



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

Date: 17th November 2022

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 (30 marks)

A fellow Public Relations practitioner confides to you that she has been hired as a communication consultant by a gubernatorial candidate in Kenya's general election. Her task is to use media relations to gain visibility for her client.

- A) Advise the practitioner on various key issues about media relations that she needs to familiarise herself with. (12 marks)
- B) Describe FOUR ethical issues that the practitioner needs to consider as she engages in media relations. (8 marks)
- C) Explain what should be included in a media kit. (4 marks)
- D) Come up with a media pitch to be sent out to the media. (6 marks)

QUESTION TWO

- A) Describe the following media, giving one advantage for each: (9 marks)
 - i) Earned media
 - ii) Owned media
 - iii) Paid media
- B) With an example, explain the statement: "Publicity is earned, advertising is bought." (6 marks)

QUESTION THREE

A) With an example for each, describe six factors that enable journalists determine the newsworthiness of an event. (6 marks)

B) Write a short news release announcing the launch of a new students' club at Strathmore University. (9 marks)

QUESTION FOUR

A) Media relations is an important part of crisis management. Outline at least SIX guidelines that a PR department needs to follow during a crisis. (6 marks)

B) Social media is a big part of media relations. Justify the statement using any THREE reasons. (9 marks)

QUESTION FIVE

Write short notes on the following:

A) Strategies for successfully organising news conferences. (6 marks)

B) Strategies to get a news release published. (9 marks)