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## **GCCC Strategic Communication Management Professional Sample Questions (Q28-Q33):**

### **NEW QUESTION # 28**

A competitor's communication manager complains that a company's blog posts include numerous instances of spun content. In reviewing the blog posts with the editorial team, it is clear that about a third of the content in several posts is copied from other sources. Which of the following is the correct assessment of the situation?

- **A. Spun content is a form of plagiarism.**
- B. Spun content is not a form of plagiarism because it is not referred to in the IABC Code of Ethics.
- C. Spun content is not a form of plagiarism because this falls under the "fair use" rules.
- D. Since the spun content does not exceed 50% of the total content, this is not plagiarism.

**Answer: A**

Explanation:

From an ethics perspective in strategic communication management, spun content is a form of plagiarism when it involves copying ideas, structure, or language from other sources without proper attribution. Option A is correct because ethical communication standards focus on intellectual honesty and transparency, not merely on the percentage of copied material or superficial rewriting. Spun content typically involves rephrasing existing material to appear original while retaining the underlying ideas, arguments, or structure. Even if wording is altered, presenting another source's ideas as one's own- without citation-constitutes plagiarism. Strategic communication management emphasizes that originality and attribution are ethical obligations, particularly in public-facing content such as blogs, reports, and thought leadership pieces.

The incorrect options reflect common misconceptions. There is no ethical threshold-such as 50%-below which copied content becomes acceptable. Plagiarism is determined by the use of uncredited ideas, not by volume. Likewise, the absence of the term "spun content" in the IABC Code of Ethics does not make the practice acceptable. Ethical codes are principle-based; they address integrity, accuracy, and respect for intellectual property, all of which are violated by unattributed content reuse.

Invoking "fair use" is also inappropriate in this context. Fair use is a narrow legal concept that allows limited quotation for purposes such as commentary or critique, usually with attribution. It does not permit repackaging substantial portions of another's work as original content, especially for corporate communication purposes.

Strategic communication management stresses that ethical lapses in content creation can quickly damage credibility and reputation. By recognizing spun content as plagiarism, organizations protect professional integrity, uphold ethical standards, and maintain trust with audiences and peers.

### **NEW QUESTION # 29**

An oil and gas company is developing awareness of its environmental and community outreach initiatives for one of its projects within a limited communication budget. Which of the following strategies would be MOST effective in nurturing support for the project?

- A. Informing opponents of the project about the project's environmental benefits
- B. Securing ad space in the most relevant media
- **C. Providing the community and media with a fact sheet about the project's benefits**
- D. Developing awareness of the project among new audiences

**Answer: C**

Explanation:

In reputation management, especially within high-scrutiny industries such as oil and gas, credibility and trust are far more influential than promotional visibility. When operating under a limited communication budget, the most effective strategy is one that delivers clear, credible, and consistent information while maximizing reach through earned and shared channels. Providing the community and media with a well-prepared fact sheet directly supports this objective.

Fact sheets are cost-efficient, adaptable, and trusted communication tools. They present verified information about environmental safeguards, community benefits, and project commitments in a concise and accessible format. For community stakeholders and journalists, fact sheets serve as reference materials that support informed discussion, accurate reporting, and transparency. This approach strengthens legitimacy by emphasizing facts rather than persuasion, which is especially important for projects that may face skepticism or opposition.

Securing paid advertising (Option A) is expensive and often perceived as self-promotional, reducing credibility and limiting its effectiveness under budget constraints. Directly informing opponents (Option B) may escalate conflict rather than build broad-based

support, as opponents are often resistant to message framing from project sponsors. Expanding awareness among entirely new audiences (Option D) dilutes resources and shifts focus away from the stakeholders most directly affected by the project. Strategic reputation management prioritizes engagement with local communities and credible intermediaries such as media outlets. By equipping these stakeholders with accurate, transparent information, the organization enables third-party validation—one of the most powerful drivers of trust. In this context, a fact sheet is not merely informational; it is a strategic tool that supports dialogue, reduces misinformation, and nurtures informed support while respecting both budgetary and reputational realities.

### NEW QUESTION # 30

Which step should the lead communication professional take FIRST when an unexpected notification regarding a negative issue is received?

- A. Start writing messaging to explain the issue.
- **B. Ascertain the negative attention the issue is attracting.**
- C. Start writing a sincere apology to those impacted.
- D. Convene the crisis response team.

**Answer: B**

Explanation:

In strategic communication management, the first and most critical step when an unexpected negative issue arises is to assess the level and nature of attention the issue is attracting. This situational assessment forms the foundation for all subsequent decisions. Without understanding how visible, credible, and emotionally charged the issue is, communication leaders risk overreacting, underreacting, or communicating inaccurately—each of which can worsen reputational damage.

Strategic communication emphasizes evidence-based decision-making. At the initial stage, communicators must determine whether the issue is internal or public, whether it is gaining traction on social or traditional media, who is driving the narrative, and which stakeholders are aware or affected. This diagnostic step allows leaders to distinguish between a contained operational issue and a full-scale reputational threat. Acting prematurely—such as drafting apologies or explanations—can inadvertently legitimize rumors or escalate attention before facts are confirmed.

Only after understanding the scope of negative attention can leaders appropriately convene a crisis response team, define roles, and determine whether immediate public response is necessary. In many cases, issues remain limited and can be resolved quietly through internal channels. In others, rapid escalation requires coordinated leadership involvement and formal messaging. Strategic communication doctrine consistently prioritizes situational awareness before action to preserve credibility and message discipline. This approach aligns with professional standards of crisis and reputation management, which stress monitoring, verification, and stakeholder analysis as the first response steps. By first ascertaining the level of negative attention, communication leaders protect organizational trust, ensure proportional response, and create a solid strategic foundation for effective crisis management.

### NEW QUESTION # 31

An independent public relations consultant is working with a client who is running for office in the local city government. Before the election, the client asks the consultant if they have the consultant's vote after all of the money they paid the consultant for their work. Which of the following is the BEST response?

- A. Absolutely! You can count on my vote on election day as a thank you for giving me this work.
- B. I am not planning on voting in this election.
- C. Absolutely! I believe in your platform and know you will be a great representative for our city.
- **D. I am still reviewing the platforms of all the candidates and will make my decision based on the information I find.**

**Answer: D**

Explanation:

From an ethics perspective in strategic communication management, the consultant's responsibility is to maintain professional independence, integrity, and transparency. Option A is the most appropriate response because it clearly establishes ethical boundaries while remaining respectful and neutral. It reinforces that professional services are not exchanged for personal political support and that civic decisions—such as voting—are made independently.

Accepting or promising a vote in exchange for payment would create a serious conflict of interest and could be perceived as unethical, coercive, or even corrupt. Strategic communication ethics emphasize that practitioners must avoid situations where personal actions appear to be influenced by financial relationships.

Options B and C directly violate this principle by implying that compensation entitles the client to personal political support, which undermines professional credibility and public trust.

Option D, while avoiding endorsement, is evasive and may raise questions about honesty or civic responsibility. It does not clearly

establish ethical independence and could be interpreted as an attempt to avoid the issue rather than address it professionally. Option A appropriately reframes the conversation. It signals that the consultant respects democratic principles, separates professional obligations from personal civic choices, and evaluates candidates objectively. This response protects both the consultant and the client by preventing misunderstandings, ethical breaches, or reputational harm. Strategic communication management stresses that ethical practice is not only about avoiding wrongdoing but also about managing perceptions. By clearly asserting independence, the consultant reinforces trust, maintains professional standards, and models ethical leadership. This approach preserves the integrity of the consultant- client relationship while upholding the broader ethical responsibilities of communication professionals in politically sensitive contexts.

### NEW QUESTION # 32

A communication manager is planning to lead a communication project team that needs to achieve fast results. Before initiating the project, in what area should the communication manager seek out the input of project stakeholders?

- A. Business objective
- B. Communication strategy
- C. Communication tactics
- D. Planning process

Answer: A

### NEW QUESTION # 33

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




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