



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 3104: MEDIA RELATIONS**

DATE: 3rd November 2021

Time: 10:30-12:30

Instructions

- 1. This examination consists of FIVE questions.**
- 2. Answer Question ONE (COMPULSORY) and any other TWO questions.**

QUESTION ONE (Compulsory)

You have been hired to head the communications department for a city hospital that has poor relations with its various publics. In addition, the hospital has constantly suffered negative publicity both on mainstream media and social media platforms. The hospital's management does not understand the role of public relations and believes the main role of the office is to take photos and videos during various events.

- Describe how you will convince management that PR is a key role in management. (8 marks)
- Explain how you will craft a media relations strategy to be adopted by your department. (10 marks)
- Given that the hospital has been involved in a lot of crises come up with a crisis communication plan. (8 marks)
- Describe what you would include in a media kit. (4 marks)

QUESTION TWO

- Illustrate how technological advancements have changed how media relations is practised. (8 marks)
- Demonstrate how media relations can be used to enhance an organisation's corporate strategy. (7 marks)

QUESTION THREE

You are in charge of Public Relations for a cosmetics manufacturing company that has suffered a decline in profits due to aggressive marketing from a rival company. You have been tasked with a media campaign that will revitalise the struggling company.

- a) Discuss ethical issues that you need to consider as you craft the media campaign. (8 marks)
- b) Prepare a short news release introducing a new product. (7 marks)

QUESTION FOUR

You have been hired as part of the communication team of a businessman who wants to vie for a governor's seat. Part of your job will be to publicise the candidature of your client.

- a) Prepare a media contact list that you will approach for the publicity. (4 marks)
- b) Describe how you will use social media for the publicity. (4 marks)
- c) Write a short news release introducing your client to your audiences. (7 marks)

QUESTION FIVE

Write a one page news commentary to be published in the local media expounding on the importance of public relations. (15 marks)