

Name \_\_\_\_\_

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

### Open-Ended Response Answer Key

1. Answers may vary, but a comprehensive response could include steps such as assessing the situation, preparing a crisis communication plan, and addressing the issue proactively.
2. Building strong relationships with journalists benefits publicists by increasing the likelihood of media coverage for their clients and facilitating positive coverage. An example might involve a publicist who has cultivated relationships with entertainment reporters, leading to extensive coverage of their client's new film.
3. Answers may vary. An example could be Taylor Swift, whose publicist may have helped shape her image as a relatable and authentic artist or managed controversies effectively.
4. Creativity in the work of publicists involves coming up with unique and attention-grabbing campaign ideas, which can make their clients' stories more compelling and memorable. This creativity contributes to the success of their campaigns by capturing the public's interest and generating media coverage.

