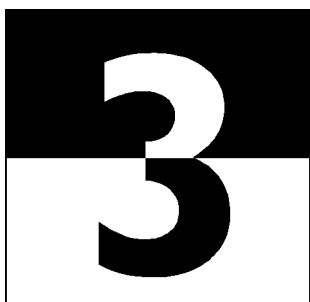


Certificate in

Public Relations



Level 3

Series 2 2004

(Code 3029)

Model Answers

Certificate in Public Relations Level 3

Series 2 2004

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 2004

QUESTION 1 (Compulsory)

Athena, a manufacturer of cleaning materials, is launching a new soap powder which, it is claimed, will remove all known stains, even in a cold water wash. Using the correct format, write a **news release** (of *approximately 200 words*) announcing this information to the news media.

(You may invent any **relevant** details that are suitable and appropriate to the subject)

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

(20 marks)

Model Answer to Question 1

NEWS FROM ATHENA PRESS RELEASE INTRODUCTION OF A NEW SOAP POWDER

Athena announce the launching of a revolutionary new type of soap powder called Dazil. This soap powder will remove all known stains from fabrics, even in cold water. The new powder will be launched at The Ideal Home Exhibition, Earls Court, London on 6 May 2004, and will be available nationally by 10 May.

Mr John Smith, Marketing Director for Athena said "Dazil is the result of two years extensive research by this company. Using the latest in scientific research we were able to isolate an enzyme that breaks down all known stains, even in a cold water wash. We have incorporated this enzyme into our new powder and extensive testing of the product has confirmed the effectiveness of the new formulae".

Mr Peter Black, Chief Scientific Officer for the Department of the Environment, accepted that all testing by his department confirms that Dazil is perfectly safe, and poses no threat to the local environment, as it is free of all harmful chemicals, such as phosphates or nitrates, usually found in such powerful cleaning agents.

Athena is the household detergent division of the multi-national organisation Unibever with a large factory in Kettering, where it employs some 4,000 people.

ENDS

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Date: 27 April 2004
Ref: Ath23/1324

QUESTION 2

A small hospital, situated in a remote region which has no electronic or printed news media, is to be closed due to lack of funds. You have been engaged to prepare a public relations campaign to try to prevent this closure.

Using the 6 point planning model, develop an appropriate campaign.

(Total 20 marks)

Model Answer to Question 2

Current Situation:

- a small local hospital is due to close
- there is a shortage of funds
- it is located in an isolated region
- there is no electronic or print media available

Objectives:

- to try and keep the hospital open
- to raise the levels of awareness about the closure
- to try and enlist the help of donors
- to ensure the government understands the gravity of the situation

Publics:

- the local community surrounding the hospital
- chiefs, headmen and local opinion leaders in the vicinity
- the local and central government
- suppliers and other local businesses
- the staff employed at the hospital
- the customers – the patients of the hospital

Media:

- to arrange meetings with opinion leaders, chiefs and headmen
- arrange open air meetings for the local community
- arrange for posters and cartoon type leaflets to be printed. The posters to be displayed in prominent public places, leaflets issued to the community
- contact government departments by letters and telephone calls
- contact local businesses by letter and telephone enlisting their help and support
- meetings with current staff members
- meetings with and letters to current (and past) patients of the hospital
- touring loud speaker vans and mobile video shows to show the workings of the hospital

Budget:

- hire of meeting venues
- hire of speaker vans and mobile video equipment
- printing of posters and leaflets
- stationery for letters
- telephone charges

Evaluation

- did the hospital stay open
- were any funds donated
- increased levels of awareness in the community
- changes in government attitude towards the hospital

QUESTION 3

Personal contact with the news media is centred on 4 major types of event. Describe **each** of the following:

- (a) Press conference (5 marks)
- (b) Facility visit (5 marks)
- (c) Press reception (5 marks)
- (d) Personal interviews. (5 marks)

(Total 20 marks)

Model Answer to Question 3

(a) **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 organisations 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 dependent on what is being released. Journalists will expect to be able to ask questions of the statement provider.

(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 two days.

(c) **Press reception**

This is a well planned social event for the media, with invitations being issued well in advance. 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. The event may take place in a hotel or hired facilities.

(d) **Personal interview**

When a PR officer (or possibly a member of management) has 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 4

Your company has been engaged to carry out a PR campaign for a vaccination programme in a developing nation. You know this nation has a very limited media structure and a very low level of economic development and literacy.

Write a **report** to your PR director explaining in some detail **6 methods** that you could use to carry out this campaign.

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

(Total 20 marks)

Model Answer to Question 4

To: Public Relations Director
From: A Candidate
Date: 27 April 2004
Subject: Methods of carrying out a PR campaign in a developing nation

- 1 **Oral media**
 - 1.1 word of mouth
 - 1.2 group meetings or gatherings
 - 1.3 talking to opinion leaders, chiefs or headmen
 - 1.4 one to one meetings with community members
 - 1.5 use of mobile pa systems
- 2 **Printed media**
 - 2.1 Posters displayed in prominent public places
 - 2.2 Cartoon type leaflets for distribution
 - 2.3 Educational booklets and leaflets
 - 2.4 Printed T-shirts for distribution to communities
- 3 **Entertainment**
 - 3.1 mobile cinemas
 - 3.2 mobile road shows/demonstrations
 - 3.3 use of video and other audio-visual tools
 - 3.4 drama shows
 - 3.5 puppet shows
 - 3.6 exhibition

QUESTION 5

Write a **report** to your Managing Director explaining, with the use of a relevant example, what is meant by:

- (a) Crisis public relations
- (b) Financial public relations
- (c) Parliamentary public relations.

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

(Total 20 marks)

Model Answer to Question 5

To: Managing Director
From: A Candidate
Date: 27 April 2004
Subject: Specialist public relations

(a)

1 Crisis public relations

- 1.1 The main role is to protect the organisation's image and reputation from harm
- 1.2 To minimise adverse publicity
- 1.3 To act as a liaison between the media and the organisation
- 1.4 To issue press releases, hold press conferences and conduct media interviews
- 1.5 To ascertain the facts and accurately report them to the media
- 1.6 To provide the necessary press facilities
- 1.7 To be truthful and open in all dealings with the media

(b)

2 Financial public relations

- 2.1 To liaise with specialist reporters and correspondents in the financial media
- 2.2 To present the annual report and accounts to the media
- 2.3 To present the annual report and accounts to shareholders and other financial institutions
- 2.4 To issue press releases, organise press conferences and media interviews during times of acquisition, mergers or take over
- 2.5 To prepare and present information to the media and the stock exchange when shares are being issued or floated

(c)

3 Parliamentary public relations

- 3.1 To locate and cultivate professional friendships with members of the legislature
- 3.2 To present the view point of the organisation (or the organisation's industry) to members of the legislature
- 3.3 To try and exert influence, favourable to the organisation, upon the civil administrators and legislature policy makers
- 3.4 To liaise with members of the legislature or administration to obtain feedback about potential decisions that may impact upon, or have an influence on, the activities of the organisation

QUESTION 6

Briefly explain, using a relevant example for each, what is meant by the following in respect of public relations:

- (a) A Code of Conduct (5 marks)
- (b) Copyright (5 marks)
- (c) Statutory legislation (5 marks)
- (d) Defamation. (5 marks)

(Total 20 marks)

Model Answer to Question 6

(a) **A Code of Conduct**

This is an agreed set of rules, standards and procedures decided upon by the members of a given profession. Such a code will determine how the members of such a profession will conduct their business. Although such a code does not carry any legal penalties or sanctions for non-compliance, a member guilty of a breach of the code may well be excluded from the professional body.

For example:

The Institute of Public Relations has a code of conduct that lays down the various standards that practitioners are expected to follow such as:

- Carry out their duties with proper regard to the public interest
- Declare any interests that they may have with an organisation
- Respect any statutory or regulatory codes laid down by other authorities
- Safeguard the confidences of both present and former employees

(b) **Copyright**

This is the legal ownership in the form of which an idea or concept is expressed, however the idea itself is not protected. Copyright protection is automatic. All the originator has to do is to create the work and record it in some format – it does not have to be registered. Copyright normally lasts for the life of the author plus 70 years after their death.

For example

A news release and any photographs that accompany it are automatically protected by copyright. The format of a campaign leaflet is protected by copyright, but not the information it contains.

(c) **Statutory legislation**

These are laws that have been passed by the legislative body of a country or region. Every person or organisation is required to obey and comply with such laws. Failure to do so may result in legal action being taken with the imposition of a fine or prison sentence.

For example

A public relations officer that deliberately tells lies or makes false claims about a product in a press release or on a leaflet may be prosecuted under the Sales of Goods Act or The Trades descriptions Act.

Model Answer to Question 6 continued

(d) Defamation

This is a publication or statement that tends to lower a person in the estimation of right-thinking members of society generally, or which tends to make them shun or avoid that person. It is a civil wrong that can result in an action for damages. There are 2 types of defamation:

- Slander is when the defamation is transitory and not permanently recorded such as a comment passed during a conversation.
- Libel is when the defamation has a permanent form such as when published in a paper or book, or broadcast on radio or television

For example

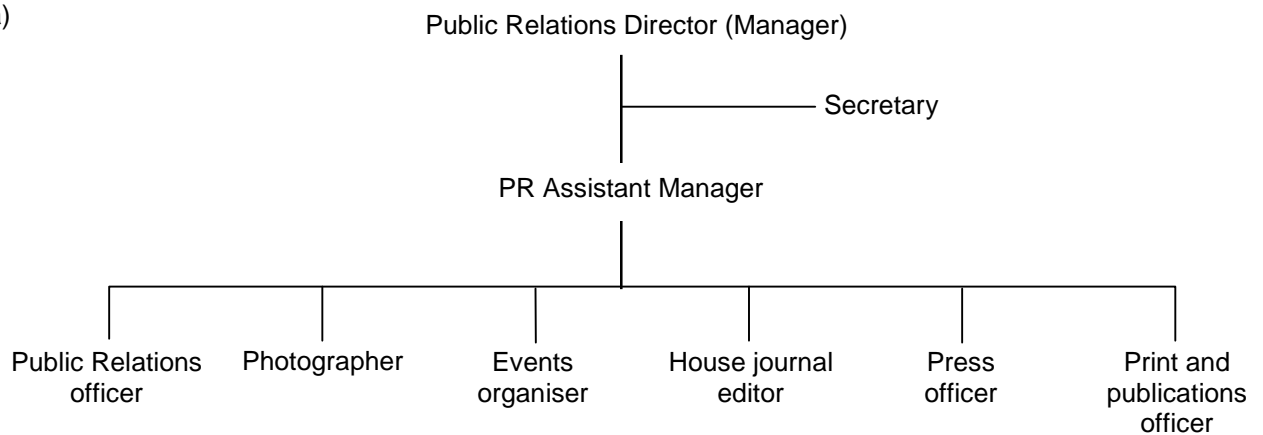
To say that someone is ignorant of the law may be acceptable about an ordinary member of the general public, however to say it about a trained and practising lawyer would be defamatory.

QUESTION 7

- (a) Draw a suitable diagram to indicate an in-house public relations department. (8 marks)
- (b) Give **6 different** advantages of an in-house public relations department. (6 marks)
- (c) Give **6 different** advantages of using an external public relations agency. (6 marks)
- (20 marks)**

Model Answer to Question 7

(a)



- (b) Advantages of an in-house public relations department include:
- has intimate knowledge of the organisation
 - does not have to be briefed on company policy or operations
 - may have established internal contacts
 - knows who to approach for decision making
 - skills are available as and when required
 - probably more convenient and flexible when dealing with PR issues (eg a crisis)

Additional acceptable answers could be:

- more flexible working (hours as needed)
- knowledge of the organisations industry

- (c) Advantages of using an external public relations agency include:

- can offer specialist skills
- is impartial and can offer criticism
- have considerably more experience
- have a greater range of contacts
- may be centrally located
- superior equipment and production expertise

Additional acceptable answers could be:

- can be hired as and when needed
- expertise to reach different audiences

QUESTION 8

Market research is an essential component within PR activities.

- (a) Define secondary research. (2 marks)
- (b) List **8** examples of secondary research sources. (8 marks)
- (c) Define primary research. (2 marks)
- (d) List **4** examples of primary research sources. (4 marks)
- (e) Describe what is meant by a tracking study and give a relevant example. (4 marks)

(Total 20 marks)

Model Answer to Question 8

(a) **Secondary research**

This is research that is carried out using data or information that is already in existence in some format. Much secondary research is often referred to as desk research and a good deal of it can be carried out in-house.

(b) Sources of secondary research include:

- Government publications and statistics
- Local authority publications, statistics and fact sheets
- Trade associations
- Chambers of Commerce
- Employer's organisations
- Trade Unions
- Trade directories
- Commercial surveys (available for purchase)

Additional acceptable answers could include:

- The Media as a source (publication of surveys and reports)
- The Media itself (circulation, audience figures etc)
- The Internet
- Internal sources

(c) **Primary research**

This is research that is carried out for the very first time. It is used to obtain information that does not exist as yet. It is based deeply within the domain of probability and random sampling.

(d) Primary research sources include:

- Interviews
- Telephone Surveys
- Panels
- Focus Groups

Additional acceptable answers could include:

- Retail Audits
- Observations
- Omnibus surveys

Model Answer to Question 8 continued

(e) **A tracking study**

This is research that is carried out over time (often referred to as continuous research) and is aimed at measuring (or tracking) changes in attitude, levels of awareness etc. It invariably covers 3 time frames: Before (prior to the commencement of any activity) - During (whilst the activity is being undertaken) and After (once the activity has been completed).

A relevant example

Measuring levels of awareness for a company's corporate image before, during and after a PR campaign.

QUESTION 9

Briefly explain **each** of the following terms used in public relations:

- (a) Publics (2 marks)
- (b) Press pack (2 marks)
- (c) Tabloid (2 marks)
- (d) Quantitative research (2 marks)
- (e) Sub-editor (2 marks)
- (f) News release (2 marks)
- (g) Audio-visuals (2 marks)
- (h) Corporate identity (2 marks)
- (i) Stringer (2 marks)
- (j) Embargo. (2 marks)

(Total 20 marks)

Model Answer to Question 9

- (a) **Publics**
Individuals, groups of people and organisations, irrespective of their nature, who have an interest, either active or latent, in matters relating to another individual, group of people or 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) **Tabloid**
Printed material on paper that is 1/2 the size of a broad sheet (A3). It is often the generic name given to a newspaper that conforms to this size. They are produced in this format as a result of cost savings and the ease of handling whilst reading.
- (d) **Quantitative Research**
This is research that uses hard figures in data collection. It produces evaluated figures for direct comparisons and allows extensive statistical analysis to be performed on the results.
- (e) **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.

Model Answer to Question 9 continued

(f) **News release**

A direct and concise publication in a recognised format that is targeted at specific media to provide effective communication about a specific issue, with the objective of gaining publication in that media. It must answer the who, what, when, where, why and how questions emanating from the issue concerned.

(g) **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.

(h) **Corporate identity**

Corporate identity refers to the visible and physical evidence of a company or organisation, it is tangible evidence. It is demonstrated through clothing and uniforms, logos, vehicle and premises livery, house colours, typography etc.

(i) **Stringer**

People, very often journalists on a local media who act part time or freelance for a larger, possibly national, media. They may operate under the direction of an editor or simply have picked up a breaking story which they submit on speculation

(j) **Embargo**

A request made by public relations for the media to delay publication of a news release until some specific time and/or date. It is not enforceable and relies on the goodwill of the media for compliance

QUESTION 10

Write a **memorandum** to your Managing Director:

(a) briefly explaining what is meant by community relations (3 marks)

(b) giving **5 different** community relations activities the organisation might consider undertaking. (15 marks)

(2 marks for report format)

(Total 20 marks)

Model Answer to Question 10

To: Managing Director
From: A Candidate
Date: 27 April 2004
Subject: Community Relations

- 1 Community Relations:
 - 1.1 Is the total result of conscious efforts by an organisation to be an accepted and respected part of its local community
 - 1.2 It is aimed at creating and maintaining the image of being a good neighbour
- 2 Community relations activities
 - 2.1 Sponsorship of such things as
 - 2.1.1 Local sports teams
 - 2.1.2 A local sportsman
 - 2.1.3 A local recreational facility
 - 2.2 Local exhibitions/fairs
 - 2.3 Direct participation in community affairs such as
 - 2.3.1 Building infrastructure (roads, wells, bridges etc)
 - 2.4 Facility visits/open days for the local media or surrounding community
 - 2.5 Educational support
 - 2.5.1 bursaries for students
 - 2.5.2 provision of books or other academic materials
 - 2.5.3 donating prizes for students
 - 2.6 Local recruitment of community members to work in the organisation
 - 2.7 Donations to local charities
 - 2.8 Providing leisure, educational or medical facilities for local community



**EXAMINATIONS
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