

29-360-01 PR Principles  
Final Exam - Summer 2003

This is a take-home exam. You can use your textbook, other resources, and consult with each other. Just be sure to give credit to your sources. The exam is due August 1, 2003. You can submit it earlier if you want to.

1. Write about two of the five following principles. Show how the principles can be used in public relations, providing examples to support your description. Minimum of 250 words for both. (50 points)
  - a. Public acceptance of an event or idea can be increased by involving opinion leaders (Wilcox et al, 2003, p. 30).
  - b. Public relations professionals should be involved in an organization's policy and decision making so as to be able to do research and relate their findings to the organization's objectives (Wilcox et al, 2003, p. 126).
  - c. Most persuasive messages are direct, are simply expressed, and contain only one primary idea (Wilcox et al, 2003, p. 222).
  - d. If editors discover they have been misled or fed false information, they will never again fully trust the offending PR person (Wilcox et al, 2003, p. 242).
  - e. To show public support for a cause demonstrations require intricate public relations organizational work, including obtaining permits, informing the media, arranging transportation, housing, programs, and crowd control (Wilcox et al, 2003, p. 407).
2. Describe eight key elements of a PR campaign plan, showing how each contributes to the campaign. Minimum 500 words. (50 points)

Reference:

Wilcox, D.L., Cameron, G.T., Ault, P.H., & Agee, W.K. (2003). *Public Relations: Strategies and Tactics*, 7<sup>th</sup> edition. Boston: Allyn and Bacon.