

**Public Relations Writing
Final Exam Study Guide
Spring 2012
Test Date: Wednesday, May 2, Noon**



FINAL EXAM—COVERING CHAPTERS 9-14, 18-19 (and select website postings)

Part I-- Due at start of test: Skill Building activity 2 on pages 501-2, from Chapter 18, “Planning Programs and Campaigns.” Put your eight-part program plan on StarGate letterhead or your own agency letterhead (StarGate is your client).

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 the formats of radio stations (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)
- ✓ Understand what Satellite Media Tours (SMTs) are and how they are conducted (p. 234-239)
- ✓ 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)
- ✓ Be able to list Cision and Vocus as two leading companies in media databases and online/electronic media distribution
- ✓ 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)
- ✓ What is meant by the “push” approach versus the “pull” approach regarding emailing news releases and online newsrooms? (p. 257)
- ✓ 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 the duties (most common) of their PR departments and staffs? (p. 272)
- ✓ How and why are journalists and PR media relations professionals mutually dependent? (p. 272-3)
- ✓ How do the purposes and goals of journalists and PR professionals differ? (p. 274-5)
- ✓ What is meant by the news media serving as “third-party endorsers” of PR information? (p. 275)
- ✓ It is said that the Internet has created a “democratization of information.” What is meant by this? (p. 275)
- ✓ 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” team—copywriter, graphic artist, computer programmer (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)
- ✓ Review “How to get more views on YouTube” (5 tips)- Website posting
- ✓ Look at the Reddit website (class website) and understand what it is and how it helped “Ridiculously Photogenic Guy” go viral

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 is the relationship that has developed between printed publications and the Internet? (p. 352-3)
- ✓ Review section on “The Balancing Act of Editors” (p. 353)
- ✓ 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)
- ✓ Why is important that considerable thought be given a company newsletter’s design? (p. 360-1)
- ✓ 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.” Be able to list and describe (bullets, p. 386-7)
- ✓ What’s meant by the term “colleague spam”? (p. 388)
- ✓ In the professional world, what are considered the advantages and disadvantages of email? (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 1: Situation- Step 8: Evaluation) (p. 486-498)**
- ✓ **Understand the meaning of each element of the Eight Part Plan and review examples of each (486-498)**
- ✓ **Review and be able to list some of: “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)—My CofC men’s basketball media coverage report (1997) was an example of which measurement?**
- ✓ **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)**

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