**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

| 1. | \_\_\_\_\_\_\_ | Publicity can only have positive effects on a business. |
| --- | --- | --- |
| 2. | \_\_\_\_\_\_\_ | An effective publicity management strategy has a significant impact on how consumers view a business or brand. |
| 3. | \_\_\_\_\_\_ | Publicity can be controlled by a business or brand. |
| 4. | \_\_\_\_\_\_\_ | A press release is when a business or brand’s spokesperson addresses the media to answer questions or make announcements. |
| 5. | \_\_\_\_\_\_\_ | Successful crisis management requires a plan in advance for how to respond if and when a scenario develops where the organization must respond to negative publicity. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_\_\_\_1. Which of the following could be included in a press kit?

a. Promotional materials b. Company/organization details

c. Press releases d. All of the above

\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are a marketing tactic where specific events or activities are planned with the sole purpose of achieving a high level of media coverage and public awareness.

a. Publicity stunts b. Press Conferences

c. Press releases d. Public Service Announcements (PSA)

\_\_\_\_\_\_\_ 3. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a message communicated by the media to raise public awareness surrounding a specific   
 issue.

a. Press Kit b. Press Release

c. Press Conference d. Public Service Announcement (PSA)

\_\_\_\_\_\_\_ 4. Publicity can be generated, managed, and controlled with a variety of public relations communication tools, including \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. Press releases b. Press kits

c. Public service announcements (PSAs) d. All of the above are PR communication tools.

\_\_\_\_\_\_\_ 5. Which of the following is a strategy used by businesses and brands to communicate information to consumers that has an associated cost or fee?

a. Public service announcements b. Advertising

c. Press releases d. Publicity stunts

## SHORT ANSWER (2 questions)

1. In the space below, provide an example of a publicity stunt.

2. What is crisis management and why is it important to a business or brand?