

Name _____

Shaping Public Image: A Day in the Life of a Publicist

Open-Ended Response Questions

1. Imagine you are a publicist representing a famous actor who has been involved in a controversial situation. Describe the steps you would take to address the issue and protect your client's image.
2. How can building strong relationships with journalists benefit publicists and their clients in the long run? Provide an example of a situation where media relations played a crucial role in a publicist's success.
3. Can you name a celebrity or company and discuss how a publicist might have helped shape their public image or manage a crisis effectively?
4. Explain the role of creativity in the work of publicists and how it contributes to the success of their campaigns.

