Public Relations Practices
Chapter 2 Quiz

1. This historic event in American history was called by PRWeek “…the greatest and best-known publicity stunt of all time…” (p. 38)
   a. The Founding Fathers signing the Declaration of Independence
   b. The December 7, 1941 Japanese attack on Pearl Harbor
   c. The Boston Tea Party
   d. The Whiskey Rebellion

2. Described as the ultimate showman, he was considered a master of “hype” and promotion: (p. 39)
   a. Samuel Adams
   b. Benjamin Franklin
   c. Henry Ford
   d. P.T. Barnum

3. This U.S. president is credited with being a PR whiz in promoting and publicizing his pet projects: (p. 51)
   a. Teddy Roosevelt
   b. Abraham Lincoln
   c. Ulysses S. Grant
   d. John Adams

4. This American PR pioneer is credited with being the first to widely use news releases or press handouts: (p. 46)
   a. Edward Bernays
   b. Ivy Lee
   c. George Creel
   d. Elmer Davis

5. His popular Ivory Soap sculpture contests for school-aged children helped Procter & Gamble sell millions of soap products: (p. 47)
   a. Edwards Bernays
   b. Ivy Lee
   c. George Creel
   d. Elmer Davis

6. PRWeek’s “greatest campaigns ever” includes Martin Luther King’s Civil Rights Campaign and these others: (p. 54)
   a. NASA for its media accessibility
   b. The U.S. auto industry’s “buckle up” Seat Belt Campaign in the 1980s
   c. 1986’s Hands Across America campaign
   d. All of the above
7. Public relations used to be a male-dominated field, but today women make up this percentage of PR practitioners: (p. 55)
   a. 50 percent
   b. 60 percent
   c. 70 percent
   d. 80 percent

8. Reasons given for the influx of women into the PR field include: (p. 57)
   a. Women find PR has a welcoming environment with more opportunities to advance than in newspaper work for example
   b. A woman can start a PR firm without a lot of capital
   c. Women can make more money in PR than comparable female dominated fields such as teaching and social work
   d. All of the above

9. In this decade a key buzzword in U.S. PR was reputation or perception, as in perception and reputation management (p. 55)
   a. 1970s
   b. 1980s
   c. 1990s
   d. 2000s

10. Organizations being more accountable and open to public scrutiny is a trend in PR known as: (p. 60)
    a. Elasticity
    b. Transparency
    c. Visibility
    d. Social responsibility

Chapter 2 Answer Key
1. C- The Boston Tea Party
2. D- P.T. Barnum
3. A- Teddy Roosevelt
4. B- Ivy Lee
5. A- Edward Bernays
6. D- All of the above
7. C- 70 percent
8. D- All of the above
9. C- 1990s
10. B- Transparency