



Høgskolen i Telemark

Avdeling for allmennvitenskaplege fag

UNDERVEGSEKSAMEN

Emnekode:	6068
Emnenamn:	PUBLIC RELATIONS
Studiepoeng for emnet:	7.5 studiepoeng
Omfang av denne eksamenen i % av heile emnet:	40 %
Eksamensdato:	OCTOBER 18, 2013
Eksamensstad:	New York, USA
Lengde/tidsrom:	08:00 til 10:00
Målform:	Engelsk
Ant. sider inkl. framside	3
Tillatne hjelpemiddel:	Norwegian/English and English/English Dictionary
Merknader:	Answer 30 of 39 questions
Ant. vedlegg:	Ingen

Eksamensresultat finn du etter sensurfall ved å logge deg inn med brukarnamn og passord på StudentWeb (hit.no)



ENGELSK:

Definitions, multiple choice and short answers:

1. What are three of the many different job titles for public relations practitioners?
2. Define product placement and give an example of where it might be found.
3. Product placement is the job of a) marketing, b) PR, or c) advertising?
4. What is the difference between public relations and marketing?
5. What is the difference between how the PR practitioner versus an advertising agent deals with media outlets?
6. Why might a news story about a product that was generated by a public relations firm be more credible than an advertisement about the same product? Explain why.
7. The Island Creek Oyster Bar is hosting an oyster shucking competition. They will be debuting a new menu item: Their new Wellfleet oysters, locally harvested. All proceeds for the event will go to a fund for the victims of the Boston Marathon bombing. Provide two reasons why this seafood restaurant would sponsor a charity event at this time?
8. Name one disadvantage of PR versus advertising when it comes to the media?
9. You spend the day walking around NYC (or another city). What are three types of things that you might observe that could be part of a press campaign?
10. What are the different objectives of the journalist versus a public relations official?
11. Audiences: Who is the journalist trying to reach? Who is the public relations official trying to reach?
12. Name one way in which bloggers differ from traditional journalists.
13. You're looking to get media coverage for an advancement in AIDs treatment or for autism awareness. What type of reporter will you be looking for, and how will you research him/her?
14. Your client is a fashion designer who is introducing easy-care men's pants using sustainable materials. What type of reporters would you target for your campaign?
15. Who typically attends a press conference?
16. What is a trade magazine versus a consumer/popular magazine and which more often contains original press releases?
17. What elements are in a hard news lede?
18. What is a dateline, where is it located, and what is the difference between a dateline in a news story and one in a press release?
19. Name three main elements typical to a press release.
20. Under what circumstances might your PR firm issue a press release? (provide two examples)
21. Name two main reasons a press release is written like news story?
22. What's the difference between hard news story and a feature story?
23. All organizations fall into three categories. What are they?
24. Museum exhibit press releases (ex. The Met or Morgan Library & Museum) are often written in feature story format. Why might this be?
25. What are three typical things included in a press packet?



26. What is a byline?
 27. What type of press campaign proposal might propose “wayfinding” elements?
 28. What is a deck (also called a subhead or “dek”)?
 29. Either define a publicity stunt, or give an example of one.
 30. You’re a PR firm promoting a construction project in an historic neighborhood. It’s sure to be controversial. Give three examples of "stakeholders" in the community you would want to have advocate or supporting for the project?
 31. What does the term “staying on message” mean in PR and what type of situation might it apply to?
 32. What might be a situation when it’s particularly important to “stay on message?”
 33. Give an example of a project being promoted that requires mediation in a neighborhood or community?
 34. What is a public service announcement?
 35. Provide an example of when a publicist has the upper hand (or control) of a journalist wanting to write a story?
 36. Both explain *and* provide an example of the drip-by-drip method of public relations?
 37. Amtrak (the US Government train network) has hired your PR firm to publicize its California Zephyr train ride through seven states in the U.S. (It follows the route that the early pioneers took to settle the American West.) This historic route has already received significant media coverage in the past from tourist magazines and travel sections. a.) What can social media (in particular Twitter, Facebook and blogging) do that might be more productive than a reliance on traditional media? b.) Provide examples of how you would use each of these social media vehicles (Twitter, Facebook, blogging).
 38. Why are seemingly “silly” approaches like team and company mascots becoming so popular?
 39. Describe one example of a mascot-related campaign.
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