



CERTIFIED PUBLIC RELATIONS SPECIALIST

CERTIFIED PUBLIC RELATIONS SPECIALIST (CPRS)

STUDY GUIDE

Sponsored by:



Business Training Institute

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Please use this guide to assist in preparation for your Certified Public Relations Specialist (CPRS) exam. The contents of this study guide are as follows:

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I. BUSINESS TRAINING:

The Business Training Institute is the leading online program for this specialized niche business certification program. The team behind the Business Training Institute is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

The Business Training Institute is a global training and certification organization that has provided practical industry-specific certification to over 15,000 clients from the United States, Europe, and more than 30 other countries around the world.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

The Business Training Institute's Mission: To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

The Business Training Institute helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in 5 months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. You can complete one of our programs in 2 months or 2 years; the choice is yours.

II. CPRS DETAILS AND TIMELINE:

PROGRAM DETAILS:

The **Certified Public Relations Specialist (CPRS)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CPRS Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the CPRS certification prepares individuals for successful, real-world application.

The Certified Public Relations Specialist (CPRS) program is by The Business Training Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for CPRS Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

4 STEP CERTIFICATION PROCESS



TIMELINE & EXAMINATION DATES:

Programs are offered through open enrollment, making our programs 100% flexible to accommodate your current work or academic schedule. After joining, you can select an examination date that works best for you. We hold examinations on the 1st Wednesday of each new month, providing you with 12 different options each year.

The Business Training Institute exams are administered 100% online. When you have completed the strategic project (outlined later in this study guide), please follow the project submission instructions. Once you have submitted your completed project and sent it in for grading, you are welcome to schedule your exam date.

Please note that your exam date request and completed project must be received at least 2 weeks before the exam date. The scheduling deadlines for the year are as follows:

To register for an examination date:

- 1.) Email your completed CPRS project (*explained in detail in this study guide*).
- 2.) Include your desired exam date in the email with your completed project.

BENEFITS OF THE CPRS:

- Speak the PR Language - Earning the CPRS Designation assures that you can attend conferences, interviews and other networking events while being able to contribute to conversations and understand discussions about current events or trends within the industry. Our program will help you to understand the terms and implement the tactics and tools of leading PR professionals.
- Advance your business or career by raising your level of public relations knowledge and increasing your ability to work quickly and effectively. Specialized knowledge is valuable and an asset in our knowledge economy and mastering PR Strategy allows you to work more efficiently than your competitors.
- Exclusive Access to tools and multimedia training resources found online within the CPRS Certification Program
- Add the CPRS Designation to your resume, assuring employers that you are dedicated to working in the industry, passionate about learning more about and able to work more efficiently after being promoted or hired.
- Gain valuable insight into PR tactics that you can implement now without the need of a costly PR agency,

PARTICIPANTS OF THE CPRS PROGRAM CAN INCLUDE:

- Those interested in furthering his/her education and knowledge in business
- Business owners looking to improve their company's PR
- Marketing professionals who want to better understand public relations to be better involved in the PR efforts
- Students looking to work in the PR industry
- Seasoned professionals looking to enter the public relations industry
- New business professionals who have just taken a position as part of a PR team
- PR professionals looking to improve their PR knowledge and leverage the changes the PR industry has experienced in the past 10 years
- Public Relations Consultants
- Marketing Directors
- Business Managers responsible for Business Development, Marketing, PR and/or Branding

LEARNING OBJECTIVES OF THE CPRS PROGRAM:

- How to quickly improve your media relations and successful industry communications with the appropriate tone and structure
- Why public relations has become more complex over the last 7 years and how that is forcing leading firms to transform their approach to Public Relations
- How to leverage technology to utilize opportunities to directly connect with your tech-savvy consumers and clients on multiple platforms
- How to structure effective PR materials such as press releases, media kits, and pitches
- How to be responsive and conscientious of consumer inquiries and concerns, helping improve client loyalty and identify opportunities

- How to implement a proven Strategic Public Relations Plan for your business or client
- Why Social Media Must be an Integral Part of a Successful Plan, and how exactly it should be leveraged to manage your online presence
- How to get your customers and others to provide you feedback, opinions and product insights for free
- How to create an authority position for your firm in the industry which will bring continuous warm leads to your website and team

THE CPRS EXAM WILL TEST PARTICIPANTS IN 5 MAIN AREAS:

1. Introduction to Public Relations
2. Public Relations Strategies and Tactics
3. Public Relations Writing
4. Social Media, the Internet, and PR
5. Branding

III. REQUIRED READING

1. The New Rules of Marketing & PR by David Meerman Scott. (ISBN:978-0-470-11345-5)
2. Strategic Public Relations by Jennifer Gehrt and Colleen Moffitt. (ISBN: 978-1-4363-8725-5)
3. The Public Relations Writer's Handbook by Carol Ames, Mary Aronson, and Don Spetner. (ISBN: 978-0-7879-8631-5)
4. Public Relations Book by Ashley Wirthlin. (You can download this book from the Student Area for the CPRS program.)

We recommend that you read the books in this order:

1. The Public Relations Book - eBook
2. The Public Relations Writer's Handbook
3. Strategic Public Relations
4. The New Rules of Marketing and PR

IV. PUBLIC RELATIONS CASE STUDY: CREATING A STRATEGIC PR PLAN

As a part of the CPRS program, participants are required to create a strategic PR plan like that which is laid out in *Strategic Public Relations* and *The Public Relations Writer's Handbook*. Each participant will receive a case study of a fictional company. The information therein will be used to create the strategic PR plan, based on the formats found in the two aforementioned texts. Those sections include:

The PR plan will be worth 100 points, 50% of the total possible points participants can earn in the CPRS program. The CPRS exam is worth 100 points as well.

Just like a PR plan that you would create for a client, this plan should be re-read, edited, and corrected for grammar and spelling mistakes; points will be taken off for poor grammar and writing. If you need writing assistance or help with proofreading, please feel free to ask, and please utilize your peers and friends to help you proofread.

Once you have completed this project, please send it and your request to take your desired exam date at least 2 weeks before the scheduled exam date. **To schedule yourself for an exam date**, this project must be received, completed, at least 2 weeks before the exam date. For example, to take the

October 10th exam date, this project must be received (as well as a request to take the exam) no later than September 26th.

In order to pass the CPRS certification and earn the CPRS title, participants must earn a minimum average grade of 80% between the exam and PR plan.

CASE STUDY FOR THE CERTIFIED PUBLIC RELATIONS SPECIALIST CERTIFICATION PROGRAM

VIRCOSH: A VIRTUAL COFFEE SHOP & DISTRIBUTION COMPANY

INTRODUCTION:



Vircosh, a distributor and online retailer of organic and local coffee products, sells and distributes everything from coffee beans to beverage related products to individual customers and companies alike. Vircosh works with local companies to create *Vircosh* brand coffee beans, syrups, pastries, mugs, and other coffee related goods.

Founded in 2000, Vircosh has become a top distributor of coffee related products in the Portland Metro Area, however, competition is fierce, and more and more companies are emerging onto the field. Despite being one of the first, incumbent companies after the .com boom and establishing a name for itself, Vircosh knows that competition poses a serious threat to their success, especially with their main focus being the physical companies they distribute coffee products to.

Owner John Williams feels like the company has lost its focus a bit; they now sell other goods like pastries and mugs. While it made sense to him to add more products to the line they offer, John has received concerns from others in the company and board of advisors that adding more inventory to sell can weaken the overall brand and distract current customers from the already great value and quality they currently offer.

As mentioned above, Vircosh's main revenue comes from the Portland metro area, the Northern region of Oregon (with the company based in Portland) and southern region of Washington. That area consists of cities in Oregon: Portland, Beaverton, Tigard, Tualatin, Lake Oswego, Hillsboro, Aloha, Salem, Oregon City, West Linn, and cities in Washington: Vancouver, Washougal, and other parts of Clark County. John would like to increase sales by widening the company's reach to other parts of Washington and Oregon, as well as other states. He hopes to even branch out to Canada and other counties south in the future.

COMPANY HIGHLIGHTS/ BACKGROUND

Vircosh does well in sales, though the overall industry revenue had fallen 4% from 2008 to 2009 due to the economic strains every company was feeling. 2010 projections are good, though, and show an estimated increase in revenues of 17% from 2009 to 2010. Industry revenues are estimated to reach more than \$10.9 billion in 2010.

In year one, Vircosh had \$207,450 in sales. In year 9, they generated \$3,907,965 in sales. Net profit was 12%, or \$468,955.80. Projected net profits are over \$500,000 for 2010.

Vircosh has done so well because of their mission that states their aim: to offer the best organic and locally made products they can find while still providing low costs. Since they are able to create retainer/contract deals with local companies, and since their distribution costs are lower due to all of their products coming from less than 30 miles from their distribution site, they can offer these low prices. Additionally, with extra revenues coming from online sales and the free exposure from the companies they buy from and deliver to helping to cover their own overhead, they are able to keep these prices low.

Main clients and customers have been small drive-thru and espresso stands, including the well-known company, Dutch Brothers. Other customers have been single online purchasers who do not purchase in bulk. These customers buy single pounds of coffee, gift baskets, and other goods like coffee presses, mugs, and syrups. Larger customers, like the drive-thrus, purchase many pounds at once, large quantities of the syrups, and even delivery of milk products, of which Vircosh establishes the delivery through main dairy producers in the area. Single customers who purchase online make up ~23% of Vircosh's total sales.

Some distinguishing characteristics Vircosh has includes: being the only full service distribution company that services the coffee and specialty beverage industry in the North West (Starbucks being the only other distributor, though they only distribute to their own stores); great ties with local companies who grow the beans, make the pastries, and produce the milk and other dairy products needed; an exclusive contract with a new ground-breaking product that will give Vircosh immediate access to a majority of the potential customer base. That product is a new tea bag (and organic tea) that is biodegradable and better for brewing than traditional paper bags. This new tea bag is being produced by a local Oregon company and will be selling exclusively to companies that Vircosh distributes to for their first year of business.

The company hopes to increase sales in California and Idaho in 2010 and open distribution sites in each region (one in Redding and one in Boise, respectively). This means that they need to connect with local producers, coffee growers, and bakeries to utilize their current business model. To make that dream a reality, John has been focusing on the promising fact that coffee is the second largest commodity market next to oil, and growth is expected to continue at a strong pace. John's first goal to tackle, however, is to expand into other parts of Oregon and Washington.

With the overall industry decrease, sales did not increase much from 2008 to 2009. Vircosh lacked a marketing/PR team to help them advocate their strong points. Moreover, they did no press contacting, improved social media use, or website improvements despite customer complaints of the poor website quality. John has never had a PR person in the company, instead using someone from the sales team to update things like their social media profiles. They've never really sent out press releases, but have started a blog that hasn't seen much attention. John wanted to write about entrepreneurial things as well as coffee and teas.

Overall, their PR efforts have been lacking. They've often lost touch with potential customers and were hard to really get to know online since their blog and social networking site profiles were never really completed. In Vircosh's early stages of life, dealing with customers who were other business owners was their primary focus. The online portion of the business got little attention and was never really completed. John would like to increase sales online to see how that will progress.

They also seem to be losing that connection they had with their loyal customers whom they saw every week, as well as with customers online. John's team encouraged him to focus on the website and engaging customers online.

Since Vircosh targets companies who target other customers, as well as customers online directly, there are two large target audiences they have to pay attention to. First is the business owner looking to decrease costs and buy locally and organically; second is the customer looking to buy eco-friendly coffee products with the convenience of buying online. John and his team want to focus on meeting their needs and connecting with them more in 2010.

OBJECTIVES

1. *Set Vircosh apart from the competition.*

With the new, exclusive tea product emerging onto the market in mid-to-late 2010, John wants to ensure that Vircosh establishes their position well to the Oregon region and other parts of the US.

2. *Increase sales and revenues.*

This can apply to sales and revenues company wide, though John's vision is to see sales really take off in Idaho and Northern California. Realistically, Washington and Oregon should be the focus for now, as well as online sales. John created the name Vircosh (which came from **Virtual Coffee Shop**) but has seemed to ignore that part of the company.

3. *Connect with customers, both online and off.*

John's team really wants to connect with their customer base by offering relevant offers, engaging them online, and making the company more personable.

4. *Increase brand awareness outside of the Portland metro-area in Oregon and begin branching out to Idaho and California again.*

Moreover, Vircosh wants to work on creating a greater online awareness.

CASE STUDY GUIDELINES:

Use the information above to create a Strategic PR Plan like the one laid out in the *Strategic PR Plan* book and the *Public Relations Writer's Handbook* (chapter 13). Ensure that the following components are included in your strategic PR plan (section weights indicated as percentages). This outline was created by combining the two plans from each text. The majority comes from *Strategic PR Planning*, but components have been added from the *PR Writer's Handbook*. Those are indicated below:

Section	% Weights
1. Introduction	2.5%
2. Situational Analysis	10%
3. Business Objectives	5%
4. Communication Objectives	5%

5. Target Audiences + 3 buyer profiles/personas. (See Scott's <i>New Rules of Marketing and PR</i> .) Use the <i>Public Relations Writer's Handbook</i> for more ideas of what your target audiences should look like; that will also help you to create a more in-depth buyer persona.	10%
6. Target Media	5%
7. Key Messages	10%
8. Strategy Overview	20%
9. Budget	10%
10. Activity Timeline In this section, please add the <i>Management, Staffing, Administration, Tracking, and Evaluation</i> section from the <u>Public Relations Writer's Handbook</u> found on pg. 299. Use the formatting found in this section for your own PR plan.	5%
11. Expected Results Measurement of Success	15%
12. Conclusion	2.5%

Just to reiterate: this case study counts for 50% of your grade. It is worth 100 points; each percentage amount above counts for the same number of points. Please use headings like those found in the appendix of the *Strategic PR Plan* text, and please use a cover sheet with the client name and your own name, as well as a date. This should be somewhat conservative, but feel free to personalize it as you see fit.

V. CPRS EXAM PREPARATION

EXAM COMPOSITION:

There is a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/false questions that are worth 1 point each, and 20 of which can be earned from 2 short answer questions that are worth 10 points each. This exam is worth 50% of the overall CPRS grade participants can earn, or, 100 of the possible 200 points participants can earn in the CPRS.

Please see below for the composition and distribution of the points in-depth.

Topics and Weights	
Introduction to Public Relations	20 MC questions (20 pts)
Public Relations Strategies & Tactics	25 MC questions (25 pts)

Public Relations Writing	10 MC questions (10 pts)
Social Media, the Internet, and PR	15 MC questions (15 pts)
Branding	10 MC questions (10 pts)
Case Study Examples/ Situational 2 Essay Questions	2 Questions (20 pts)

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings, 2 hours will be sufficient. **In order to pass the CPRS certification and earn the CPRS title, participants must earn a minimum average grade of 80% between the exam and PR plan.**

TERMS AND CONCEPTS TO KNOW:

Below, please find the exam topics and the corresponding terms and concepts that you should be able to define after having read the required readings.

Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions that authors have written.

You may see some terms repeated; these are not typos. In each section and area of PR, terms can have different meanings. Try to define the terms in each area and how they change from one area to another.

1. Introduction to Public Relations

- Audience
- Pitch
- In-House
- Agency
- Hybrid Approach
- Demographics
- Press/News Release (What purpose it serves)
- Who is Edward Bernays?

2. Strategies & Tactics

- Press/News Release
- Target Audience
- Press/ News Conference
- Business Wire
- Embargo
- Media Kit (What purpose it serves)
- Media/Press List
- Public Service Announcement
- Gorilla Marketing
- PR Stunts

3. Public Relations Writing

- Copy
- Jargon (Define the term and why it ought to be avoided. Also define a situation/circumstance when it can be used.)
- Target Audience
- Writing for your buyers
- “Gobbledygook” (New Rules)
- Content drives action
- Boilerplate
- Ghostwriting
- Media Kit (What is included)
- Press/News Release (What is included)
- Editorial Calendars (For news releases, blog content, etc.)
- Inverted-Pyramid News Style
- Trade Press (Define and understand why writing for this sort of press is different from the other.)
- Consumer Press (Define and understand why writing for this sort of press is different from the other.)
- Newsworthy

4. Social Media, the Internet, and PR

- Interactive Content Tools
- User-Generated Content (UGC) What are some examples?
- Viral Marketing
- Blog
- Blogosphere
- Wiki
- Podcasting
- Videocasting/ Vodcasting
- Vlogging
- SEO (search engine optimization)
- Search Engine Advertising
- Search Engine Marketing
- The Press Release online
- Benefits of a forum
- RSS
- Landing page
- Webinars
- “Call to action”
- Forum
- Chatroom

5. Branding (For more Q’s please see the chapter questions below.)

- Define branding
- What is a brand?
- Expansion
- Extension
- Contraction
- Fellowship
- Name

- Logo
- Category
- Generic
- Subbrands
- “Mindshare”

SAMPLE QUESTIONS:

Please choose the answer that best answers the question or completes the phrase. *The answers are on the last page of this study guide.* Try answering the questions before looking at the answers.

1. Which of the following is **NOT** a benefit/ reason to advocate the use of strategic public relations?
 - a. The ability to build your brand
 - b. Increased demand for your product or service
 - c. Enhanced perception of the value of your company
 - d. Guaranteed success in every PR campaign

 2. Which of the following would/should not be considered a target audience when designing a PR plan?
 - a. Employees
 - b. Consumers, based on demographics
 - c. Stakeholders/ Shareholders
 - d. Investors
 - e. All of the above can be considered target audiences

 3. What is the biggest advantage of having an in-house PR team?
 - a. Internal control
 - b. Specifics can be asked without hesitation
 - c. It is more cost effective than hiring an agency
 - d. More media contacts are available in-house

 4. All of the following are considerations that need to be made when optimizing social networking sites **except**:
 - a. Target a specific audience
 - b. Hide contact details
 - c. Participate
 - d. Make it easy for people to find you

 5. Please complete the following sentence: The birth of a brand is achieved with _____, not _____.
- a. Advertising, Publicity
 - b. Publicity, Advertising
 - c. Money, Marketing
 - d. Common Sense, Advertising

VI. BOOK REVIEWS:

To read the book reviews for the CPRS Program, please download the book reviews from the classroom area. If you have trouble locating these, please let us know.

VII. CHAPTER QUESTIONS:

In order to prepare for the exam, you should be able to answer the following Chapter Questions after each reading; these questions are meant to assist you in preparing for the exam and in understanding the material. Try taking notes here while you are reading so that you can adequately grasp and comprehend the meaning the authors were trying to convey, as that is what will appear on the exam. There is also a section for notes after each book's set of chapter questions

Public Relations Blogger eBook

by Ashley Wirthlin

- **Chapter 1: A Short Introduction to PR.** What *does* PR stand for? Why is it important? What role does PR play in a company, specifically, what are its main objectives? What are some things PR can do for your company? (This will be found in the "Strategic Public Relations" book as well, though with a few differences.) What does it mean to form a position of leadership for a company? What is one of the two main societal functions of PR and why is it important? Also, be aware of the PR associations, though you will not be tested on these. The main idea to grasp from this section is to understand perhaps why associations are important, and what purpose they serve.
- **Chapter 2: Career Related Tips.** Describe what a PR professional does for a company? What are some typical PR jobs?
- **Chapter 3: PR Tips: Public Relations Planning.** Why is important to plan for any business venture? Why is it particularly important to know who your target audience is? Why is it even important to plan for a crisis? What are some examples of a crisis? (For more examples please see *The Public Relations Writer's Handbook*, which will also have questions below.) What is the difference between in-house and outside PR? (The ideas here will also be found in *The Public Relations Writer's Handbook*. You will benefit from reading this section and the section in the text.)
- **Chapter 4: PR Tips: Social Media.** What are some benefits of using social media at work, or allowing your employees to use social media? Why is it important to set guidelines and rules to their use of these tools? How can you use social media to your advantage? What should be avoided when using social media as a company? (While you won't be tested on Twitter, it would definitely be to your benefit to understand how to use this social media tool if you don't already use it or know how to use it.) What you may be tested on is the benefits of using Twitter, which you should have answered in the aforementioned questions. Lastly, why are these tools great for social networking? Why should you network?
- **Chapter 5: PR Tips: Blogging.** What are some tips for making a successful blog? What are some tools you ought to use to make that blog successful? Where does SEO come into play?
- **Chapter 6: DIY Public Relations.** What are the 5 PR things you can do on your own? Why do you think these should be done in-house instead of using an agency or PR boutique? How can you promote your firm with PR?

- **Chapter 7: PR Tips: Etc.** What is a Webinar? How do you create one? Why do they add value?
- **Writing:** What is found in a press release? Why is it important to know how to effectively write? How can writing well maximize your PR efforts?
- **Branding:** Why is it important to think about your brand online and off? What happens when an online brand has a generic name?
- **PR Online:** What does your online presence represent? (The answer here should be: YOU. But why, and why is it important to know that your online presence represents you?)

- **Chapter 8: Branding**
 - Why is it better to contract rather than expand? What is at stake?
 - Why is it that brands are built/born with publicity, and not advertising? What purpose does advertising serve?
 - What is in a “word”? How does a word capture “mindshare”?
 - What is important about credentials and quality?
 - What is a category and why ought the brand promote the category, and not vice versa?
 - What’s in a name? Why are names so important?
 - What is considered an extension? How do they differ from a brand expanding? From that, what is fellowship?
 - Why is a generic name a sure way to fail?
 - Define the difference between a brand and a company. What happens when the two are interchangeably used?
 - What is a subbrand? How does it destroy the brand?
 - What is a sibling? What benefits can arise from a sibling? Why do siblings need different identities?
 - What is the importance of the shape of a brand’s logo? Why does it matter? To add to that, why is color important? What can color mean?
 - Why should a brand know no borders? What is important about branding and thinking global?
 - What good does consistency do for a brand and company?
 - When is change appropriate? What damage can a change do to a brand?

 - Why is every brand destined to die? Why is it best to put a brand down before it dies?
 - Lastly, what is the importance of singularity? What thoughts do you have about this? Do you think singularity could be avoided? If so, why?

NOTES

Strategic Public Relations

by Colleen Moffitt and Jennifer Gehrt

- From the **introduction**: Why should we use strategic public relations?
- **Chapter 1**: How would you “sell” PR to key stakeholders? What needs to be included in your “pitch” to get them on board? Why do you need them on board?
- **Chapter 2**: Why does it matter what sort of PR team you have? What are the advantages and disadvantages of both kinds? Why would a hybrid be best in most situations?
- **Chapter 3**: What are some ways to identify your target audience? Why is it important to do this?
- **Chapter 4**: Why do new technologies and trends need to be watched? What are some of the trends and technologies that, of late, have changed the way PR is done? What is social media? Why do we need to utilize the tools available within social media?
- **Chapter 5**: What are some characteristics of a successful PR plan? What are the 10 building blocks for creating a Strategic PR plan?
- **Chapter 6**: What are the reasons (benefits) for a compelling story? What are the key elements of a compelling story? What are the other rules of writing a narrative that should be applied to PR writing?
- **Chapter 7**: Why is it so vital to make the right choice when it comes to spokespersons? What sort of questions should you ask yourself (and of candidates) when establishing who your spokesperson should be? What are the 11 best practices for interviews?
- **Chapter 8**: Why would keeping an open information flow be helpful when trying to avoid a crisis? Briefly describe the roles of the executive, employees, and the PR team.
- **Chapter 9**: Why is it crucial to measure success? What are five ways the authors suggest for doing so? How do you decide which one is best to use?
- **Chapter 10**: How do you keep your PR plan relevant? What are some ways to keep your PR acumen current?

NOTES:

The New Rules of Marketing and PR

by David Meerman Scott

Section 1: How the Web Has Changed the Rules of Marketing and PR

- Chapters 1, 2, & 3. Why are the new rules different from the old ones? Why are the old rules ineffective now? What has changed? (i.e., audience, mediums, etc.) What is the long-tail theory? Write out a few sentences and get in-depth with reasons.

Section 2: Web-Based Communications to Reach Buyers Directly

- Chapters 4, 5, 7, 8, 9. Why are social media tools so vital to the new rules and the new way of doing PR & marketing? What is the significance and importance of blogs? What are the new rules of the news/press release, and why have they changed? What are the three uses of the blog? Why is it important to comment, get involved with, and monitor blogs and the blogosphere? What does it mean to go viral? Is it something everyone can do easily? What is a Wiki? What is its significance in PR and marketing? Why are forums important? Lastly, what is so important about the content-rich website?

Section 3: Action Plan for Harnessing the Power of the New Rules. Chapters 10-20.

- **Chapter 10.** What is a “Buyer Persona” profile? Why are they important? How does this chapter relate to the branding section from the eBook? Why is it important to stake a piece of the customer’s mind with a word? Why does it matter what type of media you use to get in touch with your buyers?
- **Chapter 11.** What is Thought Leadership Content? What are some examples? How does one create such content?
- **Chapter 12.** What is gobbledygook? Why is it such a problem? How do you overcome that problem? (To see a prime example, take a look at page 147, and really try to guess the company before reading on to the next paragraph.) What is Effective Writing?
- **Chapter 13.** What should you convey to your visitors? How can content influence the buying process? Why is it important to segment our buyers when we write web content? What are some elements of a Buyer-Centric website?
- **Chapter 14.** Why is it important to be able to reach consumers directly with a news release? What are some good reasons to write a press release? When is it a good time to send out a press release? Lastly, why is it important to post a press release to your website and to publish/submit it to a distribution site?
- **Chapter 15.** What is a media room? Why should it be targeted at everyone, not just journalists? What are the best practices for online media rooms?
- **Chapter 16.** Why is a Nontargeted press release considered spam? What are the new rules of media relations? What are the steps to pitching the media?
- **Chapter 17.** Optional. Topics covered here are also in the eBook.

- **Chapter 18.** Also optional. What should be gathered from this chapter is the importance of these mediums, and how it can affect your marketing and PR efforts. There is information about these in the eBook as well.
- **Chapter 19.** (Reading the portion on SecondLife is optional.) What are some ideas for getting the most out of social networking sites?
- **Chapter 20.** Why is search engine marketing important? Differentiate search engine marketing, search engine optimization, and search engine advertising. What is the long tail of search, and why is it so important? (Think effectiveness.) What are important things to consider when creating a landing page?

NOTES:

The Public Relations Writer's Handbook

This is a very in-depth book; because it is so thorough, we will focus on the following chapters: 1, 2, 3, 8, 10, 11, 12, 13, & 14. If you would like to learn more about financial writing, writing for multimedia presentations, speeches, biographies, and broadcast.

- **Chapter 1: Public Relations Goes Digital.** Why is it more important than ever to know how to write well?
- **Chapter 2: News Releases, Photo Captions, and Media Kits: Making Your Story Newsworthy.** What is the Inverted-Pyramid News Style, and why is it effective for pitching journalists? What are some questions you should ask yourself when targeting a trade or consumer publication? What is an embargo? What are some points of style to keep in mind when writing a press release?
- **Chapter 3: The Pitch: Creating Media Interest.** What are the three steps to creating and carrying out a pitch? What is important to remember about submitting a pitch to a reporter, journalist, or blogger? What are the components that every pitch needs to include?
- **Chapter 8: Special Events: The Art of Getting Noticed.** What is a press/news conference? Why are they useful? What are some ethical issues that could arise due to press junkets? What should you do to prepare for a special event; what are the steps you should perform to prepare?
- **Chapter 11: Writing for the Internet.** What is important to remember when writing on the Internet? What, especially, needs to be recalled when creating and writing content for a company website? Define what blogs are, and how they should be approached when attempting to write one.
- **Chapter 12: Responsive Writing: Setting the Record Straight.** What are the key times responsive writing is needed? What are the reasons a responsive piece of writing would be created? Why send a letter to the editor? Why use web responses? (Think back to the eBook and why it is important to get involved with your customers who are online and active. What are guest editorials? How can they benefit a company in a time when responsive writing is needed?)
- **Chapter 13: Crisis Communications and Official Statements.** What needs to be done when a crisis hits? What materials need to be written? Why are they important? What is a crisis media plan?
- **Chapter 14: Program Writing: Selling Your Concept to the Client.** This information relates well to what was written in *Strategic Public Relations* but it is a good, concise review of the in-depth content that *Strategic Public Relations* has. Notably, list and observe the structures of a PR program/plan.

NOTES

VIII. SAMPLE QUESTION ANSWERS:

Please see the following answers to the sample questions provided. A brief explanation was given for each answer and why the other options were incorrect. If you didn't do as well as you thought you would have, please consider re-reading the books or supplementary readings as the sample questions were drawn directly from them.

1. *D.* Reason being: no PR campaign is guaranteed success, regardless of the lengths a company may go to in order to ensure that it is. The other three are definitely reasons to advocate for the use of strategic PR, and can be found in the introduction of **Strategic Public Relations**.
2. *E.* All of the above can be considered a target audience. Depending on the company, mission statement, etc., target audiences can include anyone and everyone who has a stake in the company's success. In **Strategic Public Relations**, these groups are the sample company's (Hunsk Motorcycles) target market because as a PR group or firm, your target market includes everyone who has concern for the company's wellbeing and operations.
3. *C.* According to the authors, this is perhaps the most important benefit of doing PR in-house. While the first two answers can apply as a benefit of in-house PR, the last option, D, should definitely not be considered a benefit. Unless you hire a PR professional internally and have them on your in-house team, and unless they have years and years of experience and networking, a PR agency is bound to have more contacts than your in house team; they do PR 5 days a week, and for a number of other companies. As such, they should have a longer list of contacts than your in-house team. Moreover, that PR agency may have more insight into other opportunities from activities they engaging in on behalf of other clients.
4. *B.* You ought to make it *very* easy for people to contact you! Consumers love to get involved and give their opinions, and they especially love it more when they can give it directly to you. Encourage people to get in touch with you, and make it easy. Also be sure to reply to fans or consumers when contacted.
5. *B.* *The birth of a brand is achieved with publicity, not advertising.* Read the chapter on publicity from the **22 Immutable Laws of Branding** if you answered false.

IX. FAQ – FREQUENTLY ASKED QUESTIONS:

Have more questions or need more information? Please see our **FAQ (Frequently Asked Questions)** section on the Business Training Institute website here:

PublicRelationsCertificate.com/Frequent-Questions.

You can also get in touch with the Business Training Institute team over email at Team@BusinessTraining.com, or by phone, and through our ClickAndChat tool, accessible from our homepage: PublicRelationsCertificate.com

Lastly, be sure to use your login and password to access the student area on the Business Training Institute's homepage. Click on the Student Login link from the homepage and you will be taken to your member area. Download the Public Relations Book and the Study Guide linked to there to find the book reviews. These book reviews will assist you as you read through the required texts.

Thanks for joining The Business Training Institute. Please let us know if you have any questions.

-The Business Training Institute Team

The Business Training Institute
328 Crandon Blvd.
Suite #223
Key Biscayne, FL 33149
(305) 503-6172