appropriate, to organizational challenge.
- Planning — of public relations programs, special events, media events, management functions, and related tasks.
- Counseling — in dealing with management and its interactions with key publics.
- Researching — of attitudes and opinions that influence behavior and beliefs.
- Publicity — the marketing-related function, most commonly misunderstood as the "only" function of public relations, generating positive publicity for a client or employer.
- Marketing communications — other marketing-related functions, such as promoting products, creating collateral marketing material, sales literature, meeting displays, and promotions.
- Community relations — positively putting forth the organization's messages and image within the community.
- Consumer relations — interfacing with consumers through written and verbal communications.
- Employee relations — communicating with the all-important internal publics of the organization, those managers and employees who work for the firm.
- Government affairs — dealing with legislators, regulators, and local, state, and federal officials — all of those who have governmental interface with the organization.
- Investor relations — for public companies, communicating with stockholders and those who advise them.
- Special publics relations — dealing with those publics uniquely critical to particular organizations, from African-Americans to women to Asians to senior citizens.
- Public affairs and issues — dealing with public policy and its impact on the organization, as well as identifying and addressing issues of consequence that affect the firm.
- Crisis communications — dealing with key constituent publics when the organization is under siege for any number of urgent situations that threaten credibility.

Difficulty: 2: Moderate

Skill: Synthesis

LO: 1.2: To explore the various publics of public relations, as well as the field's most prominent functions.

AACSB: Application of knowledge

64) Describe the concept of "spin" and explain why it has no part in the public relations profession.

Answer: In its most benign form, spin refers to the interpretation of an issue or action to sway public opinion. In its most virulent form, spin means confusing an issue, distorting, obfuscating it, or even lying about it. Public relations is not about spinning facts. Lying, confusing or distorting facts is antithetical to the proper practice of public relations. The cardinal rule of public relations is to never, ever lie.

Difficulty: 1: Easy

Skill: Concept

LO: 1.3: To underscore the ethical nature of the field and to reject the notion that public relations practitioners are employed in the practice of "spin."

AACSB: Ethical understanding and reasoning

65) List and briefly describe the technical skills that are important to the practice of public relations.

Answer:

1. Knowledge of the field — what public relations is, does, and what it ought to stand for
2. Communications knowledge — media and how they work, communication research and how to write
3. Technological knowledge — familiarity with computers, the World Wide Web and associated technologies
4. Current events knowledge — knowledge of what's going on around you that influences society
5. Business knowledge — how business works, a bottom-line orientation, and a knowledge of your company and industry
6. Management knowledge — how senior managers make decisions, how public policy is shaped and what pressures and responsibilities fall on managers.

Difficulty: 2: Moderate

Skill: Synthesis

LO: 1.4: To examine the requisites—both technical and attitudinal—that constitute an effective public relations professional.

AACSB: Information technology, application of knowledge