

Certified Public Relations Specialist Practice Test Questions and Answers

1. What is the most important element of a successful media relations strategy?

- A) Having the largest budget
- B) Building authentic relationships with journalists and media outlets
- C) Using only social media platforms
- D) Avoiding all negative coverage

2. In crisis communication, what should be the first priority?

- A) Protecting the company's reputation at all costs
- B) Blaming external factors
- C) Ensuring public safety and addressing stakeholder concerns
- D) Avoiding all media contact

3. Which metric is most valuable for measuring PR campaign effectiveness?

- A) Number of press releases sent
- B) Media coverage reach and engagement quality
- C) Amount spent on promotional materials
- D) Number of events hosted

4. What is the key principle of ethical public relations practice?

- A) Always present only positive information
- B) Transparency, honesty, and serving the public interest
- C) Maximizing client profits regardless of methods
- D) Keeping all client information completely secret

Answers: 1-B 2-C 3-B 4-B

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