

Press Releases Practice Test Questions and Answers

1. What does "###" stand for?

- A) To indicate a statement that hasn't been backed up
- B) Signal the beginning of the press release
- C) Not relevant to press releases
- D) Signal the end of the press release

2. What is an embargo on news?

- A) A request made by a source asking that the news or information they have provided not be publicized until a specific date
- B) A penalty for printing bad news about a company
- C) Refusing to work with a journalist
- D) Access to exclusive information

3. Press releases are usually...

- A) two pages news copy
- B) three pages news copy
- C) one page news copy
- D) none of the above

4. What does 'earned media' mean?

- A) Advertising you purchase
- B) Coverage a company receives organically through news stories and mentions
- C) Owned content on a company blog
- D) Social media ads

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

For More Press Releases Questions and Answers FREE, Press Releases Online Prep Training, Press Releases Exam, Press Releases Study Guide, Press Releases Flashcards, Press Releases Quizzes visit:

Press Releases Practice Test