

Study Guide for Public Relations (Midterm)

Please note: This guide is a "guide," not a list of exact questions or a complete list of all possible items. Questions on the exam may be worded differently and in different format (e.g., multiple choice, short answer questions). This study guide is not a list of exact exam questions.

1. The definition of public relations (need to include 4 major components)
 - a. PR is a management function of the relationship between companies (or nonprofit organizations, individuals) and their publics through communication.
 - i. **Publics** - An organization's publics are the key groups of people who have a stake in that organization. Examples: Shareholders, customers, employees.
2. What are the 4 steps in the public relations process? What does **RACE** stand for?
 - a. Research
 - i. **WHO** are you trying to reach with the campaign?
 - ii. **WHAT** do we want the audiences we reach to do?
 - iii. **WHAT** are the key messages we want the audiences who engage with our communications activities to take away?
 - b. Planning (define 5 elements for road map of plan)
 - i. Goal, Publics, Objectives, Strategies, Tactics
 - c. Implementation
 - i. Timetable
 - ii. Accountability
 - iii. Budget
 - d. Evaluation
 - i. Evaluate individual elements and determine what aspects of the plan were successful

RACE:

- a. Research: What is the problem or situation?
 - b. Action (program planning): What is going to be done about it?
 - c. Communication (execution): How will the public be told?
 - d. Evaluation: Was the audience reached and what was the effect?
3. What are some of the derogatory terms used to describe PR practitioners?
 - a. Manipulation of truth
 - b. No moral standards
 - c. "PR stunt" or "PR fluff"
 4. What are the characteristics of the current public relations audience?

Public Relations Midterm Study Guide

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Public Relations Midterm Study Guide:

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