Please help answer each question in 125 words per question.

Q 1. What are common purposes of news releases? Should a news-release writer try to infuse his or her editorial opinion into the news release? Why or why not?

Q 2. Discuss how public relations, as well as publicity, can have a greater effect on the consumer than the other elements in the integrated marketing/public relations/communications program—advertising, direct marketing, and so forth. Provide relevant examples to support your views.

Q 3. The Internet offers numerous advantages for conducting public relations activities. Describe at least two of these advantages and discuss how these approaches differ from traditional methods.