Due Jun 27, 1:59 PM +07



Graded Quiz • 30 min

Congratulations! You passed!

Grade received 100%

⊘ Correct

receptive to what you're saying.

Latest Submission Grade 100% To pass 80% or higher

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1.	Which of the following are tools of an effective media communication plan? (Select two.)	1 / 1 point
	Mission statement	
	☐ Public education campaign	
	✓ Press release	
	Correct A press release, also called a media release, is an important component of a media communication plan since it directly provides information to the media in written form.	
	✓ Video briefing	
	Correct A video briefing is an important component of a media communication plan since it directly provides information to the media in audiovisual form.	
2.	What is the purpose of a holding statement in crisis and media communications?	1/1 point
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	 ○ To prevent personnel from communicating prematurely ⑥ To pre-write communications before they are needed ○ To order the business to temporarily halt certain operations ○ To retain the services of specific media outlets ○ Correct Holding statements help an organization prepare to communicate with the media before some crisis 	1/1 point

Being honest about a situation will engender more trust amongst your audience, making them more

	Communicating only as needed	
	✓ Presenting a face of the organization	
	Correct By presenting a face of the organization to your audience, you help humanize the work that you're doing, making your audience more likely to trust you.	
	Focusing on positive feedback	
4.	What is the primary purpose of obtaining feedback about an ethical crisis?	1 / 1 point
	O To motivate internal personnel	
	To make operational improvements	
	O To demonstrate compliance	
	O To appeases concerned stakeholders	
	Correct The primary purpose of obtaining feedback is to improve ways of doing business, be it a product, service, or process.	
5.	Which of the following negative consequences is the direct result of failing to be truthful in communicating about a crisis?	1 / 1 point
	O Financial loss	
	Reputational damage	
	Obscrimination	
	O Security risk	
	Correct By being untruthful, you undermine the trust that stakeholders place in your organization, which directly leads to a loss of reputation.	
6.	When you deliver periodic statements about a crisis to the media, what should the first statement do?	1 / 1 point
	Set the tone of what is to follow	
	O Provide in-depth details about the situation	
	O Survey public opinion of the organization	
	Accept responsibility for perceived problems	
	By setting the tone up front, you are better able to influence public perceptions and stick to a consistent	

7.	Why is it important to build a "reservoir" of goodwill with the media?	1/1 point
	The media will be less likely to accuse the organization of being malicious or negligent in the event of a crisis.	
	O The media will be more likely to advocate for your organization in the event of a crisis.	
	O The media will be more likely to give the organization the benefit of the doubt in the event of a crisis.	
	The media will be less likely to publish a story about a crisis right away, opting to wait for your approval instead.	
	Correct By being able to draw upon this reservoir of goodwill, the media won't be so quick to point the finger, since you've demonstrated your goodwill in the past.	
8.	Why is it important to leverage legacy media like print, television, and radio, rather than just digital media?	1/1 point
	O Legacy media channels are more effective at broadcasting a message	
	Not everyone has access to digital media platforms	
	O It is easier to disseminate a message through legacy media channels	
	O Digital media platforms are seen as less respectable or trustworthy	
	Correct Some of your stakeholders may not have access to digital media, whether by choice or due to socioeconomic circumstances. In order to reach these people, you should leverage legacy media channels.	
9.	Which of the following is a useful strategy when communicating the truth about a crisis becomes difficult?	1/1 point
	O Provide information gradually, over multiple communications	
	O Tell some truths, but withhold others	
	Put all of the information out there at once	
	O Promise to provide information at a later date	
	Correct This is like ripping off a bandage—if you pull it all off at once, it may still hurt, but it'll be done and over with more quickly.	

It can determine which users have the largest influence on your reputation, and therefore which users you should communicate with.
It can classify customers as loyal or disloyal, helping you target customers differently in your communications.
It can determine how to construct a message that influences users to be more positive about the organization or technology.
It can shape the content and delivery of the message based on users' perceptions of the organization or technology.

⊘ Correct

Sentiment analysis reveals how people feel about something. So, you can tailor your message based on users' feelings, making that message resonate more with its intended audience.