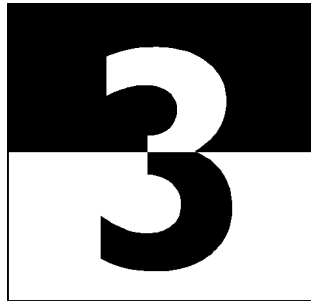


Certificate in

Public Relations



Level 3

Series 2 2003

(Code 3029)

Model Answers

Certificate in Public Relations Level 3

Series 2 2003

How to use this booklet

Model Answers have been developed by LCCIEB to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCIEB examinations. The contents of this booklet are divided into 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) Model Answers – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper, plus a fully worked example or sample answer (where applicable)
- (3) Helpful Hints – where appropriate, additional guidance relating to individual questions or to examination technique

Teachers and candidates should find this booklet an invaluable teaching tool and an aid to success.

The London Chamber of Commerce and Industry Examinations Board provides Model Answers to help candidates gain a general understanding of the standard required. The Board accepts that candidates may offer other answers that could be equally valid.

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Certificate in Public Relations Level 3

Series 2 2003

QUESTION 1 (Compulsory)

The Finance Director of Acebank has recently disappeared. An investigation has revealed that \$200 million of investors' money is missing. Write a **news release** of *approximately 200 words* announcing this information to the media. (You may invent any **relevant** details.)

Pay particular attention to content, style and layout of the news release.

(20 marks)

Model Answer to Question 1

The release must also have a relevant title or headline which indicates the likely content. The first 2 paragraphs of the release should contain the 5 "W's" and the "H".

Candidates **must** avoid the use of:

- Clichés
- Superlatives
- Underlining
- Sub-headings
- Unnecessary use of capital letters

- Correct punctuation is required
- Short relevant paragraphs
- Written in the third party

The tone of the release must be relevant and written in the correct formal manner.

Figures should be written in words from one to ten and in figures thereafter.

If the release extends over one (or more) pages, more/continued must be used and identification on the new page given (ie continued/.....)

The release must also have a relevant title or headline which indicates the likely content.

- heading of release
- telephone number
- 24 hour/after hours contact number
- date
- ENDS at the bottom of the release
- web page
- more/continued
- address
- fax number
- email address
- reference number of the release
- for further information contact the name of the PRO

Model Answer to Question 1 continued

**NEWS FROM ACEBANK
PRESS RELEASE**

INVESTORS' FUNDS UNACCOUNTED FOR AT ACEBANK

An investigation by bank auditors released this morning revealed that approximately \$200 million of investors' money are unaccounted for. The investigation is a result of the Finance Director of Acebank Mr Peter Jones disappearing 14 days ago.

Acebank have notified the police and a detailed investigation is being carried out with the full co-operation and assistance of the bank.

Acebank Managing Director Mr David Brown stated "We want to inform all our investors that the bank will cover their savings and not one of our customers will lose any of their money. I am sure there is an explanation for this, but until we can speak to Mr Jones I can offer no further information". He then went on to say "The bank will be open for business as normal and although this matter is of serious concern it in no way affects our trading position or financial stability".

Acebank, established in 1846, is the third largest privately owned bank in the United Kingdom with assets exceeding \$3 billion.

The Finance Director, Peter Jones, has been employed by the bank for more than twenty years. He lives in the Weybridge area with his wife and two children.

ENDS

A Candidate, Press Officer
Acebank
020 7678 1234

For further information, please contact:

Paul Williams
Operations Director
Acebank
46 The String
London
B1W 23W

Tel: 020 7678 3465
Fax: 020 7678 2222
After hours Tel: 01456 34321

Date: 9 April 2003
Ref: PO23/1324

QUESTION 2

Write a **report** to the Managing Director briefly explaining the role of **each** of the following:

- (a) Advertising (3 marks)
- (b) Marketing (3 marks)
- (c) Public relations (3 marks)
- (d) Propaganda (3 marks)
- (e) Codes of practice (3 marks)
- (f) Statutory legislation (3 marks)

(2 marks for report format, 18 marks for content)

(Total 20 marks)

Model Answer to Question 2

To: Managing Director
From: A Candidate
Date: 9 April 2003
Subject: Function differences

(a) 1 **Advertising**

- 1.1 Presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.
- 1.2 As well as providing information about a product it tries to persuade people to a point of view. It must reach the right people to be cost effective, it can be very expensive, it has to be paid for and so the advertiser has total control of the content of the advert.
- 1.3 Advertising persuades in an effort to create a sale.

(b) 2 **Marketing**

- 2.1 The management process responsible for identifying, anticipating and satisfying customer requirements profitably.
- 2.2 It has to identify the potential customers, it has to try and predict what they will need (not only now but in the future), it has to provide the right product or service to satisfy the customer and it has to do it profitably.
- 2.3 Marketing is responsible for devising and implementing all the variables of the marketing mix.

(c) 3 **Public relations**

- 3.1 Is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.
- 3.2 It is a planned activity that has specific objectives, it is carried out over time, it is not a one off activity, it is a 2-way process, listening as well as informing.
- 3.3 The major roles of PR are to educate and inform and make extensive use of the PR process of converting negative elements into positive ones.

(d) 4 **Propaganda**

- 4.1 Is the communicating of a particular belief, idea or philosophy that appeals to the emotions of the listener.
- 4.2 It is a forceful persuasive message aimed at converting the recipient to the communicator's point of view.
- 4.3 It frequently tries to exploit the listener's weaknesses or bigotry, it is persuasive in nature and frequently the truth is altered or even forgotten in order to convince or convert the recipient to the view of the communicator.

(e) 5 **Codes of Practice**

- 5.1 Determined by consensus of the members of a professional body.
- 5.2 Membership of the professional requires acceptance and compliance with the code of conduct.
- 5.3 Will determine the moral, ethical and professional manner in which business and trading will be carried out by all members.

(f) 6 **Statutory legislation**

- 6.1 Rules and regulations that have been determined by the governing or ruling body of a country or region.
- 6.2 Everyone is required to comply with such rules and regulations.
- 6.3 Failure to do so can result in legal action being taken against the offender resulting in a fine or imprisonment.

QUESTION 3

Athena House has just opened a new factory close to a residential area. You have been engaged to advise them on community relations activities. Write a **report** to the Managing Director briefly explaining **6 different** community relations activities Athena might consider carrying out.

(2 marks for report format, 18 marks for content)

(Total 20 marks)

Model Answer to Question 3

To: Managing Director
From: A Candidate
Date: 9 April 2003
Subject: Community relations

Candidates could offer answers from:

1 Sponsorship

- 1.1 The providing of financial or material assistance
- 1.2 Sponsoring a local football team or an athlete

2 Local exhibitions/fairs

- 2.1 The organisation could arrange a local fair
- 2.2 The organisation could organise an exhibition

3 Community affairs

- 3.1 Become involved in local affairs that concern residents
- 3.2 Build roads, schools or medical centres

4 Facility visits/open days

- 4.1 Organise open days for local residents to visit the factory
- 4.2 Arrange facility visits for the local media

5 Educational support

- 5.1 Provide learning materials or resources for local schools
- 5.2 Provide scholarships for students
- 5.3 Provide knowledgeable or experienced staff to assist in the community

6 Local recruitment

- 6.1 Fill staffing vacancies from the local community
- 6.2 Provide training and employment skills to local community

7 Donations to local charities

- 7.1 Donations of cash or materials to local charities or causes
- 7.2 Become patron of an orphanage or a medical clinic

8 Providing facilities for local community

- 8.1 Such as sports fields, parks or libraries

QUESTION 4

The World Health Organisation is to carry out a polio vaccination campaign in a developing nation that has a **very poor media infrastructure**. You have been engaged to prepare a PR campaign to promote this vaccination programme.

Using the 6 point planning model **as a starting point**, develop the PR campaign.

(20 marks)

Model Answer to Question 4

Assessment of the current situation

- The World Health Organisation is to carry out a polio vaccination campaign
- There is a very poor media infrastructure in the country

Objectives

- To devise an appropriate campaign message
- To communicate the news of the vaccination campaign to as many people as possible
- To devise relevant methods of communicating the introduction of this campaign to the people
- To assess the effectiveness of the communication campaign

Publics

- Local communities, targeting the parents of children
- Village elders/chiefs, people who can communicate with their people or give the PR officer permission to talk to them
- Local health centres and clinics to display posters and to talk of the vaccination campaign
- Opinion leaders such as priests, missionaries, aid workers, council members and employers, all of whom can spread the message of the vaccination campaign
- The media – no matter how poor it is or how isolated then can still carry a press release that may have some very limited value in areas where they are accessible

Media/Media techniques

- Use of press releases to whatever media might be available
- Colourful, cartoon type posters to be displayed in all public places
- Leaflets, similar to the posters, to be given out in schools, churches, community centres and markets
- Arrange meetings with village elders and chiefs for them to pass the message to their community
- Hold meetings in villages and community centres to speak out about the vaccination campaign
- Mobile cinemas travelling to villages and communities showing the need for the vaccination
- Video and slide shows where ever they can be used
- Jeeps and trucks with loudspeakers touring areas
- Meetings with opinion leaders for them to spread the word of the campaign

Budget

Printing of posters and leaflets	xxxxx
Production of film, video and slide presentations	xxxxx
Hire of transport for loudspeaker operations	xxxxx
Hire of mobile cinema, video and slide equipment	xxxxx
Hire of halls, rooms, portable screens for meetings and shows	xxxxx
Travelling costs and expenses	xxxxx
Staff costs	xxxxx

Evaluation

- Number of people attending meetings
- Number of people being vaccinated
- Survey research to measure levels of awareness
- Reports from medical/health centres regarding enquiries made
- Feedback from opinion leaders, schools and health centres
- Reduction in the number of cases of polio in the long-term

QUESTION 5

Athena has engaged you to carry out research in respect of its corporate image. Write **a report** to the Managing Director explaining how you would carry out this research project.

(2 marks for report format, 18 marks for content)

(Total 20 marks)

Model Answer to Question 5

To: Managing Director
From: A Candidate
Date: 9 April 2003
Subject: Research into corporate image

1 Identify the project

- 1.1 Consultations with the organisation to identify exactly what is required
- 1.2 Identify the type of information required
- 1.3 Identify the type of research methods to be used to gain this information

2 Types of information or data

- 2.1 Secondary research
 - 2.1.1 This is the examination of data or information that already exists in some format
 - 2.1.2 It may be possible to review information from previous similar research on behalf of the organisation
 - 2.1.3 Possible to review current media coverage of the organisation
- 2.2 Primary research
 - 2.2.1 This involves going out into the field and collecting information or data for the first time
 - 2.2.2 Will be essential to gather current information and data about the organisation
- 2.3 Quantitative data
 - 2.3.1 This is hard data that tends to record facts and is invariably expressed in numerical format
 - 2.3.2 Some quantitative data will be essential
- 2.4 Qualitative data
 - 2.4.1 This is data that records opinions, beliefs and ideas and will require coding for eventual analysis
 - 2.4.2 This data is essential to the completion of the research

3 Sampling

- 3.1 Random sampling
 - 3.1.1 The selection of respondents in a completely random style
 - 3.1.2 Every person has an equal chance of being selected
 - 3.1.3 May not be relevant to the targeted market
- 3.2 Quota sampling
 - 3.2.1 Analysis of the total population
 - 3.2.2 Selection of certain criteria that respondents must meet
 - 3.2.3 Able to target more accurately the type of person to be interviewed

4 Method of data collection

- 4.1 Ad-hoc research
 - 4.1.1 A one off research method to investigate a particular topic
 - 4.1.2 Records data as at "a moment in time"
 - 4.1.3 Unable to monitor changes over time
- 4.2 Continuous research
 - 4.2.1 Research carried over a specified time period (usually months rather than days)
 - 4.2.2 Is able to track changes in opinions, attitudes or perceptions as a result of other marketing or public relations activities

Model Answer to Question 5 continued

5 Primary data collection

5.1 Observations

5.1.1 Observing respondents' reactions to a given stimulus

5.1.2 Irrelevant to this type of project

5.2 Experiment

5.2.1 The manipulation of a controllable variable to measure its impact on a dependent variable

5.2.2 Has to be carried out using continuous research

5.2.3 Need to have complete control of the variables free from external influences

5.3 Interviews

5.3.1 Physical contact (in some form) with the respondent where questions are asked and answers recorded

5.3.2 Face to face interviews – where interviewer asks questions and records answers with the respondent present throughout

5.3.3 Telephone interviews – similar to face to face but a telephone is used to contact the respondents

5.3.4 Mail questionnaires – the research questions are sent by post to respondents to complete and return

6 Data analysis

6.1 Using numerous statistical methods such as:

- simple percentages
- exponential smoothing
- correlation and regression
- anova and multivariate analysis
to provide meaningful information from raw data

7 Presentation

7.1 Presenting the information in a useful and meaningful format that can be understood by the recipient of the information

7.2 Using such methods as:

- graphs
- bar charts
- histograms
- pie charts
- pictograms

8 Recommendations

8.1 To use an ad-hoc research method

8.2 To use quota sampling

8.3 To use face to face interviewing techniques for collecting primary data

A Candidate

QUESTION 6

Write a **report** to the Marketing Director briefly explaining **9 areas** of difference between an industrialised nation and a developing nation that could affect how a PR campaign might be carried out.

(2 marks for report format, 18 marks for content)

(Total 20 marks)

Model Answer to Question 6

To: Managing Director
From: A Candidate
Date: 9 April 2003
Subject: Research into corporate image

Candidates have quite an extensive list to choose from:

- availability of segmentation or demographic information
- multiple languages in many societies
- levels of literacy in many nations
- roads, access or transportation to remote regions
- availability of, and access to, national press media
- availability of and access to national television or radio stations
- ownership/distribution of televisions and radios
- availability of electricity throughout regions in a developing nation
- economic conditions relating to costs of radio batteries or even the cost of newspapers
- freedom of the press, possibly state owned or controlled

QUESTION 7

Briefly explain **each** of the following terms used in Public Relations:

- (a) Publics (2 marks)
- (b) Press-pack (2 marks)
- (c) Sub-editor (2 marks)
- (d) Audio-visuals (2 marks)
- (e) Sponsorship (2 marks)
- (f) Segmentation (2 marks)
- (g) Silk screen (2 marks)
- (h) Email (2 marks)
- (i) House journal (2 marks)
- (j) Trade exhibition (2 marks)

(Total 20 marks)

Model Answer to Question 7

- (a) **Publics**
Individuals, groups of people and organisations, irrespective of their nature, who have an interest, either active or latent, in any matters concerning an organisation. Examples such as employees, opinion leaders, suppliers, financiers, government, customers etc.
- (b) **Press-pack**
Usually a wallet or folder bearing the organisation's name and logo that contains information of value to the journalist. May include press release, photographs, biographies and background material.
- (c) **Sub-editor**
A member of the editorial staff who will review submitted copy and edit it. Editing may involve cutting the copy (reducing the content) to fit space available or simply amending it to comply with publication style.
- (d) **Audio-visuals**
A whole series of communication tools that may be utilised by the PRO. Their aim is to assist and simplify communications and enhance clarity and understanding. Examples are video tapes, OHPs , slides, flip charts, projectors, recordings, microphones, closed circuit television etc.
- (e) **Sponsorship**
The financial or material support provided by an organisation to assist an individual, group or other organisation in the pursuit of some activity.
- (f) **Segmentation**
Is the act of identifying and profiling distinct groups of people who have separate communication needs and share common wants and needs that can be satisfied by a specific marketing mix.
- (g) **Silk screen**
A printing process similar to a stencil, using a silk mesh through which the ink is squeezed. It is a very common method of printing due to its very high degree of versatility.
- (h) **Email**
This is an electronic means of communication where text messages (or graphics) can be transmitted very quickly around the world using computer terminals accessing the Internet.
- (i) **House journal**
A printed publication that relays news and information about an organisation. It may be for internal use and may well carry news about employees and have competitions etc included, or it may be for external use whereupon it will be much more factual and company orientated.
- (j) **Trade exhibition**
This is a form of exhibition to which only invited members of a specific trade or industry will have access. It is not open to members of the general public.

QUESTION 8

Briefly explain what is meant by **each** of the following:

- (a) A press reception (5 marks)
- (b) A facility visit (5 marks)
- (c) A press conference (5 marks)
- (d) A media interview (5 marks)

(Total 20 marks)

Model Answer to Question 8

(a) **Press reception**

This is a well planned informal event for the media, where invitations are issued well in advance and extensive hospitality is frequently provided. It is often used to introduce a new product onto the market and to release soft news. The media are frequently given the opportunity to mix with and meet senior management.

(b) **Facility visit**

An invitation to the media, and occasionally to opinion leaders or dignitaries, to visit an organisation's premises to see for themselves the organisation in operation. Visits are by invitation only and may be planned many months in advance. Hospitality is provided in the form of refreshments and indeed, transport and overnight accommodation may even be included. The event will usually occupy the best part of a day and may well extend into 2 days.

(c) **Press conference**

A press conference is usually arranged at short notice and is for the release of hard news. It may be held at the organisation's headquarters or in a hired room with news journalists being the sole attendees. There is minimal to no refreshments provided and the whole event may last a matter of minutes depending on what is being released. Journalists will expect to ask questions of the speakers.

(d) **Media interview**

When a PR officer arranges for a member of management to have a one-to-one meeting with a member of the media. The interview may be for subsequent publication or indeed may be broadcast live. The interviewer will pose questions and the person being interviewed should respond with honest and easily understood answers. Personal interviews are a frequent event during a crisis, but may also be used for general opinions and news items. Such interviews are almost always at the request of the media.

QUESTION 9

Write a **memorandum** to the Managing Director explaining:

- (a) **6** advantages of an internal PR department. (6 marks)
- (b) **6 specialist** functions of an external PR consultancy, **excluding** any form of media activity. (12 marks)

(2 marks for report format, 18 marks for content)

(Total 20 marks)

Model Answer to Question 9

To: Managing Director
From: A Candidate
Date: 9 April 2003
Subject: Research into corporate image

(a) **Advantages of an internal PR department are:**

- closer identification with organisation's aims and objectives
- closer to decision makers
- no need to refer – or if referral needed, easier access to decision makers
- can form internal networks in the organisation
- specialist knowledge of the industry or market
- offers a 24 hour service

Additional acceptable answers could be:

- can move freely around the organisation
- freedom to do other things when PR workload allows
- ease of internal communications
- continuity and consistency improved owing to higher stability of staff

(b) **Specialist functions of an external PR consultancy are:**

- international public relations
- financial public relations
- parliamentary lobbying
- corporate image and corporate public relations
- crisis public relations
- organising sponsorship

Additional acceptable answers could be:

- organising exhibitions
- producing corporate brochures and/or in-house journals
- community relations activities

QUESTION 10

As the PR manager of a large oil refinery you are responsible for handling the PR function in the event of a crisis situation.

Briefly explain **10 actions** you would take **or** should avoid when handling a crisis.

(20 marks)

Model Answer to Question 10

Candidates have an extensive list to select from:

Actions to take:

- Gather all facts and issue them from one information centre
- Speak with one voice, consistently via a designated and trained spokesperson
- Select a credible spokesperson, train them and keep them informed
- Be accessible to the news media to prevent them from having to seek other sources for their information
- Report your own bad news
- Tell the story quickly, openly and honestly
- If you can not discuss some aspect – explain why you cannot
- Issue statement and hold press conference as soon as possible
- Record events as the crisis evolves, photographs, videos, eye witness statements
- Provide a 24-hour help line
- Provide suitable press facilities and access to senior staff for interviews
- Update crisis communications and planning periodically
- Inform own staff as soon as possible
- Provide relatives/friends with accommodation etc if relevant

Actions to avoid:

- Avoid “no comment” – it leads to speculation or suspicion
- Do not try to assess or allocate blame
- Do not over-react or exaggerate
- Do not deviate from the corporate policy or previously agreed crisis procedures
- Never make “off the record” statements – there is no such thing to the media
- Never try to cover up either by telling lies or not fully revealing the truth – the truth will come to the surface eventually



**EXAMINATIONS
BOARD**

London Chamber of Commerce and Industry Examinations Board

Athena House 112 Station Road

Sidcup Kent DA15 7BJ United Kingdom

Facsimile: +44 (0) 20 8302 4169/+44 (0) 20 8309 5169

Website: www.lccieb.com

Customer Service Team Tel: +44 (0) 20 8309 3000 email: custserv@lccieb.org.uk

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