**TRUE/FALSE (5 questions)**

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

| 1. | \_\_\_F\_\_\_\_ | Publicity can only have positive effects on a business. |
| --- | --- | --- |
| 2. | \_\_\_T\_\_\_\_ | An effective publicity management strategy has a significant impact on how consumers view a business or brand. |
| 3. | \_\_\_F\_\_\_ | Publicity can be controlled by a business or brand. |
| 4. | \_\_\_F\_\_\_\_ | A press release is when a business or brand’s spokesperson addresses the media to answer questions or make announcements. |
| 5. | \_\_\_T\_\_\_\_ | 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.**

\_\_\_\_D\_\_\_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

\_\_\_\_A\_\_\_ 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)

\_\_\_\_D\_\_\_ 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)

\_\_\_\_D\_\_\_ 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.

\_\_\_B\_\_\_\_ 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.

Student answers may vary.

* For one day only in 2022, Duke’s Mayo partnered with Yellow Bird Tattoo (located near the company’s Richmond, Virginia headquarters) to [offer](https://www.vice.com/en/article/wxdv7q/dukes-mayo-tattoos-photos-richmond) free Duke’s May-themed tattoos (including options for 47 different designs, ranging from images with the brand’s name or logo to a gravestone marked “HELLMAN’S”, one of the condiment makers’ chief rivals).
  + The stunt resulted in over 1,000 people being placed on a waitlist, and more than 70 people getting Duke’s-themed tattoos, generating thousands of dollars in free publicity and media exposure
* Initially dubbed a catastrophic marketing fail because of widespread criticism online, IHOP announced a fake rebrand to “IHOb” as a marketing gimmick. Consumers were confused by the rebrand, and very critical of the publicity stunt on social media. However, the company wound up selling [quadruple](https://www.inc.com/robbie-abed/ihop-surprised-everyone-sold-quadruple-number-of-burgers-through-a-fake-rebrand-heres-why-it-worked.html) the number of burgers, and the stunt ended up as a massive success story.

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

Student answers will vary.

Crisis management is a coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event. Businesses engage in crisis management to recover any damage to their public image, so that they can assure consumers that recovery is underway. 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.