

Under _____, the packaged public relations tools are sent or forwarded to the media or vehicle of their dissemination.
Placement

PR agencies can be classified into _____.
2

NIPR was established with Decree No.
88 of 1992

The following are PR activities EXCEPT _____.
Exhibition

All these are the criteria for measuring a successful agency EXCEPT _____.
misrepresentation

The RACE Model by was formulated by _____.
John Marsto

_____ is using communication to influence and mobilise public opinion and attitude for the mutual benefits of the organisational management and its publics.
PR

Public Relations Association of Nigeria (PRAN) headed by Dr. Sam Epelle, was established _____.
1964

_____ Model â€œdeals with the topical issue of environmental public relations.
RICE

_____ is a step at which the practitioner ponders, meditates or frames a mental picture of what he is going to do.
Conceptualisation