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Grade received 100%

Latest Submission Grade 100% To pass 80% or higher

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1. Which of the following is a best practice for incorporating diversity, equity, and inclusiveness in communications and inclusiveness in communications.	ation?
Reassure customers that the organization is diverse, equitable, and inclusive	
Promote an organizational culture that embraces these values	
O Focus on the organization's intended message rather than incorporating feedback from external stakeholders	
O Ensure multiple groups of people based on race, gender, etc., are communicating in different ways	
 Correct By promoting this culture, the organization demonstrates its commitment to these values in its own operations. 	
Which of the fallowing is an important concept to consider a constant building an experient and ability on the	.2
. Which of the following is an important concept to consider as part of building an organizational philosophy	/:
Putting ethical principles into practice	
Considering internal stakeholder needs above all else	
Adopting philosophies already created by other organizations	
Anticipating future implications of that philosophy	
 Correct By future-proofing against potential issues that may arise, the organization can make their philosoph more robust. 	ny
• The endorsement of which of the following types of stakeholder is most critical when developing mission vision statements?	and
Employees	
O Department heads	
C-suite executives	
○ Customers	
○ Correct	

Employees are the ones who carry out the mission and vision of the organization, so their endorsement is most critical.

4.	Which of the following is a benefit of providing disclosure statements?	1/1 point
	 It enables the organization to mitigate ethical risks. It demonstrates that the organization has a commitment to openness. It demonstrates that the organization lacks ethical conflicts. It creates an ethical framework from which the organization can operate. Correct By providing disclosure statements, the organization demonstrates that it has nothing to hide, and therefore promotes a culture of transparency. 	
5.	Which of the following is the most important factor to consider when developing corporate reports?	1/1 point
	 Where the data used in the report comes from and how accurate it is Who is the most qualified person to deliver the report Whether or not it's necessary to include financial information in the report Who the intended audience of the report is 	
	Correct The quality of the data used to develop the report will have a profound impact on the business decisions your organization makes in the future.	
6.	Which of the following are important factors to consider when developing a media campaign? (Select two.) The effect the campaign has on the organization's bottom line The risks that will be talked about in the campaign The environment in which the campaign will be launched	1/1 point
	 Correct This helps you consider what information is most relevant and useful to diverse audiences. 	
	 ✓ The time-sensitive nature of communication in the campaign ✓ Correct This ensures that your information is received quickly and isn't out of date. 	

	 ☐ The campaign cannot be modified without the consent of the organization. ☐ The campaign must be self-sustaining. 	
	✓ The campaign is continuously improved upon.	
	○ Correct This is one of the benefits of having a "living" campaign—it can be made better over time.	
	The campaign fosters a relationship between the organization and its stakeholders.	
	Correct This is one of the benefits of having a "living" campaign—it maintains contact with stakeholders over time.	
8.	Which of the following is a best practice when participating in media inquiries? (Select two.)	1/1 point
	Ensure your message is consistent	
	O Divulge only the information that you are required to by law	
	Only agree to speak to media outlets that are favorable to your organization	
	Get your message out as quickly as possible	
	Correct A consistent message is more likely to be trusted, and more likely to be received well by your audience.	
9.	What is the benefit of hosting a virtual reality press conference over a traditional in-person press conference?	1/1 point
	The conference will be easily accessible to all willing participants.	
	The conference can be interactive without the participants needing to be co-located.	
	The participants will be impressed by your leveraging of new and exciting technologies.	
	It will be easier to communicate your overall message to your audience.	
	Correct A virtual reality press conference can be staged so that it emulates the real thing, with its participants located remotely and not in the same room.	
10	• Which of the following are important qualities of a press release? (Select two.)	1/1 point
	✓ It's in a digital format	
	 Correct Digital press releases have a much wider reach in the modern world over non-digital formats. 	
	☐ It's delivered on a single platform	

✓ It's concise
 ✓ Correct
 Your audience is less likely to pay attention to long, overly detailed releases, so these releases should be kept short and to the point.

 ☐ It's non-interactive