Public Relations Writing
Final Exam Study Guide
Spring 2010
Test Dates:  Friday, April 30, noon (11 a.m. class) and Monday, May 3, noon (1 p.m. class)

FINAL EXAM—COVERING CHAPTERS 9-14 and 18-19

Part I-- Due at start of test:  Skill Building Activity 4, page 402, Chapter 14, “Writing E-mails, Memos, and Proposals” (10 Points)

• Final Exam Proposal Writing Part:  As part of your final exam you are to do Skill Building Activity 4 on page 402 from Chapter 14, “Writing E-mails, Memos, and Proposals” (worth 10 points on test)
  o The proposal should be written to the executive board of the College of Charleston’s Student Government Association
  o You are the public relations director of a student organization that wants to sponsor a week-long binge drinking awareness program
  o Choose a student organization that would organize such an event and have your proposal on that group’s letterhead
  o The formal proposal should include an opening few sentences or a paragraph saying who you are, what organization you are representing, the program that you want to launch and what you want the SGA to do.
  o Then follow with the 10 sections of a program plan listed on page 398
  o Be sure to end the proposal by signing your name
  o It’s OK if this goes more than one page

Part II-- Final Exam Test:  The test will consist of the following:  true/false, multiple choice, terms/definitions, short answer.

This study guide highlights the material from each chapter that should be closely studied.  Reviewing the Power Points for each chapter is also recommended.

Chapter 9, “Writing for Radio and Television”
✓ Review facts and figures about “The Wide Range of Broadcasting” (p. 208)
✓ Review overview of the special perspective PR pros need to have to effectively write and prepare materials for broadcast outlets (p. 208)
✓ Understand unique attributes of radio in terms of its cost-effectiveness, portable/mobile nature and universality (p. 209)
✓ Review the importance of studying a radio station’s format (p. 209)
✓ Review the two types of Audio News Releases (ANRs) (p. 212)
✓ Review the ANR success stories from Sears and Ford (p. 214)
✓ Understand what the Arbitron ratings do in the U.S. radio industry (p. 214)
✓ Be familiar with the five Radio and TV Story Placement Tips on page 215
Review what Public Service Announcements (PSAs) are, what types of organizations are eligible to use PSAs, and what types of causes and information may be promoted in PSAs (p. 215-7)

Review the perspective of television stations about using PSAs (p. 217-8)

Review the list of most common PSA topics according to a Pew study (221)

What characteristics contribute to television’s irresistible appeal (p. 223)

Review list of who does what at TV stations (p. 223)

Review the characteristics of Video News Releases (VNRs) (p. 225)

What are some suggestions for “preventing a VNR disaster”? (p. 229)

What are the concerns about VNRs contributing to “fake news”? (p. 229)

Review the terms that are part of the “Jargon of Writing for Video” (p. 229)

Review attributes of the “Ideal Talk Show Guest” (p. 242)

Chapter 10, “Distributing News to the Media”

What are some of the Reaching the Media challenges PR pros face? (p. 249)

What kinds of basic information do Media Databases provide PR pros? (249)

What are some of the advantages online media databases have over printed media databases or those on CD or DVDs? (p. 251)

What are Editorial Calendars and why should PR pros be familiar with such calendars many magazines and other publications have? (p. 252-3)

What are “Tip Sheets” and how can PR people use them? (p. 253)

Review the section on Distribution of PR Materials—be familiar with the several distribution methods such as e-mail, online newsrooms, faxes, features and photo placement firms, etc (p. 254-270)

Review the Tips for Selecting a Distribution Channel (p. 254)

Review the five key components that most online newsrooms have (p. 257)

Chapter 11, “Getting Along with Journalists”

A survey of 500-plus large companies found that media relations is what as far as their PR departments and staffs? (p. 272)

How and why are journalists and PR media relations professionals mutually dependent? (p. 272-3)

What are some of the “points of friction” between journalists and PR pros? (p. 275-281)

What are some of the questions a PR professional/publicist should ask reporters when they call? (p. 282)

Review the tips given on how to handle media interviews with print or broadcast personnel (p. 283-4)

Review the Tips for Success box “Alternatives to Saying ‘No Comment’” (p. 283)

There should be good reasons to hold a formal news conference. Review the list of reasons that could make a news conference viable (p. 285)

Define “media tours” (p. 289)
✓ Review the Role of PR firms (five types of duties) in arranging media tours (p. 290)
✓ Review the Media Relations Checklist on pages 297-8
✓ Review the section on Media Etiquette (p. 298-300)—what’s appropriate, what isn’t?
✓ Review the Crisis Communication tips on pages 300-302

Chapter 12, “Tapping the Web and New Media”
✓ Review figures on the growth of the Internet compared to that of radio and television (p. 305-6)
✓ Review the advice about writing/designing a website (bullets, p. 310)
✓ Review “two basic concepts (that) are important when writing for the Web” (p. 310)
✓ Review the expertise needed in “Building an Effective Website” (bullets, 313)
✓ Review the section on Attracting Visitors to Your Site”—importance of hyperlinks and search engines (p. 316-7)
✓ What is meant by “Search Engine Optimization” (SMO) (p. 317)
✓ Review the Tracking Site Visitors terms: hit, page view/impression, and unique visitor (p. 318)
✓ Review Webcasting—what it is, how it works and also the webcasting examples from the Chocolate Manufacturers Association, the U.S. Bureau of Engraving and Printing, and Clarkson University (p. 321)
✓ Review the thoughts about how the rise of social networks, according to one PR counselor, is putting the public back into public relations and how PR more than ever needs to be focused on listening in order to facilitate conversations between organizations and their constituents (p. 324)
✓ What are some of the reasons given for the “Explosion of Blogs” (bullets, p. 326)

Chapter 13, “Producing Newsletters and Brochures”
✓ Despite some reports that such print publications are dead or dying, they are actually alive and well (p. 351)
✓ Reasons magazines and brochures are still produced in mass quantities? (p. 351)
✓ What the relationship is that has developed between printed publications and the Internet? (p. 352-3)
✓ Review section on “The Balancing Act of Editors” (p. 353)
✓ What is the importance for the major corporate or organization magazines/publications to have a mission statement? (p. 354)
✓ What are “editorial plans” and why is it important for magazine editors and publishers to map out the kind of articles for the entire year? (p. 355)
✓ What topics in company magazines interest readers/workers the most, according to a survey by the IABC? (p. 360)
✓ Conversely, what are some of the least favorite story topics? (p. 360)
What are some of the advantages of online newsletters (aka e-zines) over traditional printed magazines and newsletters? (p. 368)

Chapter 14, “Writing E-mail, Memos, and Proposals”
- In PR-related written communications, our book extols “Five Points of Smart, Simple, Short Writing.” What are these? (bullets, p. 386-7)
- What’s meant by the term “colleague spam”? (p. 388)
- Review part about how professional communicators need to recognize that e-mail has limitations. What are other ways can be used to get through the “thick forest of information clutter”? (p. 388)
- Review Tips for Success Voice Mail advantages and disadvantages (p. 389)
- Review Tips for Success “Mind Your E-mail Manners” (p. 391)
- Know the five elements (and order) that Memos should contain (p. 394)
- Review the 10 elements that Proposals should contain (p. 398)

Chapter 18, “Planning Programs and Campaigns”
- You cannot know too much about the subject you intend to promote. Review the several sources from which you can get the facts and figures that will enable you to plan an effective campaign (bullets, p. 484-5)
- Review and know the order of the Eight Part Program Plan (Step I: Situation, through Step 8: Evaluation) (p. 486-498)
- Understand the meaning of each element of the Eight Part Plan (486-498)
- Review “How Public Relations Helps Fulfill Marketing Objectives” (p. 493)

Chapter 19, “Measuring Success”
- Review the Importance of Measurement/Reasons to Evaluate (bullets, p. 503)
- Review the “End of Campaign” questions (bullets, p. 504)
- Be familiar with the various Ways to Measure: measurement of production/distribution; message exposure; media impressions; advertising value equivalency (p. 507-510)
- What additional details can Systematic Tracking provide about media coverage? (p. 511)
- What are “Benchmark Studies” and what can they do in terms of measuring audience attitudes? (p. 517)
- What are some ways to Measure Audience Action? (p. 518)
- Review different ways magazines and brochures can be evaluated: content analysis; readership surveys; article recall; readability formulas; advisory board; focus groups (p. 519-522)