

## SAMPLE CPRC QUESTIONS

### **SAMPLE 1 – Crisis Communications**

**15 minutes**

You are the marketing and pr director for Visit Florida, the state's tourism marketing agency and are notified that there has been a tourist shooting at a rest stop on I-75 near Lake City. The shooter killed 3 German tourists and robbed them and the story has been picked up by the international wire services. The initial news stories assert that Florida is the wild, wild, west, with criminals roaming the highways looking for foreign tourists to victimize. As PR counsel to the CEO, what steps would you recommend VISIT Florida take A) immediately and B) long term?

### **SAMPLE 2 – Non-profits**

**15 minutes**

You are the public relations director for a small non-profit that connects disadvantaged students with mentors. The mentorship is designed to be a 2-3 year commitment with the volunteer working with the same student over time and the federal grant that funds the program requires evaluation based in part on the length of mentor-mentee relationships. Many potential volunteers say that is too long of a commitment and so they choose not to mentor at all. What public relations strategies would you recommend to overcome these concerns by mentors? What else could you recommend to both achieve the needs of the federal grant requirements and that of the volunteers? Describe your plan.

### **SAMPLE 3 - Consumer PR**

**15 minutes**

You are the pr director of a women's line of apparel which is sold in chain stores throughout Florida. Recently, state business reporters have been localizing national stories that allege that some manufacturers are mistreating garment production workers in third world countries in order to maximize profits. Your company's line of clothing is designed and manufactured in America, but sometimes using foreign-produced silks and other materials. B-roll of your company's label has been shown in TV stories covering the controversy and the media is asking what your company is going to do to reform its practices. What media and public relations strategies would you recommend? Who specifically would you target your message? How will you get your message out?

### **SAMPLE 4 – Public Affairs**

**60 minutes**

You are the communications director of the state agency, the Department of Environmental Protection, and you have been on the job for all of three weeks. The legislature has just announced that it will cut funding for the state's most popular land conservation program due to significant budget shortfalls and the governor is reluctantly agreeing. A major component of the plan for this year's appropriation was for Everglades restoration projects and environmentalists are up in arms, calling for the money to be restored immediately. Policy makers are taking a longer view and say that these projects can be funded in future years. The issue is attracting national attention and is flooding your office and the office of the governor with calls from angry environmentalists and concerned citizens. Describe the approach you would take, including the research you will do. What key information do you need? What will you do to attempt to stem the tide of public disapproval? What stakeholders would be most important to address first and what would you do to gain stakeholder support or temper their opposition? What do you recommend for messaging and media? What types of outreach would you recommend and how would you do it?