

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

FIRST SEMESTER: DECEMBER 2017

FULL TIME / IDE STUDENTS

TITLE OF PAPER : PUBLIC RELATIONS

COURSE CODE : BA 432/ BA432 / IDE

TIME ALLOWED : THREE (3) HOURS

- INSTRUCTIONS :
- (1) TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SIX (6)
 - (2) THE PAPER CONSISTS OF SECTIONS A AND B.
 - (3) ANSWER THE QUESTION IN SECTION A WHICH IS COMPULSORY AND ANY THREE (3) QUESTIONS IN SECTION B.
 - (4) THE MARKS ALLOTTED FOR A QUESTION /PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION / PART OF QUESTION.
 - (5) WHERE APPLICABLE, ALL WORKINGS / CALCULATIONS MUST BE CLEARLY SHOWN.

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

SECTION A: COMPULSORY**QUESTION 1** Read the case and answer the questions that follow**CASE: Canada's Family Channel Battles Bullies**

A recent worldwide survey asked 26,000 adults to name the friendliest nation on Earth. **The top answer?** Think hockey, maple leaves, and maybe even actors Jim Carrey and Mike Myers. Think Canada.

Even the world's friendliest nation, however, can contain an oddly discordant note: Think bullies. Research shows that 20 percent of Canadian youths ages 4 to 19 have been bullied continually for two or more years.

"Bullying is about behavior," says middle school teacher Bill Belsey, president of Bullying.org, Canada. "And we' can change *behavior*."

Although changing a public's behavior may not be as easy as Belsey thinks, he has good reason for optimism: His partner in the crusade to end bullying is a media giant-Canada's Family Channel, a subsidiary of Astral Media that reaches more than 5 million homes in that nation

Why would a for-profit media outlet join a grass roots organization to combat a problem that could hardly affect its bottom line?

In a word, values.

"If it's important to kids, it's important to us," says Joe Tedesco, vice president and general manager of the Family Channel. "The majority of our viewers are Canadian kids, and bullying is an issue that faces every kid at one time or another."

In "The Way We Do Business: Our Guide to Ethical Business Conduct," Astral Media specifies its **commitment to corporate social responsibility**:

'We are committed to being a responsible corporate citizen of the communities in which we reside. We will strive to improve the well-being of our communities through the encouragement of employee participation in civic affairs and through corporate philanthropy'.

In 2005, additional research by the Family Channel and the Canadian Initiative for the Prevention of Bullying noted that the presence of *observers* can reduce bullying:-

- a) **When an observer objects, bullying stops within 10 seconds in 57 percent of incidents.**
- b) **In 85 percent of bullying situations, observers are present.**
- c) **When observers are present in a bullying situation, they object only 25 percent of the time.**

"Family Channel and Bullying.org are trying to change '**bystander**' behavior by showing kids examples of how they can act differently and defuse bullying situations," says Belsey. "We are not asking kids to get involved in a physical way but rather to reach out to victims and show bullies that their actions will not be tolerated."

At the center of the intervention strategy is a pledge that the Family Channel and Bullying.org encourage young Canadians to take:-

'This is for me, my friends today, and my friends tomorrow. I think being mean stinks. I won't watch someone get picked on, because I am a do-something person-not a do-nothing person. I care. I can help change things. I can be a leader. In my world, there are no bullies allowed. Bullying is bad, bullying bites. Bullying bothers me. I know sticking up for someone is the right thing to do. My name is..... and I won't stand by. I will stand up.'

To promote the pledge and encourage intervention in bullying situations, the Family Channel has helped implement the following public relations tactics:-

- 1) A National Bullying Awareness Week, launched in 2003
- 2) A Bullying.org website where youths can take the pledge and share advice
- 3) Television public service announcements showing youths intervening in bullying situations and taking the pledge
- 4) A video news release showing the launch of Bullying Awareness Week at an elementary school in Ontario
- 5) Media interviews with young stars of Family Channel shows such as *Radio Free Roscoe*
- 6) News releases announcing National Bullying Awareness Week

In the first National Bullying Awareness Week, 55,000 Canadian youths took the pledge. "The message of the pledge," says Belsey, "is to encourage kids to be leaders and not followers and set an example that bullying is not cool."

In 2005, the Canadian Public Relations Society honored the Family Channel and its anti-bullying campaign with the Award of Excellence for Community Relations.

"As long as they're bringing it to the fore front for people to hear and learn about. ...," says Ali Mukaddam, a star of *Radio Free Roscoe*, "then it's just a good thing."

Questions:

1. In attempting to promote the pledge and encourage intervention in bullying situations, what were the tactics implemented by the Family Channel? [12 marks]
2.
 - a. Explain Astral Media's commitment to corporate social responsibility. [10 marks]
 - b. What were the findings of the research conducted by family Channel and Canadian Initiative for the Prevention of Bullying? [10 marks]
3. What was the pledge created by Family channel and Bullying.org to encourage young Canadians to take part as part of the intervention strategy? [8 marks]

[Total marks 40]

SECTION B

Answer any **three (3)** questions from this section.

QUESTION 2

Press conference is one of the most common meetings with the media. Discuss the steps you have to consider when handling a successful press conference for your organization.

[20marks]

QUESTION 3

Public relations personnel are required to write several types of communications for different publics. Discuss the following types of public relations writing:-

- a. Writing for Internal Audiences [12 marks]
- b. The Position Paper [4 marks]
- c. The Standby Statement [4 marks]

[Total marks 20]

QUESTION 4

The lawyer as public relations practitioner can be illustrated by quoting O.J Simpson's lawyer describing his winning public relations approach. Discuss. [20 marks]

QUESTION 5

Discuss in detail the guidelines you would follow when evaluating public relations research programme and its effectiveness. [20marks]

QUESTION 6

Explain how you would use the following public relations activities to help market your company's products effectively:-

- a. Building a brand on the Web [10 marks]
- b. Trade show participation [10 marks]

[Total marks 20]