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GCCC Strategic Communication Management Professional Sample

Questions (Q14-Q19):

NEW QUESTION # 14

A local sports team has received a request from the media regarding the arrest of one of its players on a domestic dispute charge. A local television reporter has contacted the team's communication manager and shared that they plan to report the accusation on the next newscast in one hour. Which of the following should be the communication manager's FIRST response?

- A. Apologize promptly and explain what the team has done to address domestic violence in the past, along with resources available to team members.
- B. Stay calm, ask what the reporter has heard and gather as much information as possible, and ask for time to investigate with a promise to call back within an agreed-upon timeframe.
- C. Draft a written response, watch the broadcast to confirm exactly what is reported, and then edit and send the response before the story is broadcast again.
- D. Remind the reporter that everyone is innocent until proven guilty and the team's attorney will call the station manager about holding the story.

Answer: B

Explanation:

In strategic communication management, the first priority in a developing crisis is information gathering and situation assessment. Option B is the correct first response because it allows the communication manager to establish facts, understand the media narrative, and create space for an informed, responsible organizational response. Acting too quickly without full understanding can increase reputational risk and expose the organization to legal and ethical complications.

By calmly asking what the reporter knows, the communication manager gains insight into the scope of the information, sources being cited, and how the story may be framed. This situational awareness is critical in reputation management, particularly in sensitive matters involving alleged criminal behavior and personal conduct. Requesting time to investigate-while committing to a specific callback timeframe-demonstrates professionalism, accountability, and respect for the reporter's deadline.

The other options reflect reactive or premature actions. Drafting a response after the story airs cedes narrative control and delays engagement. Attempting to pressure the media or invoke legal arguments immediately can escalate conflict and damage credibility. Apologizing or explaining corrective actions before facts are confirmed risks implying responsibility or guilt and may contradict later findings.

Strategic communication management emphasizes that effective crisis response follows a disciplined sequence: assess, coordinate internally, clarify facts, align with legal counsel, and then communicate appropriately. The first response should never be defensive or speculative. Instead, it should focus on understanding the situation and preserving flexibility.

By choosing option B, the communication manager protects the organization's credibility, maintains constructive media relations, and lays the groundwork for an accurate, ethical, and well-coordinated response-key principles of effective reputation risk management.

NEW QUESTION # 15

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

Answer: C

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 # 16

A company's communication director was interviewed by a reporter about the company's new service line. In the article, the communication director was quoted as projecting a 33% growth in revenue, rather than the correct projection of 13%. The communication director is sure they said "13%" to the reporter during the interview, but it was conducted over the phone. Nothing was recorded or communicated in writing. The company's chief executive officer is concerned about stakeholders' perceptions and expectations. Which of the following is a step the communication director would take?

- A. Contact the company's stakeholders and promise them that you are making the newspaper publish a correction.
- B. The reporter made an error, so the director should demand a correction be published.
- C. Contact the reporter with the correct information. Request a correction be published, if possible.
- D. There is nothing that can be done; the article has been already published.

Answer: C

Explanation:

From an ethics and strategic communication management perspective, the most appropriate and professional action is to contact the reporter with the correct information and request a correction, if possible. Option C reflects ethical responsibility, respect for journalistic processes, and a measured approach to protecting stakeholder trust.

Accuracy is a foundational ethical obligation in strategic communication, particularly when financial projections are involved. Misstated revenue growth can create unrealistic expectations among investors, employees, and other stakeholders, exposing the organization to reputational and credibility risks. The communication director has a duty to correct the factual record promptly, but also appropriately.

Contacting the reporter directly demonstrates professionalism and accountability. It acknowledges that errors can occur in verbal interviews while maintaining a cooperative relationship with the media. Importantly, requesting a correction—rather than demanding one—respects editorial independence and increases the likelihood of a favorable outcome. Ethical communication management emphasizes collaboration over confrontation when resolving inaccuracies.

The other options introduce unnecessary risk. Doing nothing allows misinformation to persist and potentially compound reputational damage. Contacting stakeholders before a correction is issued may amplify the error and undermine confidence if the correction does not materialize. Demanding a correction assumes fault and adopts an adversarial stance that can damage media relationships and reduce credibility.

Strategic communication ethics prioritize transparency, restraint, and proportional response. By first engaging the reporter with verified information, the communication director demonstrates integrity and diligence while safeguarding the organization's reputation. This approach also reassures leadership that corrective action is being taken in a responsible manner aligned with professional standards of ethical communication.

NEW QUESTION # 17

The IABC Code of Ethics serves as a guide to making consistent, responsible, ethical, and:

- A. strategic content in all our communications.
- B. procedural instructions in all our communications.
- C. accurate graphics in all our communications.
- D. legal choices in all our communications.

Answer: D

NEW QUESTION # 18

After attending a local seminar about evolving communication practices, the communication manager is inspired to share some of the speaker's tips on his professional blog. When is it necessary to cite the speaker in the blog?

- A. It is not necessary to cite the speaker because the blog and everything in it is the communication professional's intellectual property.

- B. It is not necessary to cite the speaker if rephrasing the speaker's information in one's own words.
- **C. When sharing the speaker's ideas.**
- D. When the speaker pays for mentioning her name on the blog.

Answer: C

Explanation:

From an ethics standpoint in strategic communication management, it is necessary to cite the speaker whenever their ideas are being shared—regardless of whether those ideas are quoted directly or paraphrased.

Option D is correct because ethical communication is grounded in transparency, integrity, and respect for intellectual contribution. Ethical standards in professional communication make a clear distinction between expression and ownership.

While a communication manager may rephrase ideas in their own words, the underlying concepts, frameworks, or insights still belong to the original source. Presenting another person's ideas without attribution misrepresents authorship and can undermine professional credibility. Strategic communication management emphasizes that ethical practice extends beyond legal compliance to include fairness, honesty, and proper acknowledgment of others' work.

Citing the speaker also supports trust and credibility with readers. Professional audiences expect transparency about sources, especially when content is derived from expert insights or formal learning environments such as seminars or conferences. Attribution signals professionalism and intellectual honesty, reinforcing the communicator's reputation as a responsible and ethical practitioner. The incorrect options reflect common ethical misunderstandings. Intellectual property is not automatically transferred through attendance at an event. Paraphrasing does not eliminate the obligation to credit original ideas. Attribution should never be contingent on payment, as ethical recognition is not transactional.

Strategic communication management views ethical attribution as a reputational safeguard. Failure to credit sources can result in accusations of plagiarism, damage professional standing, and erode trust within the communication community. By citing the speaker when sharing their ideas, the communication manager demonstrates respect, accountability, and adherence to ethical standards—key principles that sustain long-term professional credibility and leadership in the field.

NEW QUESTION # 19

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