

MAC425

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1. *Spokesperson*..... Is a type of press release companies often use to state their positions on image damaging news or issues already in circulation

--->> Bad news release

Announcement release

Damage control release

Crisis management

2. *Press conference*..... Is also regarded as a news conference

--->> Press Conference

Interview

Media Luncheon

Book Launch

3. Press conference is a very serious media event for the following reason except *Spokesperson*.....

When an announcement of considerable importance to a large number of people in the community is to be made

When a matter of public concerns needs to be explained

--->> When an organisation wants to show off and explain issues

When a complex issue or situation is to be announced and the media need access to someone who can answer their question

4. The following are tools for media relations Practice except *Spokesperson*....

Press release

Press conference

Information kit

--->> media form

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Distribution media Kits and Sundry Conference Materials to invited pressmen who were unable to make it to the conference.

Evaluate press reports on the conference by ascertaining the quantity and quality of news feature and opinions.

Evaluate the success or other wise of the conference in terms of the impact of the conference on the image the organisation.

--->> Post people's comments and activities on social media

6. are used to state an organisation's position on image damaging news or issue already in circulation.

--->> Bad News Release

Response Release

Announcement Releases

Features News

7. emphasises a series of relationships among independent and dependent variables in which, changes in one or more variables are accompanied or followed by changes in other variables or combination of variables.

Action Assembly Theory

--->> System Theory

Situational Theory

Cultivation Theory

8. Why is the venue of the conference of significant importance in the planning of the program?

--->> Centrality to the all invitees

Sophistication and beauty of the venue

Proximity to the organisation

The popularity of the venue

9. The position that no two individuals react or respond in similar way or manner to a given communication signal or stimulus is a principle of the

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Selectivity Theory

Schema Theory

Situational Theory

--->> Individual Differences Theory

10. One of the following is not a rule for writing press releases.

Be accurate on the use of facts and figures

Balance the story

--->> Always tilt to the side of the government

Be conscious of the length of the release

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