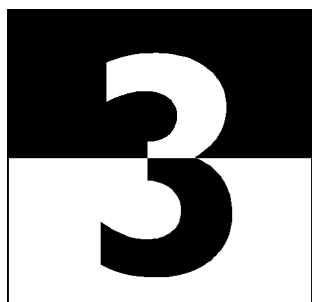




Certificate in

Public Relations



Level 3

Series 4 2003

(Code 3029)

Model Answers

(UK Accreditation No: 100/1450/0)

ASP M 1592



Certificate in Public Relations Level 3

Series 4 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 4 2003

QUESTION 1 (Compulsory)

Your country's national airline is about to launch a new daily flight to Australia. Write a **news release** of *approximately 200 words* announcing this information to the 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

Candidates must indicate at the top of their answer that this is a **news/press release**.

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 require
- 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 nine 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/.....)

Content has to be factual, relevant and newsworthy. The most important news should come in the first 2 paragraphs. Public contact and further information details should be in the last paragraph.

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

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

Model Answer to Question 1 continued

**NEWS FROM BRITISH AIRWAYS Plc
PRESS RELEASE
INTRODUCTION OF A NEW DAILY FLIGHT TO AUSTRALIA**

British Airways Plc are to introduce a new daily flight to Australia commencing on Monday 15 December 2003. This is to be officially launched by Mr Paul Williams the Operations Director of British Airways at a reception to be held at the London Hilton Hotel on Tuesday 9 December.

Mr Williams stated "British Airways is continuously striving to meet the needs of its customers. This daily flight from London Heathrow to Sydney, Australia will give customers more choice as to when they travel and will be the first flight of its kind to fly non-stop to Australia."

With the introduction of the new Boeing 847 long haul aircraft it is now possible to fly non-stop from London to Sydney, a saving of more than three hours on existing flights.

British Airways was established in 1960 with the merger of British European Airways and the British Overseas Aircraft Corporation and has its Head Office in Hounslow, Middlesex.

Mr John Smith, Marketing Director said "The initial flight will be a star studded celebrity affair. Many personalities from the world of entertainment will be onboard the aircraft as well as the Prime Minister Tony Blair and the Australian ambassador to the United Kingdom."

ENDS

For further information please contact:

Paul Williams
Operations Director
British Airways Plc
46 The String
London
B12 34WW

A Candidate, Press Officer
British Airways Plc
0207 678 1234

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

Date: 3 Dec 2003
Ref: BA23/1324

QUESTION 2

Using a suitable example, briefly explain what is meant by:

- (a) an annual report (5 marks)
- (b) an in-house journal (5 marks)
- (c) educational literature (5 marks)
- (d) a corporate brochure. (5 marks)

(Total 20 marks)

Model Answer to Question 2

(a) **Annual Report**

A publication aimed at presenting the organisation's financial performance and achievements for the past year. It will consist predominantly of trading accounts, profit and loss reports and an organisational balance sheet. Written text will be supplied to highlight and explain various figures. Though publicly available the target audience is usually shareholders, financial institutions and potential shareholders.

(b) **In-house Journal**

A publication for communicating with organisation staff, the format, frequency of publication and the quality will be determined by management. An in-house journal will contain company news, social events, staff and personality news. Very frequently such a publication will be prepared by the internal PR staff, though an external consultancy might be engaged if the in-house department lacks the skill, expertise or time to carry out such a task.

(c) **Educational Literature**

This may be prepared for internal staff or external distribution to customers, dealers, retailers etc. Educational literature can cover a wide variety of topics from organisational history, company rules and regulations, terms of trading right through to specific product information, manuals and instructional booklets. It is frequently used for the induction of new organisational staff.

(d) **Corporate Brochure**

This is normally a glossy, high quality publication for external publics containing organisation news, senior management, company achievements and possible future plans. It is usually presented on quality glossy paper, with an abundance of quality colour photographs also contained between the covers. Aimed at informing the reader about the organisation as a whole. As a major item of the corporate identity it is an important tool in creating the relevant corporate image.

QUESTION 3

Your Managing Director has asked your advice regarding the hiring of a professional photographer for the Public Relations Department. Write a **report** briefly explaining:

- (a) **3** possible public relations photographic opportunities (3 marks)
- (b) **4** different categories of photographer (8 marks)
- (c) **3** key elements when briefing the photographer (6 marks)
- (d) what is meant by the term **photo caption**. (1 mark)

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

(Total 20 marks)

Model Answer to Question 3

To: Managing Director
From: A Candidate
Date: 3 December 2003
Subject: The use of photographers for public relations

- 1 Photographic opportunities (acceptable answers are)
 - 1.1 award ceremonies
 - 1.2 image building
 - 1.3 presentations to staff or of prizes to customers
 - 1.4 achievements by the company or staff members
 - 1.5 new product launches/ new branch openings
 - 1.6 royalty or major celebrity attendance at organisation's premises
 - 1.7 sponsorship announcements
- 2 Types of photographers
 - 2.1 staff photographers employed by the organisation
 - 2.2 local photographers employed in the vicinity of the organisation
 - 2.3 press photographers employed by the media
 - 2.4 specialist photographers who only provide certain categories of photographs such as ariel photographers, maritime photographers etc
- 3 Briefing a photographer (acceptable answers are)
 - 3.1 the event to be covered
 - 3.2 the purpose of the photographs (for publication, display etc)
 - 3.3 type of photographs required (colour or black and white)
 - 3.4 time scales involved from taking the photographs to presentation of finished photographs
 - 3.5 budget available for the photographic shoot
 - 3.6 the media targeted for the photographs
 - 3.7 the message or image to be conveyed
- 4 A photo caption is:
 - 4.1 A short summary in text form of the photograph taken and should include such things as:
 - 4.1.1 date, time and place/location
 - 4.1.2 a title and reference number
 - 4.1.3 names or people in photograph L to R
 - 4.1.4 contact name and contact details

QUESTION 4

Briefly explain what is meant by **each** of the following terms used in public relations:

- (a) Puffery (2 marks)
- (b) Email (2 marks)
- (c) PR transfer process (2 marks)
- (d) Copyright (2 marks)
- (e) Cue card (2 marks)
- (f) News agency (2 marks)
- (g) Proof-reading (2 marks)
- (h) Embargo (2 marks)
- (i) Corporate identity (2 marks)
- (j) ACORN (2 marks)

(Total 20 marks)

Model Answer to Question 4

- (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) **Email**
An electronic means of communication where text messages (or graphics) can be transmitted very quickly around the world using computer terminals.
- (c) **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 |
- (d) **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 copyright, not the idea itself. Using another person's work without permission can carry severe penalties.
- (e) **Cue card**
A card that might contain word for word the text of a speech or more frequently a smaller card that has brief notes to aid a speaker
- (f) **News agency**
An organisation that collects and distributes news to the media. They may have their own journalists or make extensive use of free-lance journalists or stringers. Examples are Associated Press or Reuters.
- (g) **Proof-reading**
When copy is checked for typographical, grammatical or contextual errors or simply to see if it conforms to house style and requirements before it is sent for final printing.
- (h) **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.

Model Answer to Question 4 continued

(i) **Corporate identity**

Any physical or tangible means by which an organisation may be recognised as distinct from an other organisation. This may be through the use of logos, uniforms, house colours, vehicle livery etc.

(j) **ACORN**

This stands for A Classification Of Residential Neighbourhoods and is a basis for segmenting target publics in relation to the type of housing occupied.

QUESTION 5

Using a suitable definition, explain what is meant by **each** of the following:

- (a) Public Relations (5 marks)
- (b) Advertising (5 marks)
- (c) Propaganda (5 marks)
- (d) Marketing (5 marks)

(Total 20 marks)

Model Answer to Question 5

Ideally candidates should provide an acceptable definition of each of the following with possibly a little bit more clarification or explanation to gain full marks.

(a) **Public Relations**

Is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics. It is a planned activity that has specific objectives, it is carried out over time and is not a one off activity, it is a 2 way process, listening as well as informing. The role of PR is to educate and inform.

(b) **Advertising**

Presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost. 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. Advertising informs, educates, persuades and reassures in an effort to create a sale.

(c) **Propaganda**

Is the communicating of a particular belief or philosophy that appeals to the emotions of the listener. It is a forceful persuasive message aimed at converting the recipient to the communicators point of view. It frequently tries to exploit the listeners 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.

(d) **Marketing**

The management process responsible for identifying, anticipating and satisfying customer requirements profitably. 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 they have to do it profitably.

QUESTION 6

- (a) Briefly explain what is meant by **community relations**. (4 marks)
- (b) (i) Describe **4** examples of community relations activities in which a large industrial company may be involved. (8 marks)
- (ii) Give suitable PR objectives for **each** of these activities. (8 marks)
- (Total 20 marks)**

Model Answer to Question 6

(a) **Community Relations**

Is the total result of conscious efforts by an organisation to be an accepted and respected part of its local community. It is aimed at creating and maintaining the image of being a good neighbour.

- (b) (i) Typical answers that a candidate should offer are:

Activities

- amateur media support
- local sponsorships
- exhibitions
- secondment of staff
- educational support
- community affairs
- direct participation
- self publicity
- open days

(ii) **Objectives**

- enhance the quality of life of the community and that of its residents
- support those who need the kind of support and help that can be provided
- educate the young and those who seek training
- support local initiatives targeted at 'good works'
- attempt to fill vacancies locally
- encourage employees to take an active role in the community
- support local schools, societies and charities etc
- use and enhance the local economy as far as it is practical
- maintain a safe and healthy environment within the community.
- to gain and promote a good corporate image
- to become an accepted part of the community

QUESTION 7

You have been appointed the PR consultant to a Health Organisation which is about to carry out a vaccination campaign in a developing nation. There is very little electronic or print media available.

Using the 6 point planning model as a starting point, develop an appropriate public relations campaign for creating the maximum level of awareness amongst the population about this vaccination project.

(20 marks)

Model Answer to Question 7

Assessment of the current situation

- the World Health Organisation is to carry out a vaccination campaign in a developing nation
- there is very little electronic or print media available in this nation

Objectives of the PR campaign

- to create the maximum level of awareness of the campaign
- to encourage as many parents as possible to have their children vaccinated
- to educate parents about the need for vaccination

Publics targeted for the campaign

- local communities
- parents in local communities
- health workers
- tribal chiefs and village elders
- opinion leaders (missionaries, large employers, teachers, possibly local celebrities)

Media/Media techniques to use for the campaign

- mobile cinemas and road shows to visit villages
- face to face meetings with chiefs and village elders
- mobile public address systems to tour villages and remote areas
- public gatherings and meetings
- cartoon type posters to be displayed prominently
- cartoon type leaflets for distribution to local communities and to be handed out at any public meetings
- meetings with opinion leaders
- involvement of local celebrities to endorse the campaign (if possible)

Budget for the PR campaign

- hire of vehicles and mobile cinema equipment
- hire of PA system
- hire of venues for meetings (if fees required)
- printing of posters and leaflets
- labour costs of distributing leaflets and posters

Evaluation of the PR campaign

- increased awareness of the actual campaign
- increase awareness of the need for vaccination
- number of enquiries received for further information
- attendance at meetings
- numbers of children being vaccinated

QUESTION 8

Write a **report** to your Managing Director, briefly explaining **9 possible differences** between the media and infrastructure of an industrialised nation, and those of a developing nation.

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

(Total 20 marks)

Model Answer to Question 8

To: Managing Director
From: A Candidate
Date: 3 December 2003
Subject: Comparison of media and infrastructure between an industrialised and a developing nation

- 1 Ownership of televisions
 - 1.1 in an industrialised nation, ownership of television can be as high as 97%
 - 1.2 in a developing nation ownership of televisions is likely to be only by the rich and a small minority of the upper class
- 2 Ownership of radios
 - 2.1 in an industrial nation ownership is almost 100% with many people having several radios at home as well as in their motor car
 - 2.2 in a developing nation ownership can be very restricted with perhaps one or two radios to serve a whole village
- 3 Number of television channels
 - 3.1 industrial nations with digital television can have up to 700 channels
 - 3.2 a developing nation may only have one channel (possibly 2 to 4)
- 4 Number of radio stations
 - 4.1 an industrialised nation will have very many radio stations, many of which will be commercial stations paid for by advertising
 - 4.2 a developing nation may have few stations and commercial radio may not be present
- 5 State control of television channel(s)
 - 5.1 very few industrialised nations have state controlled television and are free of government censorship and interference
 - 5.2 in many developing nations the government owns and controls the television channels and can censor or influence what is broadcast
- 6 Lack of electricity
 - 6.1 electricity is available in practically every region of an industrialised nation
 - 6.2 in many developing nations electricity is only available in major cities and towns with many rural and remote areas not connected to any electricity supply
- 7 Illiteracy rates
 - 7.1 literacy levels in industrialised nations is very high (up to 99%)
 - 7.2 in developing nations illiteracy can be very high, especially in rural and remote regions
- 8 Number of print media
 - 8.1 industrial nations have an abundance of choice for newspapers and magazines
 - 8.2 developing nations may have a very limited choice of news papers and possibly very few magazines available

Model Answer to Question 8 continued

- 9 Control of print media (state)
 - 9.1 in industrialised nations there is very little (if any) control by the state or interference with media content
 - 9.2 in developing nations it is possible the government operates censorship and exercises much influence over the media content

- 10 Access to print media
 - 10.1 industrialised nations have nationwide access to the print media
 - 10.2 in developing nations print media may only be available in cities and major towns and not available at all in rural or remote regions

- 11 Cost of print media
 - 11.1 as a proportion of disposable income, print media is very cheap in an industrialised nation
 - 11.2 in a developing nation the cost of print media can be very high as a percentage of disposable income

- 12 Number of languages and dialects
 - 12.1 in most industrial nations there is one language and where varying dialects are understood by all the population
 - 12.2 a developing nation may have many languages related to regional areas and even dialects may not be understood

- 13 Transport infrastructure
 - 13.1 industrialised nations have a fully developed transport infrastructure of roads and rail networks
 - 13.2 a developing nation may have a very poor transport infrastructure with many regions completely isolated except by very basic forms of transport such as by foot or by horse.

- 14 Telephone infrastructure
 - 14.1 a telephone and telecommunications network is readily available in an industrialised nation
 - 14.2 telephone and telecommunications may be restricted only to cities and major towns in a developing nation with many rural and remote regions having no access to such a network.

QUESTION 9

Write a **report** to your General Manager, describing **5 different** types of exhibitions and **4 possible** public relations **objectives** when taking part in any type of exhibition.

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

(Total 20 marks)

Model Answer to Question 9

To: General Manager
From: A Candidate
Date: 3 December 2003
Subject: Exhibitions

- 1 Consumer exhibitions
 - 1.1 organisations display their goods
 - 1.2 open to members of the general public
- 2 Trade (or business to business) exhibitions/fairs
 - 2.1 open only to trade or industry members
 - 2.2 admission is frequently by invitation only
- 3 International exhibitions
 - 3.1 organisations from different countries display their goods
 - 3.2 may be for trade only or for the general public (or even both)
- 4 Private exhibitions
 - 4.1 attendance is for invited people only
- 5 Travelling exhibitions
 - 5.1 trade or consumer exhibitions (invariably consumer however) that move from location to location
- 6 EXPO's
 - 6.1 exhibitions designed to encourage the maximum amount of export sales.
 - 6.2 invariably a trade exhibition
- 7 Outdoor and agricultural shows
 - 7.1 usually annual events of regional or even national importance
 - 7.2 for trade and consumer
- 8 Objectives of an organisation taking part in an exhibition
 - 8.1 maintain market presence
 - 8.2 support dealers or sales agents
 - 8.3 increase public awareness
 - 8.4 product testing
 - 8.5 generate sales leads
 - 8.6 improve press relations
 - 8.7 improve or promote corporate image
 - 8.8 attract recruits/employees
 - 8.9 gain customer feed back
 - 8.10 demonstrate product usage, features or benefits
 - 8.11 competitive intelligence gathering.

QUESTION 10

Using an example of their use in PR, briefly explain **each** of the following:

- (a) A tracking study (4 marks)
- (b) Secondary research (4 marks)
- (c) Omnibus survey (4 marks)
- (d) Quantitative research (4 marks)
- (e) Primary research. (4 marks)

(Total 20 marks)

Model Answer to Question 10

(a) **Tracking Study**

A method of research that is carried out over a specific time period (sometimes referred to as longitudinal or continuous research). It is usual practice to carry out research before, during and after a specific campaign or event. It is aimed at measuring changes some specific aspect or element, eg a tracking study could be used to measure levels of awareness of a corporate name before, during and after a large publicity campaign.

(b) **Secondary Research**

Research that is carried out using information that is already in existence and is available to the researcher. This may be internal data, published information such as census, trade association reports, government economic surveys etc, or it may be data that is bought commercially from an other research source, eg use of government publications to establish demographic data.

(c) **Omnibus survey**

This is a survey where two or more organisations join together to share the total cost of the research project. Each organisation will supply specific questions relating to the organisation, to which only they will have access to the data produced. All participants will have access to the general demographic data that is gathered, eg organisation such as a holiday company, a swimwear company, and a company producing sun tan lotion may combine in a survey

(d) **Quantitative Research**

This is hard data that has the ability to accurately measure, in numerical terms, levels of respondent's answers. As such it is capable of detailed statistical analysis. Extensive use of closed questions, eg data recording the number of vehicles, by type, age, engine size, ownership groups, purchase price in a given country/region.

(e) **Primary Research**

Research that is carried out for the first time, as the required information does not already exist in any format; or, if it does already exist, it is out of date or inadequate for the required purpose. It is expensive, time consuming and usually requires field research, eg use of questionnaires and personal interviews to determine opinions or attitudes to an organisation or its products.



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