Public Relations 2nd edition Kelleher Test Bank

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Type: multiple choice question
Title: Chapter 2, Question 1
1) Grunig and Hunt posited four models of public relations. Who is associated with the first model of press agentry/publicity?
Page reference: Press Agentry/Publicity
a. Edward Bernays
b. Kim Kardashian
*__c.__ P.T. Barnum
d. Ivy Ledbetter Lee

Type: multiple choice question
Title: Chapter 2, Question 2
2) Born in Madagascar in 1674, Joice Heth arrived in America in her youth and was a slave to one Augustine Washington, the father of George Washington. Heth was the first one to put clothes on the future father of America, and she basically raised the boy. In 1836, Heth was "161 years old," retained astonishingly good health, and enjoyed telling stories of the boy Washington. This story, the content of an advertisement for an attraction, is an example of which public relations model?
Page reference: Press Agentry/Publicity
*__a.__ Press agentry/publicity model
b. Public information model
c. Two-way asymmetrical model
d. Two-way symmetrical model

Type: multiple choice question
Title: Chapter 2, Question 3
3) Who dropped out of Harvard and became the person may refer to as the founder of public relations?
Feedback: This was due, in part, to his commitment to truth-telling and transparency.
Page reference: Public Information
a. Bill Gates
b. Mark Zuckerberg
*__c.__ Ivy Ledbetter Lee
d. Robert E. Lee

Type: multiple choice question
Title: Chapter 2, Question 4
4) Publicly held companies, which are organizations that offer shares for trading in stock exchanges, _____ to file certain reports and to make public certain information that may affect investors' decisions.
Page reference: Public Information
a. Are not obligated
*__b.__ Are required by law
c. Have the option
d. Must get permission

Type: multiple choice question
Title: Chapter 2, Question 5
5) McDonald's released its quarterly report accurately and on time, although it had a bad quarter and lost money. In the public information model, this is an example of _____.
Page reference: Public Information
a. Immaterial information
b. Material juxtaposition
*__c.__ Material information
d. Immaterial juxtaposition

Type: multiple choice question
Title: Chapter 2, Question 6
6) In early 2008, more than 200 members of the group Improv Everywhere froze in place for five minutes in the middle of Grand Central Station. The organizers worked social networks and even mainstream media to maximize coverage, and the perfectly choreographed performance drew the

attention of onlookers, generating more than 30 million YouTube hits. This is an example of which public relations model?
Feedback: Using attention-grabbing techniques, giving audiences what will better persuade them.
Page reference: Case Study: Edward Bernays' "Torches of Freedom"
a. Press agentry/publicity model
b. Public information model
***c.** Two-way asymmetrical model
d. Two-way symmetrical model

Type: multiple choice question
Title: Chapter 2, Question 7
7) Marnie, a public relations practitioner, monitors surveys, e-mail responses, Twitter comments, usability studies, and focus groups to gauge the success of her efforts. This research strategy is an example of _____.
Page reference: Two-Way Assymmetrical
a. Spying on the client
b. Following George Orwell's 1984 template
c. Learning how to manipulate online media
***d.** Applying ways organizations get to know their publics

Type: multiple choice question
Title: Chapter 2, Question 8
8) Robert, an executive at Ford Motors, is given the task of finding a solution to the growing concern over automobile safety. He contracted with a PR practitioner, Jason, who counseled him to launch a safety campaign including safety researchers, engineers, and law enforcement. In response, Ford changed its vehicle design following feedback from its publics. The relationship between Ford and its publics is _____.
Feedback: Listening for the purposes of learning and receiving feedback on what stakeholders are seeking makes the relationship more balanced (vs. just listening so you can learn how to better persuade).
Page reference: Two-Way Symmetrical Communication
***a.** Symmetrical
b. Asymmetrical
c. Material
d. Immaterial

Type: multiple choice question
Title: Chapter 2, Question 9
9) Lame and Russel highlighted evidence of public relations as early as _____.
Page reference: Religion
a. The nineteenth century
***b.** The first century
c. The seventh century
d. The sixteenth century

Type: multiple choice question
Title: Chapter 2, Question 10
10) Harvard College began fundraising campaigns as early as 1641, when college representatives were sent to England to emphasize how the college was educating _____ as part of a pitch for donations.
Page reference: Education
a. Tennessee pioneers
b. Yale dropouts
c. Massachusetts Puritans
***d.** Native American Indians

Type: multiple choice question
Title: Chapter 2, Question 11
11) Communicators working in admissions at colleges and universities are among the most enthusiastic adopters of _____ for public relations work.

Page reference: Major Motivations for Public Relations – Recruitment
*__a.__ Social media
__b.__ Posters
__c.__ Mass mailings
__d.__ TV ads

Type: multiple choice question
Title: Chapter 2, Question 12
12) In the eighteenth century when James Oglethorpe, in an effort to promote the settlement of Savannah, leveraged the endorsement of the Archbishop of Canterbury, his PR motivation was to garner _____.
Page reference: Major Motivations for Public Relations – Legitimacy
__a.__ Headlines
*__b.__ Legitimacy
__c.__ Influence
__d.__ Donations

Type: multiple choice question
Title: Chapter 2, Question 13
13) Mary Ellen, a PR executive at a Fortune 500 company, is tasked by her client to stop the practice of spraying oranges with a dangerous insecticide. She enlists the services of Google and Reddit to publish an online petition to gather signatures against this harmful practice. This is an example of _____.
Page reference: Major Motivations for Public Relations - Agitation
__a.__ Turmoil
__b.__ Crusade
*__c.__ Agitation
__d.__ Strife

Type: multiple choice question
Title: Chapter 2, Question 14
14) Journalist Brian wrote an article for the Washington Post about a congressman in such a way that it gave the impression he was the congressman's campaign manager. The editor called Brian into his office and directed him to rewrite the article from a more _____ viewpoint.
Page reference: Ethics: Transparency, Objectivity, and Advocacy
__a.__ Biased
*__b.__ Objective
__c.__ Credible
__d.__ Subjective

Type: multiple choice question
Title: Chapter 2, Question 15
15) Edward Bernays actively endorsed and promoted causes and people, an approach that clearly distinguished public relations from _____.
Page reference: Ethics: Transparency, Objectivity, and Advocacy
*__a.__ Journalism
__b.__ Broadcasting
__c.__ Publicizing
__d.__ Announcing

Type: multiple choice question
Title: Chapter 2, Question 1
16) While Grunig and Hunt posited four "models" of public relations, Van Ruler developed _____ to classify public relations practitioners, such as the "town crier" who is mostly seeking to be heard in the marketplace with little concern for listening to others outside of his organization.
Feedback: Models bring to light the most important components of a behavior, whereas typologies help us classify things into general categories based on their common characteristics.
Page reference: Press Agentry/Publicity
__a.__ Foundations
*__b.__ Typologies

c. Artifacts
d. Categories

Type: multiple choice question
Title: Chapter 2, Question 2
17) Propaganda, attention-getting and less-than-accurate information (if not downright lies) are hallmarks of the _____ model of public relations.
Page reference: Press Agentry/Publicity
***a.** Press agentry/publicity model
b. Public information model
c. Two-way asymmetrical model
d. Two-way symmetrical model

Type: multiple choice question
Title: Chapter 2, Question 3
18) Jeff works for a local concert venue and promotes music performances. He constantly pushes out videos, photos, quotes, and links to media coverage through social media about artists who will be performing at his venue. He finds, though, that no matter how much content he puts out, few people are liking or commenting on his posts. Though Jeff is working hard, his approach illustrates _____.
Feedback: By turning up the volume of content, without stopping to listen to others, Jeff isn't seeing any positive results.
Page reference: Press Agentry/Publicity
***a.** Diminishing returns
b. Propaganda
c. Flash mob mentality
d. Increasing returns

Type: multiple choice question
Title: Chapter 2, Question 4
19) In June of 2018, IHOP went to great lengths to stand out on social media by _____.
Feedback: IHOP announced a name change to IHOb, which sparked controversy and speculation, then a news release explaining the name change to burgers to promote this menu item, and then finally, confirming it never really changed its name, just being bold and creative to catch people's attention.
Page reference: Case Study – A Tall Order: Gaining Attention in the Marketplace of Ideas
a. Taking on prominent political figures on Twitter
b. Going head-to-head with other fast-food giants
c. Announcing the world's largest stack of pancakes
***d.** Teasing a name change that didn't really happen

Type: multiple choice question
Title: Chapter 2, Question 5
20) Which PR practitioner is most deeply associated with the Public Information Model of public relations?
Page reference: Public Information
a. John D. Rockefeller
b. P.T. Barnum
***c.** Ivy Ledbetter Lee
d. George F. Parker

Type: multiple choice question
Title: Chapter 2, Question 6
21) Ivy Lee, when sending materials to the media, was known to include his _____, which stated, in part: "This is not a secret press bureau. All our work is done in the open. We aim to supply news… Our matter is accurate."
Feedback: This is important to underscore his commitment to the public information model of PR which aims to inform publics with truthful and accurate information.
Page reference: Public Information
a. Commitment to transparency

b. Statement of fact
*__c.__ Declaration of principles
d. Code of conduct

Type: multiple choice question
Title: Chapter 2, Question 7
22) In the early 1900s, when the Pennsylvania Railroad had a wreck near Gap, Pennsylvania, instead of suppressing news of the accident, Ivy Lee invited reporters to the scene so they could see it first-hand. His open-access policy illustrates the concept of _____.
a. Favorability
*__b.__ Transparency
c. Informing
d. Advocacy

Type: multiple choice question
Title: Chapter 2, Question 8
23) James conducts public relations for a publicly held corporation that offered shares for trading on the New York Stock Exchange. He is obligated to file certain reports and to make public certain information that may affect investors' decisions. Which of the following is NOT an example of this type of "material information?"
Feedback: Though it might not be pleasant, if it has the potential to affect the stock price or investors, companies have to disclose it. A new marketing campaign, while exciting, affects customers, not shareholders, whereas the other three are more related to shareholders and stock prices.
Page reference: Public Information
a. Issuing a product recall on a dangerous product
b. Announcing quarterly sales and revenue
*__c.__ Launching a new marketing campaign
d. Hiring a new chief executive officer

Type: multiple choice question
Title: Chapter 2, Question 9
24) The _____ is the regulatory agency governing activities and communication of publicly held corporations.
Feedback: While we will cover government agencies in greater detail, it is essential to understand the SEC as it relates to material information and transparency.
Page reference: Public Information
*__a.__ Securities and Exchange Commission
b. Department of Justice
c. Department of the Treasury
d. Internal Revenue Service

Type: multiple choice question
Title: Chapter 2, Question 10
25) Lydia has the job title of public information officer. What industry is most commonly associated with this public relations job?
Feedback: You can see the tenets of Ivy Lee's public information model still at work today in the government sector.
Page reference: Public Information
a. Sports
b. Railroads
*__c.__ Government
d. Technology

Type: multiple choice question
Title: Chapter 2, Question 11
26) Milo works in public relations for a health food company. He has arranged for a _____ to surprise attendees at a healthy living festival by having 100 people spontaneously sing and dance to a popular song.
Page reference: Case Study – Edward Bernays' "Torches of Freedom"
a. Parade

b. Movement
c. Propaganda
*__d.__ Flash mob

Type: multiple choice question
Title: Chapter 2, Question 12
27) While Ivy Lee may have been called the “father” of public relations due to his commitment to truth and honesty, _____ has also been given this title due to his use of research to understand publics, develop strategy, and evaluate results, as well as his emphasis on public relations as two-way communication that helps corporations understand public interests.
Feedback: This shift by Edward Bernays is largely responsible for framing the history of PR as a progression from press agentry to sophisticated two-way communication that leverages social science for persuasion.
Page reference: Two-way Asymmetrical Communications
*__a.__ Edward Bernays
b. George Washington Hill
c. George Parker
d. Arthur W. Page

Type: multiple choice question
Title: Chapter 2, Question 13
28) Arianna works at a PR agency representing a large non-profit organization. She conducts a lot of research through surveys, focus groups, and reading comments and feedback on social media so she can better understand why people decide to donate to her client’s mission. Arianna then uses this information to develop more persuasive communications to encourage more donations. Which of the four models of public relations is Arianna practicing?
Feedback: In this case, Arianna is doing research and listening to her donors, but her purpose in doing so is to understand how to be more effective at communication and persuasion, not necessarily to understand their desires or expectations (which would be symmetrical).
Page reference: Two-way Asymmetrical Communications
a. Press agentry/publicity model
b. Public information model
*__c.__ Two-way asymmetrical model
d. Two-way symmetrical model

Type: multiple choice question
Title: Chapter 2, Question 14
29) Ford Motor Company used research and listened to concerns from its key publics. It then changed its operations and vehicle design in the interest of its publics based on their input. By listening and addressing feedback, Ford was able to benefit both stakeholders and the company. This is an example of _____.
Feedback: Since Ford listened so it can better meet the needs of its publics, it is two-way symmetrical communication.
Page reference: Two-Way Symmetrical Communication
a. Ethical management
b. Two-way asymmetrical communication
c. Public permission
*__d.__ Two-way symmetrical communication

Type: multiple choice question
Title: Chapter 2, Question 15
30) East Tennessee State University and Mountain States Health Alliance seek state permission to open a nonprofit methadone clinic in Gray, Tennessee. A group, called Citizens to Maintain Gray, organize a meeting in response to questions and concerns about the plan. Joanna, a PR staffer at ETSU, is eager to cooperate with the group to gain valuable community-based input. This effort is an example of which model of public relations?
Feedback: By hoping to hear feedback from a key stakeholder group, these organizations are engaging in listening, a key component of two-way symmetrical communication.
Page reference: Two-Way Symmetrical Communication
a. Press agentry/publicity model

b. Public information model
c. Two-way asymmetrical model
*__d.__ Two-way symmetrical model

Type: multiple choice question
Title: Chapter 2, Question 16
31) _____, is seen as an example of an upstanding practitioner with strong principles of ethical management and a symmetrical worldview. He saw winning public approval, confidence, and trust as essential to successful management, and famously said, “All business begins with the public permission and exists by public approval.”
Page reference: Two-way Symmetrical Communication
a. Edward Bernays
*__b.__ Arthur Page
c. James Grunig
d. Earl Newsom

Type: multiple choice question
Title: Chapter 2, Question 17
32) Javier works for the only electric service provider in the western part of Massachusetts. Javier knows his customers don’t have a choice in who delivers electricity to their homes, so he works hard to show his customers he is serving their interests in good faith. He communicates frequently, listens to customer concerns, and works with them to achieve shared desired outcomes. Javier is practicing _____.
Feedback: While Javier has gained public consent, he is really collaborating with the community in a context where they don’t have a lot of choice. So to build relationships, he has to involve his publics, show he understands and wants to help them achieve solutions that are in all of their best interests. He isn’t only advocating for his position, rather, working together.
Page reference: Two-way Symmetrical Communication
a. Public consent
b. Status conferral
*__c.__ Community-based problem solving
d. Advocacy

Type: multiple choice question
Title: Chapter 2, Question 18
33) Public relations pioneer _____ broke through many professional barriers as the first African American PR professional to gain national prominence for winning blue chip accounts with national clients like DuPont, U.S. Steel, and Gillette, among others, and was the first African American to earn accreditation from PRSA.
Page reference: A Broader Social History of Public Relations
a. Jonathan F. Barnes
*__b.__ Joseph V. Baker
c. Jacob T. Barrington
d. Joshua D. Battle

Type: multiple choice question
Title: Chapter 2, Question 19
34) Historians Margot Opdyke Lamme and Karen Miller Russell have found public relations to have a rich heritage in three “deep veins” of history. Which of these is NOT one of those examples?
Feedback: The correct answers are religion; education, non-profit and reform; and politics and government. This question asks what is NOT part of the set.
Page reference: A Broader Social History of Public Relations
*__a.__ Commerce
b. Religion
c. Politics
d. Education

Type: multiple choice question
Title: Chapter 2, Question 20

35) Samuel Adams organized the Boston Tea Party, a staged event to attract public attention about protesting the Tea Act of 1773. This was called a _____ because its primary goal was to earn media coverage.
Page reference: Politics and Government
a. Flash mob
b. Conferral event
c. Sloganeering event
*__d.__ Pseudo event

Type: multiple choice question
Title: Chapter 2, Question 21
36) Cody works in human resources for a construction company. He uses social media to help attract and find potential candidates for open positions. However, he is also concerned about reviews employees leave about working at the company, because he understands that a majority of job seekers who read negative reviews of an employer _____.
Page reference: Major Motivations for Public Relations - Recruitment
a. Share the negative review with others
*__b.__ Decide not to apply at that company
c. Write their own negative reviews of other employers
d. Apply at the company but do not accept positions

Type: multiple choice question
Title: Chapter 2, Question 22
37) Brielle works for a boutique luxury spa and was so excited when her company finally showed up first on a Google search. These top search results legitimizes its status as a leading luxury spa and enhances its authority, which illustrates the concept of _____.
Page reference: Major Motivations for Public Relations - Legitimacy
a. Propaganda
b. Algorithms
*__c.__ Status conferral
d. Public attention

Type: multiple choice question
Title: Chapter 2, Question 23
38) The goal of _____ is to have an organization's web site rank as high as possible in results when someone does a keyword search.
Feedback: While searches may result in organic results, the goal of SEO is to improve the position of a specific website in the organic search results of engines.
Page reference: Major Motivations for Public Relations - Legitimacy
a. Propaganda
b. Organic search results
c. Status conferral
*__d.__ Search engine optimization

Type: multiple choice question
Title: Chapter 2, Question 24
39) Mallory, a public relations practitioner, has a client in the publishing industry. She scored a major hit by getting her client to be featured on the Today show and on the cover of Rolling Stone magazine. By arranging this coverage, Mallory is applying the function of mass media known as _____.
Page reference: Major Motivations for Public Relations - Legitimacy
a. Staging
b. Exhibition
*__c.__ Status conferral
d. Sales pitch

Type: multiple choice question
Title: Chapter 2, Question 25

40) Google, Yahoo, Bing, and other major news and search sites confer legitimacy by way of algorithms that take into account what users are searching for and linking to. These _____ are not paid for as advertising or sponsored links.
Page reference: Major Motivations for Public Relations - Legitimacy
***a.** Organic search results
b. Inorganic search results
c. Social search results
d. Technical search results

Type: multiple choice question
Title: Chapter 2, Question 26
41) The #MeToo social movement, originated by Tarana Burke, founder of Just Be Inc., and elevated by actor Alyssa Milano, is an example of how social media and communication can create _____ to support opposition.
Feedback: Agitation has been used in opposition efforts, as opposed to advocacy, which promotes people, organizations, and nations.
Page reference: Major Motivations for Public Relations - Agitation
***a.** Agitation
b. Affiliation
c. Aberration
d. Adaptation

Type: multiple choice question
Title: Chapter 2, Question 27
42) The term _____ derives from the work of the Catholic Church to spread faith and was used to recruit people to join the church.
Feedback: Though they sound the same, the correct answer comes from the work of the church to propagate faith, and prior to the world wars of the 20th century, the word did not carry the negative connotation it has today.
Page reference: Major Motivations for Public Relations - Advocacy
a. Publicity
b. Promotion
***c.** Propaganda
d. Proclamation

Type: multiple choice question
Title: Chapter 2, Question 28
43) There are many good reasons for studying PR history. Which of the following is NOT one of those reasons?
a. We can learn from seeing what worked and what didn't in the past
***b.** We should conduct PR as it has always been done
c. Though times have changed, the basic principles of PR remain the same
d. History provides context for understanding what's happening today.

Type: multiple choice question
Title: Chapter 2, Question 29
44) _____ is a value in the PRSA Code of Ethics, yet frowned upon by journalists. PR practitioners serve the public interest by supporting those we represent. But according to the Society of Professional Journalists, "analysis and commentary should be labelled and not misrepresent fact or context. Distinguish news from advertising and shun hybrids that blur the lines between the two."

Page reference: Ethics: Transparency, Objectivity and Advocacy
***a.** Advocacy
b. Objectivity
c. Transparency
d. Honesty

Type: multiple choice question
Title: Chapter 2, Question 30

45) Hadley cares so deeply about the college where she works and greatly appreciates how the school educates students. However, she also knows that many students and parents are concerned about the high cost of college. Hadley aims to be _____ in her professional communications and not let her personal feelings influence how she represents facts about her college.
Page reference: Ethics: Transparency, Objectivity and Advocacy
a. Practical
b. Persuasive
c. Strategic
*__d.__ Objective