



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

PUBLIC RELATIONS N5

12 JUNE 2014

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1
- **Customers and clients** – They purchase the goods or services. Organisations need customers for their survival and need to stay in touch with their needs.
 - **The media** – They are the PRP's lifeblood. They are sent timeous, honest and newsworthy releases for publication.
 - **The local community** – They can pressure local authorities to close down plants due to noise and pollution.
 - **Suppliers** – They supply organisations with raw materials and services such as power, transport, telephone, professional services, printing, security, catering and cleaning facilities.
 - **Middlemen** – The company needs to sell goods and services through middlemen and should not neglect this source of feedback to supply information about attitudes of the customer towards the company.
 - **Government** – They pass laws that provide a framework by which every organisation should abide.
 - **Financial publics** - They invest money into the company. Encouraging shareholder interest can enhance a company's image and increase confidence.

(Any appropriate and relevant 5 x 2) (10)

1.2

INTERNAL	EXTERNAL
<ul style="list-style-type: none"> • House journal • Newsletters • Staff annual report • Intranet • Emails <p>(Any appropriate example)</p>	<ul style="list-style-type: none"> • Local/National newspapers • Television • Radio • Speciality magazines • Journals – professional • General interest magazines • Supplements • Corporate advertising • Direct mail • Annual reports • Pamphlets and brochures • Internet websites • Email <p>(Any appropriate example)</p>

(10)

- 1.3
- **Management** ✓ – Carefully controlled, not left to chance ✓
 - **Through communication** ✓ – public relations is a process of communication ✓
 - **Of perceptions** ✓ – perceptions are as important, if not more, than reality ✓
 - **Strategic relationships** ✓ – PR focuses on important relationships with target audiences ✓
 - Between an organisation and it's ??
 - **Internal and external stakeholders** ✓ – those who are materially concerned with the organisation's welfare ✓

(5 x 2) (10)

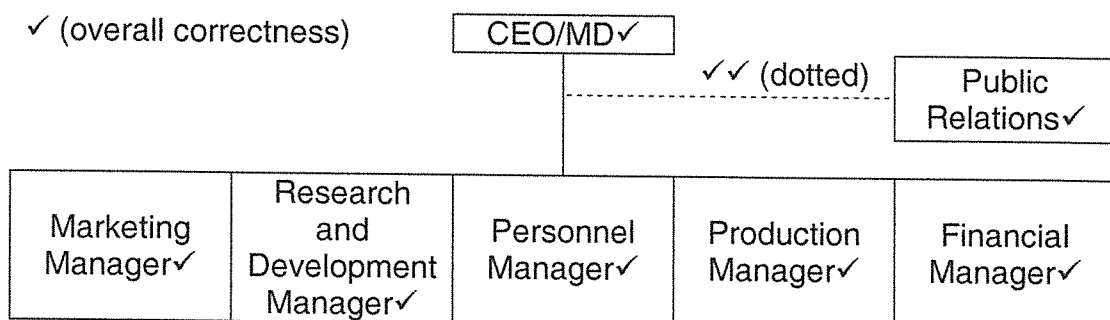
1.4

- **Internet**
 - Almost any information is available on websites. Good search engines need to be used to sift through the masses of information.
 - PRISA – This is a general information site but it also has a site that can be accessed by members.
 - Newspapers – Published on the net. Overseas as well as local newspapers are available.
 - Websites contain telephone and fax numbers and email addresses of employees/departments.
 - Annual reports, business guides and import/export information are available on the internet.
- **Encarta**
 - An online encyclopaedia which responds to keywords.
- **Other software**
 - Spelling and grammar check programmes are features of some software.
- **Newspaper libraries**
 - Have cuttings of news stories arranged alphabetically and in chronological order.
- **Information Bureaus**
 - Stock brochures about local attractions, products that would interest tourists, maps etc.
- **Post office**
 - White pages give information on phone and fax numbers, dialling codes and time zones.
- **Libraries**
 - The SA Yearbook is published every year and contains all the facts and statistics.
- **SARAD**
 - Contains all the data needed for placing advertisements.
- **Media**
 - Each medium will supply a psychographic profile of their readers on request. They also supply rate cards should the practitioner wish to place a corporate advertisement.
- **Citizens bureau/Lifeline**
 - These organisations will direct any enquirer in need to the suitable agency if they need help.

(Any appropriate and relevant 5 x 2) (10)

1.5

✓ (overall correctness)



(Any department can be used) (10)

[50]

QUESTION 2

- 2.1 2.1.1 Horizontal
 2.1.2 Downward
 2.1.3 Diagonal
 2.1.4 Upward

(4 x 2) (8)

- 2.2
- **Face to face** – Most effective way of communicating as barriers can be eliminated. Appropriate when conveying sensitive information.
 - **Induction programme** – Makes new employees feel at home. Introduction to work colleagues, knowledge of company, history etc.
 - **Plant tours** – Essential as staff needs to understand what the company manufactures and how products are manufactured.
 - **Meetings and forums** – Employees and management feel free to answer questions that are put to them.
 - **Management and supervisor seminars** – Short, intensive courses held in order to spread and discuss methods of working.
 - **Industrial relations** – Trade unions help promote workers' rights. Stewards are appointed in the workplace to represent workers and be present at grievance procedures.
 - **Local Area Network (LAN)** – Network of computers that link all the staff members together.
 - **Wide Area Network (WAN)** – Works the same as LAN but over a wider area.
 - **Teleconferencing** – Holding meetings through a closed circuit television system.
 - **Public Address System** – Enables management to address all employees simultaneously, for routine, emergency and moral issues.
 - **Videos** – Used to communicate with manual workers; the workers prefer watching a video instead of reading a newsletter.
 - **Induction booklets** – Used to welcome new employees and explain the rules and benefits of the organisation.
 - **Reference guides** – Provide information on group insurance, medical aid, pension plan and social programmes.
 - **Institutional literature** – Consists of the organisational mission statement, a presentation booklet and the social responsibility programme.
 - **Information racks** – Placed at reception and contain all the organisational printed material.
 - **Wall newspapers** – Used to distribute news that changes rapidly. Some companies use this to spread financial news to all employees.
 - **Staff annual reports** – Staff annual reports differ from the annual report in that they are simpler and show financial details in simple form.
 - **Pay cheque inserts** – Employee receives message with minimum cost to company.
 - **Suggestion schemes** – Boxes placed in prominent place in order to invite staff suggestions.
 - **Bulletin boards** – Most effective if they are divided by tape into sections and regularly updated.

(Any 6 x 2) (12)

Please turn over

- 2.3
- To ensure that employees feel valued and indispensable as members of a team.
 - To promote an understanding of management's problems, needs, duties, obligations and practices.
 - To maintain an atmosphere and the means conducive to genuine two-way communication.
 - To provide a direct channel to employees and a channel for feedback.
- (Any acceptable and reasonable 4 x 2) (8)
- 2.4
- **Formal** – takes place through official organisational channels (e.g. an instruction from the supervisor or submitting a report)
 - **Informal** – Not through official channels (e.g. the grapevine, gossiping, socialising)
- (Any appropriate example) (2)
- 2.5
- **Controlling style** – The leader makes all the decisions and tells subordinates what to do and uses organisational as well as position authority and economic rewards to get them to perform.
 - **Egalitarian style** – Stresses employee participation in problem-solving. Subordinates are consulted on matters and allowed influence on the decision-making process.
 - **Structural style** – A systematic style of communication which is by the book and tries to provide a structure for purposeful action.
 - **Dynamic style** – Style tends to be unfiltered and concise, giving clear direction with the objective of inducing others to action.
 - **Relinquishing style** – Relinquishing the communicator's opinions.
 - **Withdrawal style** – Communicator tries not to express an opinion and has a neutral stance.
- (Any 5 x 2) (10)
- 2.6
- **To interest/amuse** – General magazines and newspapers articles
 - **To inform/educate** – Newspapers on AIDS statistics; manager tells staff of new policy
 - **To stimulate/impress** – taking a VIP on a guided tour of the organisation
 - **To motivate** – Trying to motivate an organisation to give a donation
 - **To coerce/persuade** – Persuading the CEO to try a new method of promoting the organisation
 - **To solve problems/conflicts** – Solving conflict between two quarrelling staff members
 - **To build relationships** – Meeting and introducing new employees
- (Any acceptable 5 x 2) (10)
- [50]

QUESTION 3

- 3.1 3.1.1 A request to the editor concerned not to print a story until a certain time/date.
- 3.1.2 The date by which a copy must be submitted for publication.
- 3.1.3 The number of readers that read a newspaper or magazine.
- 3.1.4 The number of newspapers or magazines that are sold.
- 3.1.5 The words of a news release/article.
Any appropriate and reasonable explanation (5 x 2) (10)

- 3.2
- The nature of the product or service
 - The nature of the target audience
 - The medium used by the target audience
 - The reach of the medium
 - The frequency of the medium
 - Timing

(Any 5 x 1) (5)

3.3

FEATURE ARTICLE	NEWS ARTICLE
<ul style="list-style-type: none"> • Planned and researched • Written around a theme • Written by expert on subject • Can be commissioned • Usually longer • Nearly always exclusive • Writer's name is published • First paragraph does not contain all the information • Descriptive language • Permanent in nature 	<ul style="list-style-type: none"> • Can be planned; hard or soft news • Description of facts • Written by generalist-journalists or by experts • Journalists are told what to write by their editors • Contains only essential news • May be published in more than one publication • Writer's name is generally not published • First paragraph contains all the essential information • Brief and concise language • Short-lived

(Any 5 x 1)

(Any 5 x 1) (10)

- 3.4
- **Human interest** - It draws attention to the photograph.
 - **Action** – It adds interest to a photograph.
 - **Show the subject in use** – If it is a product, show it being used.
 - **Compose unique shots** – Think of unique ways of telling the story.
 - **Clarity of focus** – Photograph should be sharp and in focus.
 - **Ascertain the type of photographs needed** – Some editors want colour and some black and white. Draw up a list of which editors prefer which.

(Any acceptable 5 x 1) (5)

- 3.5
- Columns for editor not provided
 - Logo with address and phone numbers not inserted
 - Bold heading identifying it as a media release absent
 - No space for editor to write comments (double spacing)
 - Interesting facts not separate from body of the text
 - Contact person's details not available
- (Any 5 x 2) (10)
- 3.6
- The corporate profile
 - Financial highlights
 - Corporate goals
 - Group structure
 - Directors' profiles
 - Chairman's statement
 - Review of departments
 - Analysis of shareholders
 - Director's report
 - Notice of the annual general meeting
- (10)
[50]

QUESTION 4

- 4.1
- 4.1.1 How the public sees the company. May be the same as the image the company hopes to project, but may differ. (2)
- 4.1.2 Can be described as the convictions, expectations, beliefs as well as the norms and values that are shared by all the members of an organisation. (2)
- 4.2
- Consumers will patronise organisations with a good reputation.
 - Consumers are likely to pay more and buy new products from trusted companies.
 - Shareholders will invest in a company with a good reputation.
 - Banks and suppliers will grant credit to a company with a good image.
 - Employees will gain job satisfaction resulting in greater productivity.
 - The economy will be stimulated and jobs will be created. (5 x 2) (10)

- 4.3
- Nature of the product
 - Performance of products
 - Acceptable to target audience
 - Packaging
 - Flexibility/dynamism
 - Pricing policy
 - Value for money offered
 - Budget or upmarket
 - Advertising
 - Sales promotion activities
 - PR activities
 - Action of overseas parent and home country
 - National or international organisation
 - Size of enterprise
 - Type of venue
 - Rendering of services
 - Safety of venue
 - Labour relations
- (6 x 1) (6)
- 4.4
- Stationery
 - Literature
 - Transportation
 - Packaging material
 - Architecture
 - Signs
 - Marketing and sales material
 - Employee relations
 - Dining accessories
 - Operational materials
 - Clothing
 - Gifts
- (Any 10 x 1) (10)
- 4.5
- 4.5.1
- A sponsorship is an exchange between an organisation and an entity.
 - The company expects publicity in return for financial backing.
 - A contract is signed, stating the duration of the sponsorship and the amount of publicity expected.
- (Any 2 x 1) (2)
- 4.5.2
- **Make application for funds well in advance** – company budgets are allocated for the whole year.
 - **Keep in touch with sponsors** – invite them to open days, special events in a venue with photographs of the NGO's activities.
 - **Send newsletters with touching personal stories** of people whom the organisation has assisted in some way.
 - **Give a small thank you gift** - SOS children's villages send address labels to sponsors.
- (4 x 2) (8)

- 4.6
- Always send a media release to the relevant editor. Never send a media release to a particular medium.
 - Write several different types of news releases for different publications.
 - Editors look for fresh and newsworthy articles; never aggressively ask why a news release was not published.
 - Editors resist plugs, which are masked advertisements for the company. Write an article on topics, not products.
 - If you send the same information to several newspapers, suggest different angles that each could take.
 - Decide who the most important target audience is for a particular story.
 - Offer the story as an exclusive to the relevant editor.
 - All the information supplied must be truthful and factual – otherwise that representative will not trust you again.

(5 x 2) (10)
[50]

TOTAL: 200