

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 in 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 roadmap of plan)
 - i. Goal, Publics, Objectives, Strategies, Tactics
 - c. **Implementation**
 - i. Timeable
 - ii. Accountabilities
 - iii. Budget
 - d. **Evaluation**
 - i. Evaluate individual elements and determine what aspects of the plan were successful

RACE:

- e. **Research**. What is the problem or situation?
 - f. **Action** (program planning). What is going to be done about it?
 - g. **Communication** (execution). How will the public be told?
 - h. **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

O. Ray Whittington



Public Relations Midterm Study Guide:

Teaching Public Relations Peter M. Smudde, 2024-07-19 Excellence in public relations PR begins with excellence in education in public relations programs In this book Dr Smudde brings together his industry expertise and over 20 years of teaching experience at higher education institutions to present a comprehensive and cohesive primer for PR educators Newly updated to reflect five years of developments in the field of public relations since its initial publication in 2019 this revised edition of *Teaching Public Relations* puts in one concise volume salient matters about effective teaching and learning of public relations It includes curriculum development and course design plus guides and tools for the work PR educators must do This book remains the first textbook of its kind and systematically synthesizes current principles and practices for effective teaching and learning and applies them to PR education in colleges and universities This book however is not a book of tips for teaching PR although some are given at times when relevant Firmly situating public relations education PRE in context the book goes on to outline principles and approaches for teaching and learning in PRE Other features of the text include example documents that will help in designing assignments courses or curricula and a comprehensive list of publications organizations online media and other sources for further investigation and learning This book is a solid starting point for anyone especially public relations professionals considering a career as a full time or part time professor of PR at a college or university It is also recommended reading for current teachers and students of PR research *Wiley CPAexcel Exam Review 2018 Study Guide* Wiley, 2018-01-04 The Wiley CPAexcel Study Guide Regulation provides detailed study text to help you identify focus on and master specific topic areas that are essential for passing the REG section of the 2018 CPA Exam Covers the complete AICPA content blueprint in Regulation REG Authored and compiled by the same leading university accounting professors who author the Wiley CPAexcel online course Explains every CPA Exam topic tested on the Regulation REG section of the CPA Exam one volume Organized in Bite Sized Lessons so you can learn faster and remember more of what you learn Updated for 2018 so you have the most accurate up to date content available for the Regulation REG section on this year s exam Maps perfectly to the Wiley CPAexcel Review Course may be used to complement the online course or as a standalone study tool Study text only and does NOT include practice questions or practice exams Use in conjunction with the Wiley CPAexcel Exam Review 2018 Test Bank Regulation which includes over 4 200 interactive multiple choice questions and 200 task based simulations **Fire Captain Written Exam Study Guide** Arthur R. Couvillon, 1993 320 page book with eleven chapters containing over 3000 selections of information that all Firefighters should know This book is designed to assist Firefighters prepare for the FIRE CAPTAIN LIEUTENANT promotional WRITTEN EXAM Topics included fire administration leadership management fire prevention fire behavior hazardous materials fire fighting as well as a 100 question practice exam and muchmore **Wiley CPAexcel Exam Review 2015 Study Guide (January)** O. Ray Whittington, 2015-01-06 The world s most effective CPA exam prep system Business and Environmental Concepts module

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