

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION
ACADEMIC YEAR 2007/2008

TITLE OF PAPER: Public Relations

DEGREE AND YEAR: Bachelor of Commerce V

COURSE NUMBER: BA 523: IDE BA 523

TIME ALLOWED: Three (3) hours

INSTRUCTIONS

1. THIS PAPER CONSISTS OF SECTION (A) AND (B)
2. THE CASE STUDY SECTION (A) IS COMPULSORY
3. ANSWER ANY THREE QUESTIONS FROM SECTION B

NOTE: You are reminded that in assessing your work, account will be given of the accuracy of language and the general quality of expression, together with the layout and presentation of your final answer.

THIS PAPER MUST NOT BE OPENED UNTIL THE INVIGILATOR HAS GRANTED PERMISSION.

GOOD LUCK!!!

SECTION A (COMPULSORY)

Read the case and answer the questions that follow.

Case : THE RAINA NEWS RELEASE

Background: The Raina Inc., Carborundum plant in Black Rock, Iowa has been under pressure in recent months to remedy its pollution problem. Raina Plant is the largest in Blackrock, and even though the company has spent \$ 1.3 million on improving its pollution control equipment, black smoke still spews from the plant's smokestacks, and waste products are still allowed to filter into neighbouring streams. Lately, the pressure on Raina has been intense.

- On April 7, J.J. Kellington, a private citizen, called to complain about the 'noxious smoke' fouling the environment.
- On April 8, Mrs Janet Greenberg of the Blackrock, Garden club called to protest the smoke problem that was destroying the zinnias and other flowers in the area.
- On April 9, Clarence "Smoky" Salmon president of the Blackrock Rod and Gun club, called to report that 700 people had signed a petition against the Raina plant's pollution of Zeus Creek.
- On April 10, WERS Radio editorialised that "the time has come to force area plants to act on solving pollution problems"
- On April 11, the Black Rock city Council announced plans to enact an air and water pollution ordinance for the city. The council invited as its first witness before the public hearing Leslie Sludge, manager of the Raina Carborundum Blackrock plant.

News Release Data:

1. Leslie Sludge, manager of Raina's Carborundum Blackrock plant appeared at the Blackrock City Council hearing on April 11.
2. Sludge said that Raina had already spent \$ 5.3 million on a programme to clean up pollution at its Blackrock plant.
3. Raina received 500 complaint calls in the past three months protesting its pollution conditions.
4. Sludge said Raina was "concerned about environmental problems, but profits are still what keeps our company running".
5. Sludge announced that the company had decided to commit another \$2 million for pollution-abatement facilities over the next three months.
6. Raina is the oldest plant in Blackrock and was built in 1900.
7. Raina's Blackrock plant employs 10,000 people, the largest single employer in Blackrock.
8. Raina originally planned to delay its pollution-abatement program but speeded it up because of public pressure in recent months.
9. Sludge said that the new pollution-abatement program would begin in October and that the company projected "real progress in terms of clean water and clean air" as early as two years from today.
10. Five years ago, Raina, Inc., received a Presidential Award from the Environmental Protection Agency for its "concern for pollution abatement."
11. An internal Raina study indicated that Blackrock was the "most pollutant laden" of all Raina's plants nationwide.
12. Sludge formerly served as manager of Raina's Fetid Reservoir plant in

- Fetid Reservoir, New Hampshire. In two years as manager of Fetid Reservoir, Sludge was able to convert it from one of the most pollutant-laden plants in the system to the cleanest, as judged by the Environmental Protection Agency.
13. Sludge has been manager of Blackrock for two months.
 14. Raina's new program will cost the company \$2 million.
 15. Raina will hire 100 extra workers especially for the pollution-abatement program.
 16. Sludge, 35, is married to the former Polly Yurathane of Wheeling, West Virginia.
 17. Sludge is author of the book *Fly Fishing Made Easy*.
 18. The bulk of the money budgeted for the new pollution-abatement program will be spent on two globe refractors, which purify waste destined to be deposited in surrounding waterways, and four hyperventilation systems, which remove noxious particles dispersed into the air from smokestacks.
 19. Sludge said, "Raina, Inc., has decided to move ahead with this program at this time because of its long-standing responsibility for keeping the Blackrock environment clean and in response to growing community concern over achieving the objective."
 20. Former Blackrock plant manager Fowler Aire was fired by the company in July for his "flagrant disregard for the environment."
 21. Aire also was found to be diverting Raina funds from company projects to his own pockets. In all, Aire took close to \$10,000, for which the company was not reimbursed. At least part of the money was to be used for pollution control.
 22. Aire, whose whereabouts are presently not known, is the brother of J. Derry Aire, Raina's vice president for finance.
 23. Raina's Blackrock plant has also recently installed ramps and other special apparatus to assist employees with disabilities. Presently, 100 workers with disabilities are employed in the Raina Blackrock plant.
 24. Raina's Blackrock plant started as a converted garage, manufacturing plate glass. Only 13 people worked in the plant at that time.
 25. Today the Blackrock plant employs 10,000 people, covers 14 acres of land, and is the largest supplier of plate glass and commercial panes in the country.
 26. The Blackrock plant was slated to be the subject of a critical report from the Private Environmental Stabilization Taskforce (PEST), a private environmental group. PEST's report, "The Foulers," was to discuss "the 10 largest manufacturing polluters in the nation."
 27. Raina management has been aware of the PEST report for several months.

Source: Seitel F.P. (2004) *The Practice of Public Relations*, (9th Ed.) Pp.415-416.

Answer the following case questions:

1. If you were assigned to draft a news release to accompany Sludge to the Blackrock City Council meeting on April 11, which items would you use in your lead?
(20 marks)
2. Which items would you avoid using in the news release?
(10 marks)
3. How could Raina use the Internet to research public opinion of the pollution problem and to communicate its position in advance of the Blackrock City Council meeting
(10 marks)

Total

40 marks

SECTION B:

(Answer three (3) questions from this section)

QUESTION 2

What are the characteristics that distinguish a good public relations practitioner from a marketing practitioner? (20 marks)

QUESTION 3

"Public relations, though a different concept from marketing often in its activities involves an organisation's interaction with customers or other publics regarding marketing issues. This is referred to as marketing public relations (MPR)".

Required:

- a. What is the difference between proactive and reactive MPR (5 marks)
- b. Using practical illustrations, under what circumstances does reactive MPR takes place (15 marks)

QUESTION 4

You have just recently been appointed as a PR officer at Cadbury, the General Manager has asked you to plan a Public Relations' Function, discuss how you will effectively do it? (20 marks)

QUESTION 5

- a. How to plan a public relations campaign? (5 marks)
- b. What are the possible objectives of a public relations campaign? (15 marks)

QUESTION 6

- a. Why is Research important in all disciplines, including Public Relations (10 marks)
- b. No matter what method of Public Relations Research is used, it is important to evaluate the research programme, what are the possible ways that can be used? (10 marks)