



SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

BAC 3104: MEDIA RELATIONS

END OF SEMESTER EXAMINATION

Date: Wednesday 18th November 2020

Time: 13:30 – 15:30

Instructions

1. This examination consists of **Four** questions.
2. Answer **ALL** questions in **SECTION A** and **ANY TWO** IN **SECTION B**.

SECTION A

SECTION A (Each question contains 2 marks)

(30 MARKS)

1. It is important to utilize terminologies such as “must read” or “very urgent” or “extremely important” when trying to secure quick media coverage.
 - A. True
 - B. False
2. Which would be most suitable media to a pitch to for a campaign to promote a new fast food truck based in the Nairobi Central Business District (C.B.D)?
 - A. Bloggers
 - B. Social media influencers
 - C. News reporters

- D. Billboards
 - E. All of the above
3. The public relations office is part of which organizational function?
 - A. Financial function
 - B. Line function
 - C. Administrative function
 - D. Management function
 4. Which area of knowledge is most required for a public relations practitioner to communicate effectively?
 - A. Business Management
 - B. Political science
 - C. Psychology
 - D. All of the above
 5. In order to determine how the vision and mission of a company relates to the intended media campaign, what type of research would you conduct?
 - A. Client research
 - B. Opportunity research
 - C. Audience research
 - D. Evaluation research
 6. Which of the following best describes a qualitative research?
 - A. Phone interviews
 - B. Questionnaires administered to relevant audiences
 - C. Focus group
 - D. A survey to determine a change in attitudes.
 7. It is advisable for public relations officers to identify and speak to journalists themselves, as journalists are the publishers of the story.
 - A. True
 - B. False
 8. Media relations is a management-level function responsible for identifying trends, industry changes and maintaining relationships with the organization's community.
 - A. True
 - B. False
 9. Which of the following is a function of public relations research?
 - A. To measure impact of a campaign

- B. To show results
 - C. To refocus and realign efforts based on research numbers
 - D. All of the above
10. Which of the following data collection method would be most useful for informal research?
- A. Gathering information by listening to office gossip
 - B. Reading through emails of customers
 - C. Asking random questions to the public about your organization.
 - D. All of the above
 - E. None of the above
11. Which of the following would not need to be included in a media list?
- A. The type of audience to be reached
 - B. The size of audience to be reached
 - C. The name and title of newspaper staff writer who handles news of organizations
 - D. The section of newspaper an organization will be featured in
12. Which of the following is the most suitable media gatekeeper for a public relations practitioner to always consider?
- A. Reporter
 - B. The advertiser
 - C. Editor
 - D. Media Owner
13. Which of the following output objective would be suitable for a campaign to establish the effectiveness of a family planning campaign in Kilifi county?
- A. To publish at least 3 news stories about the campaign on a weekly basis in mainstream media.
 - B. To create a press response centre at the relevant county office to respond to media queries
 - C. To disburse regular circulars and emails to local journalists about the campaign.
 - D. To increase favorable press coverage about the campaign.
14. Most hard news handled by public relations practitioners is bad news about the client.
- A. True
 - B. False
15. Which of the following is a variation of a news release?
- A. A fact sheet
 - B. Media advisory
 - C. Media alert
 - D. All of the above

SECTION B

QUESTION 2

(15 MARKS)

You have been charged with the responsibility of handling the Media Relations plan for the School of Humanities and Social Sciences, with a specific focus on the Bachelor of Arts Communications Program. The school aims to increase enrollment for the November 2020 semester by 20%. For this question:

- a) Prepare a press release targeting mainstream (traditional) media. The press release should be no less than 200 words. (10 marks)
- b) Discuss the audience research that is relevant to this campaign (5 marks)

QUESTION 3

(15 MARKS)

A new musical band based in Nairobi wants to generate more publicity. Your role as their publicist is to do the following:

- a) Identify and discuss the relevant controlled media that would be applicable to this publicity campaign (4 marks).
- b) Discuss any special event of your choosing that would aid in generating great publicity for this client (2 marks)
- c) Any four relevant impact objectives for this exercise (4 marks)
- d) Prepare a brief media pitch for this publicity campaign to be emailed to a relevant media organization of your choosing (5 marks).

QUESTION 4

(15 MARKS)

(i) Discuss any 5 methods you would use to evaluate the success of a twitter-based public relations campaign. (5 marks)

(ii) Expound on the most suitable medium (choose one) and public relations model for the following case studies:

- a) A media campaign to reduce teen pregnancy in West Pokot (rural Kenya)- (2 marks)

- b) A program to generate national publicity for certificate media courses being offered by the Strathmore School of Communication (2 marks).
- c) A campaign to generate additional funding for the Strathmore Education Relief Fund (2 marks)
- d) A media relations exercise to generate publicity for an up-and-coming local sustainable clothing designer (2 marks)
- e) A public relations campaign to generate publicity for a 15-year-old high school science fiction author (2 marks).