



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

DATE: 23rd October 2023

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

You have been recently employed as the corporate communications manager for a local clothes manufacturing company. The company did not have a communications office before you were recruited. One of the key areas that you intend to work on as you set up the office is media relations.

- A) A media relations strategy will be important for the new role. Elaborate how you will do this. (12 marks)
- B) Briefly describe any FIVE staff that you would recruit for the media relations desk. (5 marks)
- C) Illustrate how you will use earned media to facilitate publicity for the organisation. (5 marks)
- D) Discuss the role that owned media will play in your media relations strategy. (5 marks)
- E) Describe one drawback of using paid media. (3 marks)

QUESTION TWO

There has been embezzlement of funds at a Non-Governmental Organisation (NGO) that deals with health matters. The story is top news in local media outlets and is a trending topic on social media. Leading funders of the NGO have threatened to stop funding the organisation. You are the head of communication in the NGO.

- A) Explain the importance of communication in the situation. (3 marks)
- B) Elaborate in details how you would deal with the crisis. (8 marks)
- C) Briefly state what would guide you in selecting a spokesperson. (4 marks)

QUESTION THREE

- A) Explain THREE strategies you would use to ensure you craft a media pitch that will capture the attention of media outlets. (6 marks)
- B) Write a media pitch indicating your interest to write an article on climate change on behalf of an environmental conservation organisation that you work for. (9 marks)

QUESTION FOUR

- A) Explain why journalists and PR practitioners sometimes have an antagonistic relationship. (3 marks)
- B) Describe how the following tools are used in Media Relations and give an example of a context where you would use them. (12 marks)
 - A) News conferences
 - B) Interviews
 - C) Op-ED articles
 - D) Media Events

QUESTION FIVE

- A) A social media strategy is critical in media relations. Describe how you would craft a social media strategy for media relations. (10 marks)
- B) Describe the following ethical issues that may arise in public relations: (5 marks)
 - i) Spin
 - ii) Defamation