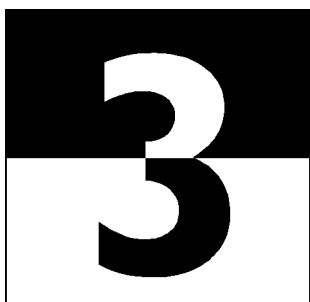


*Certificate in*

# **Public Relations**



*Level 3*

*Series 3 2003*

*(Code 3029)*

## **Model Answers**

(UK Accreditation No: 100/1670/3)

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# **Certificate in Public Relations Level 3**

## **Series 3 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 3 2003

### QUESTION 1 (Compulsory)

Athena, a major sport clothing company, is to sponsor a local sportsman for the next Olympic Games. Write a **news release** of *approximately 200 words* announcing this information to the news media. (You may invent any **relevant** details required.)

**Pay particular attention to the 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
- Underlining
- Unnecessary use of capital letters
- Incorrect punctuation
- Superlatives
- Sub-headings
- Short relevant paragraphs
- Written in the third party

The release should be brief and contain approximately 200 words.

Figures should be written in words from one to 9 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.

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

The correct layout is given in the LCCIEB How to Pass text book.

**Model Answer to Question 1 continued**

**NEWS FROM ATHENA  
PRESS RELEASE  
SPONSORSHIP FOR OLYMPIC ATHLETE**

Athena has signed a contract to sponsor David Brown the marathon runner to enable him to compete in the 2004 Olympics to be held in Athens, Greece. The contract was signed at a press reception held at the Hilton Hotel in London on Monday 2 June.

Athena will provide all the necessary sports clothing and equipment needed by Brown and will also pay all his competition and travelling expenses for the next three years.

John Smith the marketing director of Athena stated "Athena regard David Brown as an outstanding athlete, who has a genuine chance of gaining a gold medal at the next Olympics. We wish him every success in his ambitions to become a world champion and are very pleased to be able to offer the financial and material support he will need to achieve this".

David Brown is a 25 year old teacher from Liverpool, who earlier this year won the British and European marathon titles. Brown stated "This is a tremendous boost for myself, I can now give up my teaching job and concentrate on my training on a full time basis without any financial worries".

Athena has been producing sports clothing and equipment for over 40 years and is based in Middlesex.

ENDS

For further information please contact:

John Smith  
Marketing Director  
Athena  
46 The String  
London  
B12 3WW

A Candidate, Press Officer  
Athena  
0207 678 1234

Tel: 0207 678 3465  
Fax: 0207 678 2222  
After hours Tel: 01456 34321

Date: 13 June 2003  
Ref: PO23/1324

## QUESTION 2

Write a **report** to your General Manager:

(a) identifying **7 different** types of sponsorship with a relevant example of each (14 marks)

(b) briefly explaining **4 advantages** of sponsorship. (4 marks)

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

**(Total 20 marks)**

### Model Answer to Question 2

To: General Manager  
From: A Candidate  
Date: 13 June 2003  
Subject: Sponsorship

- (a) 1 Types of sponsorship:
- 1.1 Personalities or individuals (eg Michael Owen with Adidas)
  - 1.2 Sports bodies (sports teams with kit sponsorship, Manchester United with Sharp)
  - 1.3 Events (Carling premier league, Martell Grand National)
  - 1.4 Tournaments (Benson & Hedges Tennis Tournament)
  - 1.5 Happenings (Budweiser sponsored kick-off at the Superbowl)
  - 1.6 Creations (Pizza Hut given away at baseball match)
  - 1.7 Broadcast (Pepsi top twenty, Cadbury's Coronation St)

Additional acceptable answers could be:

- 1.8 Arts (The Littlewoods Art Exhibition)
- 1.9 Exhibitions (The Daily Mail Ideal Homes Exhibition)
- 1.10 Publications (The Guinness Book of Records)
- 1.11 Professional awards (Britannia Music Awards)
- 1.12 Feats and events (Bonnington climbing Mt. Everest – Nat West Bank)

- (b) 2 Advantages of sponsorship:
- 2.1 **Cost effective**
    - 2.1.1 Through tight targeting and specific budgeting
  - 2.2 **Integration**
    - 2.2.1 With the rest of the promotional mix
  - 2.3 **Evaluation**
    - 2.3.1 Well designed sponsorship allows thorough evaluation
  - 2.4 **Prominence**
    - 2.4.1 It can give a brand high visibility

Additional acceptable answers could be:

#### **Association**

- careful selection can match the brand personality with that of the person sponsored

#### **Exploitable**

- sponsorship can be used in many ways

#### **Contractual**

- the contract can specify exactly how the sponsors name can and cannot be used

### QUESTION 3

Write a **report** to your Marketing Director briefly explaining:

(a) **6 different** news media relations activities a PR department might undertake (12 marks)

(b) **3 different** methods used to pay an external PR consultancy. (6 marks)

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

**(Total 20 marks)**

#### Model Answer to Question 3

To: Marketing Director  
From: A Candidate  
Date: 13 June 2003  
Subject: PR media activities and consultancy payments

(a) The question specifically asks for **media relations activities** and answers must meet this criteria:

1 News media relations activities undertaken by PR department:

- 1.1 Writing press releases
- 1.2 Writing feature articles or editorials
- 1.3 Arranging press conferences
- 1.4 Arranging facility visits
- 1.5 Arranging press receptions
- 1.6 Media interviews

Additional acceptable answers could be:

- 1.7 Arranging photo-calls
- 1.8 Researching information for the media
- 1.9 Compiling and issuing of press packs

(b)

2 The 3 recognised charging methods employed by consultancies are:

2.1 **Fixed fee:**

- 2.1.1 A set amount is agreed for a specific time period (usually a year) and is agreed on a mutual assessment of the likely PR work that will be undertaken during the period.

2.2 **Retainer plus hourly/daily charges:**

- 2.2.1 A retaining fee ties the consultancy to the firm for a specified period. The consultancy then charges an agreed rate for each piece of work undertaken.

2.3 **Minimum fee and hourly charges:**

- 2.3.1 Higher than a retainer fee as a known minimum of PR work is required. Once the minimum fee has been used up then hourly charges are introduced for work undertaken.

## QUESTION 4

Write a **memorandum** to your Marketing Director explaining **9 key actions** required in arranging a facility visit to the organisation's factory, **before** the actual day of the visit.

**(2 marks for memorandum format, 18 marks for content)**

**(Total 20 marks)**

### Model Answer to Question 4

To: Marketing Director  
From: A Candidate  
Date: 13 June 2003  
Subject: Arranging a facility visit

Acceptable answers are

- 1 Briefing with senior management
  - 1.1 To ensure that management understand the process of the facility visit
  - 1.2 Agree which managers are to be involved
  - 1.3 Agree possible dates with all management involved
  - 1.4 Agree the aims and objectives of the visit
  - 1.5 Agree an outline budget
- 2 Prepare shortlist of media/journalists to be invited
  - 2.1 Write and send invitations
  - 2.2 Record acceptances
  - 2.3 Follow up those who have not replied within 2 weeks
- 3 Full liaison with department(s) being visited regarding the event
- 4 Accommodation, hospitality and transport
  - 4.1 Arrange any required accommodation that might be needed
  - 4.2 Agree all hospitality arrangements for food and refreshments
  - 4.3 Arrange transport if required
- 5 Others
  - 5.1 Prepare press packs to be issued to visitors
  - 5.2 Arrange for any other display or presentation equipment that might be required

## QUESTION 5

Briefly explain **each** of the following terms used in PR:

- (a) Puffery (2 marks)
- (b) Photo-caption (2 marks)
- (c) A transparency (2 marks)
- (d) Objectives (2 marks)
- (e) Copyright (2 marks)
- (f) Quantitative research (2 marks)
- (g) Corporate image (2 marks)
- (h) A website (2 marks)
- (i) Ad-hoc research (2 marks)
- (j) Parliamentary lobbying. (2 marks)

**(Total 20 marks)**

## Model Answer to Question 5

- (a) **Puffery**  
The use of superlatives or adjectives in a news release that is more like advertising copy than factual information. Use of words such as "biggest", "best", "enormous" etc.
- (b) **Photo-caption**  
Factual text that should always accompany a photograph intended for publication. It should include such information as: title, date, reference, location, names of people from left to right as shown in the photograph etc.
- (c) **A transparency**  
A communication tool that requires the use of light to project it on to a screen for viewing. It might be a photographic transparency or an overhead transparency.
- (d) **Objectives**  
These are the specifically defined goals that have been set to be achieved. Objectives should be specific, measurable, agreed, realistic and timed.
- (e) **Copyright**  
Is the legal ownership in any form of written, graphic, visual or audible communication. It is the form in which an idea or concept is expressed that is copyrighted, not the idea itself. Using another person's work without permission can carry severe penalties.
- (f) **Quantitative research**  
Frequently referred to as hard data, it is frequently recorded in numerical format and records numerical data. It is capable of detailed statistical analysis.
- (g) **Corporate image**  
This is the sum total of peoples' perceptions about an organisation. It is formed by everything the organisation does, the identity it presents through its corporate image, its products and its employees.
- (h) **Website**  
The virtual location for an organisation's presence on the World Wide Web, usually made up of several web pages and a single home page designated by a unique URL (uniform resource locator).
- (i) **Ad-hoc research**  
This is research that is undertaken to investigate a specific topic and is very likely to be a one off.
- (j) **Parliamentary lobbying**  
The actions of presenting an organisation or industries view point, impressions and ideas to members of the legislature. It also involves seeking feedback from the legislature to try and ascertain the current view and thinking within government.

## QUESTION 6

The government has announced that it is to close the accident and emergency centre of a small hospital that serves a local population of 20,000 people. You have been engaged by residents to prepare a PR campaign to try and prevent this closure.

Using the 6 point plan **as a starting point**, develop the PR campaign

**(20 marks)**

### Model Answer to Question 6

#### Assessment of the current situation

- Local accident and emergency department is to close
- Department serves a local community of 20,000 people
- There is no other alternative centre

#### Objectives

- To try and prevent the closure of the department
- Create maximum awareness of the possible closure
- To try and get the government to re-think their actions in closing the department
- To enlist public support in an effort to prevent the closure

#### Publics

- The government who are taking this action
- The local community that will be affected by the closure
- Opinion leaders who may be able to influence the government or local community
- The media to enlist their support in promoting awareness
- Suppliers who will lose business and may have some form of lobbying power of their own
- Employees and trade unions who will be affected by the closure (job losses)
- Local doctors and physicians who will have a vested interest in the department
- Customers, the patients themselves who will be adversely affected by lack of treatment facilities

#### Media/Media techniques

- Issuing press releases to local and national media
- Arranging press conferences and facility visits for media
- Personal letters to government department
- Personal letters to suppliers enlisting their support
- Public meetings with the local community
- Face to face meetings with local opinion leaders and politicians to enlist their support
- Poster campaigns through out the local community
- Door to door leaflet distribution through out the local community

#### Budget

- Costs of arranging a facility visit
- Costs of arranging a press conference
- Printing of posters and leaflets
- Distribution of leaflets
- Stationery and postage
- Hire of public meeting places
- Presentation materials for public meetings
- Ancillary expenses

#### Evaluation

- Did the department stay open
- Tone and amount of media coverage
- Attendance at public meetings
- Support offered by the various publics

## QUESTION 7

You have been given the task of **evaluating** the success of a recent PR campaign promoting food hygiene in a developing nation. Write a **report** to the General Manager briefly explaining **6 different** evaluation methods you might use.

**Marks are awarded for evaluation only.**

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

**(Total 20 marks)**

### Model Answer to Question 7

To: General Manager  
From: A Candidate  
Date: 13 June 2003  
Subject: Evaluation of a PR campaign to promote food hygiene

- 1 Observations of behaviour
  - 1.1 People washing hands and utensils
  - 1.2 Cleanliness in food preparation areas
  - 1.3 Cleanliness in food preparation
  - 1.4 Cooking and storage methods
- 2 Quantity and tone of media coverage
  - 2.1 Amount of media coverage gained
  - 2.2 The tone of the media coverage
- 3 Research methods
  - 3.1 Tracking study research to monitor changes in hygiene habits in respect of handling and preparing food
  - 3.2 Attitude/awareness search to measure levels of awareness of the campaign and public attitudes towards the campaign
- 4 Sales of hygiene related products
  - 4.1 Sales of disinfectants and cleaning materials
  - 4.2 Sales of food storage containers
  - 4.3 Sales of personal hygiene products
- 5 Enquiries to health organisation
  - 5.1 Requests for more information
  - 5.2 Number of leaflets or booklets requested/sent out
- 6 Attendance at public meetings
  - 6.1 Numbers of people attending
  - 6.2 Audience participation in relation to questions asked, samples issued etc.
- 7 Responses to a telephone help line number
  - 7.1 Number of calls to the help line
- 8 Reduction in related illnesses
  - 8.1 Statistical records from hospitals, health clinics and doctors
  - 8.2 Reduction in the number of cases of food and hygiene related illnesses

## QUESTION 8

Following a leak of dangerous gases into the atmosphere, the Acme factory has faced a lot of criticism from the local residents. Write a **report** to the Managing Director briefly explaining **6 different** types of community relations activities the organisation might undertake in an effort to regain local goodwill.

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

**(Total 20 marks)**

### Model Answer to Question 8

To: Managing Director  
From: A Candidate  
Date: 13 June 2003  
Subject: Community relations activities

- 1 Sponsorship
  - 1.1 Providing financial support to a local sports team
  - 1.2 Offering material or facilities for local events
  - 1.3 Offering financial or material support for a local personality
- 2 Local exhibitions/fairs
  - 2.1 Arranging community access to a local politician or councillor
- 3 Direct participation in community affairs
  - 3.1 Arranging community access to local politician or councillor
  - 3.2 Offering expert advice or facilities to assist a community project
  - 3.3 Lobbying government on behalf of the community
- 4 Facility visits/open days/school visits
  - 4.1 Invitations to local media to visit the organisation
  - 4.2 Open days for the local community to visit the organisation
  - 4.3 Organising educational school trips to visit the organisation
- 5 Educational support
  - 5.1 Providing bursaries for gifted students
  - 5.2 Offering books, computers and other equipment for schools
- 6 Local recruitment
  - 6.1 Filling staff vacancies from the local community
  - 6.2 Offering job training to local community
- 7 Donations to local charities
  - 7.1 Donating financial help or material help to local charities
- 8 Providing leisure, educational or medical facilities for local community
  - 8.1 Building or assisting in the building of such facilities
  - 8.2 Helping with the financial costs of operating such facilities
  - 8.3 Providing or hiring specialist staff to help in/or operate such facilities

## QUESTION 9

- (a) Identify **8 publics** of a local children's orphanage and give a suitable example of **each** public. (8 marks)
- (b) Using **4** of the examples you have given in (a) above, suggest **3 ways** by which you could communicate with **each** of them, assuming the orphanage has very limited money or resources. (12 marks)

(Total 20 marks)

### Model Answer to Question 9

- (a) **Consumers**
- the children in the orphanage
- Employees**
- nurses, care staff, cleaners etc
- Potential Employees**
- those who may work for the orphanage in the future
- Community**
- residents in the vicinity of the orphanage who may even have relatives or friends who work at the orphanage
- Suppliers**
- organisations who supply equipment, food goods or services
- Opinion Leaders**
- local or central government, prominent citizens
- Money markets**
- banks, and other sources of finance
- Trades unions**
- employees unions
- (b) Methods used should be appropriate for the publics chosen. Mass media techniques, unless it is specifically stated that these are for press releases or personal interviews or that 'free' community time or space is offered, will not be accepted.

#### **Employees**

- notice boards
- internal memos
- face-to-face meetings
- newsletter

#### **Community**

- meetings
- press release in local media
- posters
- open days

#### **Suppliers**

- telephone calls
- letters
- house-magazines
- meetings

#### **The orphans**

- face-to-face talks
- notice boards
- leaflets
- meetings

## QUESTION 10

Briefly explain **each** of the following:

- (a) A corporate brochure (4 marks)
- (b) A trade exhibition (4 marks)
- (c) An in-house journal (4 marks)
- (d) The PR transfer process (4 marks)
- (e) An annual report. (4 marks)

**(Total 20 marks)**

### Model Answer to Question 10

#### (a) Corporate Brochure

This is (usually) an expensive, glossy publication that informs and educates external publics about the organisation. It will contain information about the organisation, its mission statement, its products or services, its premises, senior management and may well incorporate a brief extract of the financial annual accounts.

#### (b) Trade Exhibition

This type of exhibition is normally organised by a particular industry for those organisation connected with it. It is strictly a business to business affair and is not normally open to members of the general public. Admission is usually by invitation only.

#### (c) In-House Journal

A publication for communicating with organisation staff, the format, frequency of publication and the quality will be determined by management. Will contain company news, social events, staff and personality news.

#### (d) PR Transfer Process

The main aim of public relations is converting potentially 4 negative states into 4 positive states. These are:

Hostility	—————>	Sympathy
Prejudice	—————>	Acceptance
Apathy	—————>	Interest
Ignorance	—————>	Knowledge

#### (e) Annual Report

Normally a glossy, quality publication aimed at presenting the organisation's financial performance and achievements for the past year. Though publicly available the target audience is usually shareholders, financial institutions and potential shareholders.





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