

TEST BANK



The Practice of
PUBLIC RELATIONS



Twelfth Edition

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Foreword by David Rockefeller

The Practice of Public Relations, 12e (Seitel)
Chapter 2 The Growth of Public Relations

1) Which major trend below is contributing to the evolution of the practice of public relations in the U.S.?

- A) increasing numbers of mom-and-pop retail, startup companies
- B) increasing pressure to become a profession like law or accounting
- C) increasing public awareness and media sophistication
- D) increasing numbers of institutes of higher learning on the Internet

Answer: C

Diff: 1 Page Ref: 25-26

Application

Learning Objective 1

2) John D. Rockefeller Jr. was widely attacked when

- A) a dozen women and small children were killed in the Ludlow massacre
- B) Johnson & Johnson's products were sabotaged, resulting in the murder of company customers
- C) the Creel Committee was formed to channel patriotic sentiments of Americans in support of the U.S. role in the war
- D) he spoke out against the marriage of Khloe Kardashian and Lamar Odom

Diff: 1 Pg. 25

Application

Learning Objective 1

3) Professor Marshall McLuhan has become known for

- A) predicting unimaginable growth in computer-related equipment.
- B) predicting the world would become a "global village."
- C) predicting the death of the newspaper.
- D) predicting the emergence of mass communication.

Answer: B

Diff: 2 Page Ref: 26

Concept

Learning Objective 1

4) Which of the following is NOT a major trend contributing to the evolution of the practice of public relations?

- A) growth in use of traditional distribution systems, including cars, trucks, and airlines
- B) growth of big institutions
- C) growth in public awareness and media sophistication
- D) growth in consumer use of the Internet and social media

Answer: A

Diff: 2 Page Ref: 25-26

Application

Learning Objective 1

5) Which of the following is NOT among the incidences of societal change, conflict or confrontation that have had an impact on the growth of public relations in the U.S.?

- A) unhappiness with large institutions
- B) minority and women's rights movements
- C) consumerism
- D) passage of the Social Security Act

Answer: D

Diff: 1 Page Ref: 26

Application

Learning Objective 1

6) Archaeologists inform us that public relations has roots in

- A) Iraq, where bulletins informed farmers how to grow more food.
- B) England, where 18th century bulletins hailed the coming of the British Industrial Revolution.
- C) Rome, where tablets paid tribute to new rulers
- D) China, where during the Ming Dynasty, peasants wrote messages on the Great Wall.

Answer: A

Diff: 2 Page Ref: 27

Concept

Learning Objective 1

7) Which of the following is NOT true of the Sophists?

- A) They were masters of rhetoric and reasoning.
- B) They established a model for today's lobbyists.
- C) They gathered in the amphitheaters to extol the virtues of political candidates.
- D) They were not elected to leadership positions because they were good speakers.

Answer: D

Diff: 1 Page Ref: 27

Concept

Learning Objective 1

8) The word "propaganda" originated with

- A) the Creel Committee during World War II.
- B) Pope Gregory XV, who established a College in 17th Century Rome to spread the word about Catholicism.
- C) Sophists, who walked around telling citizens of Rome who to vote for.
- D) the farmers who grew grapes in ancient Italy.

Answer: B

Diff: 2 Page Ref: 27

concept

Learning Objective 1

9) American flirtations with public relations techniques began around the founding of the _____ when _____.

- A) Massachusetts Bay Colony; George Washington set the Pilgrims free
- B) republic; colonists disgraced themselves by reminding loyalists that: "Taxation without representation is tyranny"
- C) republic; colonists tried to persuade King George III that they deserved the same rights as subjects in England
- D) Associated Press; the Committees of Correspondence disseminated pro-British information

Answer: C

Diff: 1 Page Ref: 28

Application

Learning Objective 1

10) Thomas Paine, an early practitioner of public relations, wrote periodic essays that urged colonists to band together, including those contained in

- A) the *Crisis* papers
- B) *The Federalist Papers*
- C) Publius
- D) the *Globe*

Answer: A

Diff: 2 Page Ref: 29

Application

Learning Objective 1

11) Using a variety of persuasive techniques and even a pseudonym, Publius, _____ advocated for ratification of the Constitution.

- A) the Committee of Correspondents
- B) Alexander Hamilton, John Jay, and James Madison
- C) the Adams Tea Company
- D) Thomas Paine

Answer: B

Diff: 3 Page Ref: 28

Application

Learning Objective 1

12) Some scholars consider _____ the forerunner to today's White House press secretary because of the duties he performed for Andrew Jackson.

- A) Phineas T. Bluster
- B) Larry Speakes
- C) Lindsay Trump
- D) Amos Kendall

Answer: D

Diff: 1 Page Ref: 28-29

Concept

Learning Objective 1

13) The growth of public relations as an accepted business-like practice in the United States of America stems from

- A) the British Industrial Revolution.
- B) the American Industrial Revolution.
- C) the efforts of people like Samuel Adams and Amos Kendall.
- D) the hype of P.T. Barnum.

Answer: B

Diff: 2 Page Ref: 29

Concept

Learning Objective 1

14) Known as the _____ they were a group of _____ who tackled the abuses of American industrialists, exposing deplorable and unsafe conditions.

- A) Barnumites; press agents
- B) muckrakers; journalists
- C) publicity bureau; press agents
- D) lobbyists; sophists

Answer: B

Diff: 1 Page Ref: 31

Application

Learning Objective 1

15) A principal contribution to the field of public relations made by Ivy Ledbetter Lee was

- A) recognition that the public needed to be informed.
- B) devotion to assisting "robber barons" in damning the public.
- C) support for techniques employed by Barnum.
- D) an enduring belief in muckraking.

Answer: A

Diff: 2 Page Ref: 31

Concept

Learning Objective 2

16) Principles developed by Ivy Lee in working with the press on behalf of business included

- A) recognition that any publicity was good as long as a client's name was spelled correctly.
- B) commitment to present his client's point of view honestly, accurately, and forcefully.
- C) formation of third-front organizations.
- D) creation of "people in the street" interviews.

Answer: B

Diff: 1 Page Ref: 31-32

Concept

Learning Objective 2

- 17) Ivy Lee faced public criticism in the late 1920s for
- A) advising John D. Rockefeller Jr. to humanize his family by presenting them in real-life situations
 - B) advocating in favor of Barnum's public-be-fooled approach
 - C) advocating in favor of Vanderbilt's public-be-damned philosophy
 - D) advising the Dye Trust, which was an agent for Adolf Hitler's policies

Answer: D

Diff: 1 Page Ref: 33

Concept

Learning Objective 2

18) During World War I and World War II, public relations techniques to help mobilize United States citizens to support war efforts were used by the

- A) Committees on Correspondence and the Associated Press.
- B) Creel Committee and Office of War Information.
- C) Central Intelligence Agency and the United States Information Agency.
- D) Truman and Nixon administrations.

Answer: B

Diff: 2 Page Ref: 33

Application

Learning Objective 2

19) Perhaps one reason publicity and press agency are too often considered synonymous stems from

- A) formation of the first public relations firm called the Publicity Bureau that specialized in general press agency.
- B) launching of the firm led by Ivy Lee that specialized in counseling top management in the value of building public confidence and trust.
- C) development of corporate guidelines set down by Arthur Page and Paul Garrett.
- D) efforts by Edward Bernays and Doris Fleischman to introduce social psychology techniques in developing strategic communications advice.

Answer: A

Diff: 2 Page Ref: 35

Concept

Learning Objective 2

20) Which of the following is NOT a significant contribution by Edward L. Bernays to the field of public relations?

- A) "recruiting" the first distinguished female practitioner, Doris E. Fleischman
- B) teaching the first course in public relations
- C) publishing the landmark consumerism book *Unsafe at Any Speed*
- D) introducing the importance of seeking public relations counsel

Answer: C

Diff: 2 Page Ref: 34-35

Concept

Learning Objective 2

21) _____, one of the earliest African American counselors, wrote two books on African American consumerism and advised companies on multicultural relations.

- A) Knowlton Hill
- B) D. Parke Gibson
- C) Carl Byoir
- D) George Creel

Answer: B

Diff: 1 Page Ref: 35

Concept

Learning Objective 3

22) Among the earliest public relations counselors to emphasize marketing-oriented public relations was

- A) Carl Byoir.
- B) Harold Burson.
- C) D. Parke Gibson.
- D) Arthur W. Page.

Answer: B

Concept

Diff: 1 Page Ref: 35

23) Which of the following major public relations counseling firms did Omicom Group purchase?

- A) Young & Rubican
- B) J. Walter Thompson
- C) Fleishman-Hillard
- D) Burson-Marsteller

Answer: C

Diff: 3 Page Ref: 35

Concept

Learning Objective 3

24) The era right after World War II can be described as an era when the public held corporations and their leaders in

- A) high esteem.
- B) low esteem.
- C) virtual esteem.
- D) none of the above

Answer: A

Diff: 1 Page Ref: 35

Concept

Learning Objective 3

25) Which of the following is NOT a principle developed by Arthur W. Page for successful corporate public relations?

- A) to create a system that draws questions and criticism from employees and outside publics up through the organization to management
- B) to make sure management softens bad news, especially for employees
- C) to prepare "contact employees" with knowledge needed to be reasonable and polite with the public
- D) to create a system that informs all employees about an organization's policies and practices

Answer: B

Diff: 2 Page Ref: 37

Concept

Learning Objective 3

26) Paul Garrett was an early corporate public relations luminary in his role as

- A) CEO of General Motors
- B) the first director of public relations for General Motors
- C) CEO of Lehman Brothers
- D) the first director of public relations for Lehman Brothers

Answer: B

Diff: 1 Page Ref: 37

Concept

Learning Objective 3

27) Which of the following is a factor that shaped how Public Relations came of age?

- A) growth of large institutions
- B) heightened public awareness and media sophistication
- C) societal change, conflict and confrontation
- D) All of the above

Answer: D

Diff: 1 Page Ref: 37-38

Concept

Learning Objective 3

28) Which of the following has made knowledge of and facility with the Internet a front-burner necessity for practitioners?

- A) cable
- B) social media participation
- C) mobile phones
- D) videodisk technology

Answer: B

Application

Diff: 2 Page Ref: 40

29) In the 21st century, recognition of the value of knowing what public relations is about comes from

- A) more than 200 journalism or communications programs offering a public relations concentration.
- B) business schools making public relations education an essential part of their curriculum.
- C) managing editors of print media admitting that more than 70 percent of what is reported as news comes from public-relations generated information.
- D) practitioners acknowledging their foundation in the art and skills needed was derived from their public relations courses.

Answer: A

Diff: 1 Page Ref: 40

Application

Learning Objective 3

30) What devastating public relations problem did Johnson & Johnson face on September 30, 1982?

- A) management learned extra-strength Tylenol had been used as a murder weapon to kill three people in Chicago.
- B) people did not like their new packaging so they lost market share.
- C) people did not like their shift from capsules to caplets so they lost market share.
- D) management learned extra-strength Tylenol had been used as a murder weapon to kill a woman in Yonkers.

Answer: A

Diff: 2 Page Ref: 42

Application

Learning Objective 4

31) What did Johnson & Johnson do in response to the product tampering crisis in 1982?

- A) recalled a lot of 93,000 bottles of extra-strength Tylenol associated with the reported Chicago murders.
- B) recalled 31 million bottles of extra-strength Tylenol capsules
- C) welcomed investigative news program *60 Minutes*
- D) all of the above

Answer: D

Diff: 1 Page Ref: 43

Application

Learning Objective 4

32) The practice of public relations began long before fields like law, accounting, and medicine were recognized.

Answer: FALSE

Diff: 1 Page Ref: 25

Concept

Learning Objective 1

33) Sophistication in technology and the media's use of it have led to fulfillment of Marshall McLuhan's prediction that the world would become a "global village."

Answer: TRUE

Diff: 2 Page Ref: 26

Concept

Learning Objective 1

34) A key trend contributing to the evolution of public relations is the growing power of public opinion to act as a positive force in shaping democratic societies.

Answer: TRUE

Diff: 2 Page Ref: 26

Concept

Learning Objective 1

33) The stage for today's lobbyist was set by the Sophists hired to fight verbal battles for politicians in ancient Rome.

Answer: FALSE

Diff: 2 Page Ref: 27

Concept

Learning Objective 1

34) Some critics say the most horrific scandal in the history of the Roman Catholic Church is their handling of reports about priests accused of sexually abusing parishioners.

Answer: TRUE

Diff: 1 Page Ref: 27

Application

Learning Objective 1

35) Samuel Adams combined weaponry of sword and pen by organizing the Associated Press to do battle with King George.

Answer: FALSE

Diff: 2 Page Ref: 28

Application

Learning Objective 1

36) Pamphlets, a strategic vehicle used today in public relations, were used by Thomas Paine to rally support for unity among American colonists.

Answer: TRUE

Diff: 2 Page Ref: 28

Application

Learning Objective 1

37) A 1791 document fittingly in its first order of business safeguarded, among other things, the principle that provides public relations practitioners certain inalienable rights, including freedom of speech and press.

Answer: TRUE

Diff: 3 Page Ref: 28

Concept

Learning Objective 1

38) Much of what Amos Kendall did in the "kitchen cabinet" of President Andrew Jackson is similar to what a presidential press secretary does today.

Answer: TRUE

Diff: 2 Page Ref: 29

Concept

Learning Objective 1

39) Techniques to attract press coverage used by Phineas T. Barnum are representative of the "public be informed" era that contributed to a positive image of the practice of public relations.

Answer: FALSE

Diff: 2 Page Ref: 29

Application

Learning Objective 1

40) Today, press-agent techniques are employed to hype a range of headline seekers.

Answer: TRUE

Diff: 2 Page Ref: 30

Application

Learning Objective 1

41) The adversarial relationship between so-called "robber barons" and "muckrakers" led to the need for hired professionals to explain what industrialists had been unable to convey.

Answer: TRUE

Diff: 2 Page Ref: 29-31

Application

Learning Objective 1

42) Ida Tarbell and Upton Sinclair were among early pioneers in the field of public relations.

Answer: FALSE

Diff: 1 Page Ref: 31

Concept

Learning Objective 2

43) Some observers of the public relations field call Ivy Ledbetter Lee the "real father of modern public relations" despite the significant pioneering efforts of Edward Bernays in the field.

Answer: TRUE

Diff: 3 Page Ref: 31-33

Concept

Learning Objective 2

44) OWI was a government-sanctioned agency during the Civil War that mobilized the citizens of the South to support war efforts of the North against the British.

Answer: FALSE

Diff: 1 Page Ref: 33

Application

Learning Objective 3

45) Growth in numbers of people utilizing techniques associated with public relations for World War II led to a growth in numbers of people practicing public relations in peacetime.

Answer: TRUE

Diff: 2 Page Ref: 33

Application

Learning Objective 1

46) While in the 1990s public relations counseling businesses grew and merged into international superagencies, today the public relations counseling business has a diverse mix of huge national agencies, medium-sized regional firms, and one-person local agencies.

Answer: TRUE

Diff: 1 Page Ref: 35

Concept

Learning Objective 3

47) Despite how effective and visionary Paul Garrett was as a General Motors public relations practitioner, he suffered from the universal complaint of corporate PR people, he felt like "an outsider."

Answer: TRUE

Diff: 1 Page Ref: 37

Application

Learning Objective 3

48) The impact of the Internet on helping public relations come to age has been phenomenal.

Answer: TRUE

Diff: 1 Page Ref: 37

Concept

Learning Objective 3

49) List the major trends that have helped the practice of public relations come of age in the United States of America.

Answer:

- Growth of big institutions
- Heightened public awareness and media sophistication
- Increasing incidents of change, conflict, and confrontation
- Growing power of global media, public opinion, and democracy
- Dominance of the Internet

Page Ref: 25-26

Concept

Learning Objective 1

50) In what ways has technology fostered evolution of modern-day public relations practice?

Answer:

- Technological innovations, especially in communications, have led to awareness and sophistication about the world, shrinking it to what McLean predicted would be a "global village."
- Extraordinary growth of social media and refinement of the Internet and World Wide Web that allow millions of people worldwide access to information that makes them more sophisticated citizens and consumers.

Page Ref: 26

Concept

Learning Objective 1

51) List and explain principles and techniques still used by today's public relations practitioners that have roots in ancient times.

Answer:

- An ancient ruler motivates farmers through bulletins to find ways to grow more food to feed the populace, making them more likely to be content citizens.
- The Roman emperor Julius Caesar rallies the citizenry through staged events and a pamphlet to support a war effort.
- These are fine examples of planned persuasion targeted to a specific public for a particular purpose, the heart of public relations strategy and use of appropriate tactics.

Page Ref: 27-28

Application

Learning Objective 1

52) Describe some of the functions performed by Amos Kendall that are currently practiced by communications assistants of the President of the United States.

Answer:

Kendall wrote speeches, prepared papers on issues of the day, turned out press releases, commissioned opinion polls, but, unfortunately, also used "news leaks."

Page Ref: 29

Concept

Learning Objective 1

53) Discuss contributions made by Ivy Ledbetter Lee to the field of public relations.

Answer:

- Recognition that training, often as a journalist, or at least understanding of what journalists do and need for a story are keys to entering public relations work and then being successful in it.
- Need to present the client's perspective in an honest, accurate, forceful way
- Admitting mistakes and doing everything to avoid making the same mistake again
- Recognizing the need for wealthy people to understand how those less fortunate survive and to generously reach out to assist them when appropriate

Page Ref: 31-32

Concept

Learning Objective 2

54) Discuss contributions by Edward L. Bernays to making the practice of public relations more professional.

Answer:

- Publishing landmark book, *Crystallizing Public Opinion*, that established the term "counsel on public relations".
- Teaching, in 1923, the first course on public relations on the college level
- Recognizing talents that women bring to the field by recruiting practitioner Doris E. Fleishman, later his wife, and building a top-flight agency

Page Ref: 33

Concept

Learning Objective 2

55) What events or indications are there that challenge leaders and governments to recognize the growing power of global media, public opinion, and democracy?

Answer:

- More than 60 percent of the world's people in 121 different nations live under some form of democratic government.
- After the downfall of Saddam Hussein, about 70 percent of eligible Iraqi voters elected new leaders.
- Kosovo declared independence from Serbia and Georgia, and the Ukraine challenge Russian dominance.

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Application

Learning Objective 3