PR Practices
Chapter 12, Public Relations and the Law

Quiz

1. Providing advice or tacitly (implied or inferred) supporting an illegal activity of a client or employer is known as:
   a. Defamation
   b. Misappropriation
   c. Sabotage
   d. Conspiracy

2. The protection of a creative work from unauthorized use is known as:
   a. Copyright
   b. Trademark
   c. Fair use
   d. Infringement

3. Unauthorized use of well-known entertainers, athletes or other public figures in an organization’s publicity and advertising materials is known as:
   a. Copyright infringement
   b. Fair use
   c. Trademark infringement
   d. Misappropriation of personality

4. Part of a copyright article that may be quoted directly, but brief in relation to the original work, refers to:
   a. Fair comment
   b. Trademark
   c. Fair use
   d. Disclosure

5. Copy centers such as Kinko’s are always protected against copyright infringement under the fair use clauses: (p. 308)
   a. True
   b. False

6. In 1989, the U.S. Supreme Court ruled in the Reid Case (Community for Creative Nonviolence v. Reid) that freelance writers: (p. 310)
   a. Retain ownership of their work
   b. Are “work for hire” and have lost their ownership rights
   c. That the purchaser of the writer’s work owned the material/copyright
   d. The purchaser did not need the writer’s permission to reproduce the work and even sell it to another publication

7. Arrangements and fees earmarked for photographers should consider all of these factors EXCEPT: (p. 310)
   a. One-time use
   b. Royalties for each use
   c. Unlimited use
   d. Media circulation
8. Most lawsuits and complaints involving employee newsletters are usually the result of: (p. 304)
   a. Feature articles about employee hobbies
   b. Use of employee pictures without signed releases
   c. “Personal” columns
   d. Misappropriation of personality

9. It is NOT possible to copyright:
   a. Corporate slogans
   b. Corporate annual reports
   c. Corporate logos
   d. Promotion ideas

10. Which one of the following is NOT usually provided to a reporter inquiring about an employee? (p. 305-6)
   a. Beginning employment date
   b. Salary level
   c. Job title and responsibilities
   d. Termination date, if applicable

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