higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

15 JUNE 2018

This marking guideline consists of 9 pages.

Copyright reserved

QUESTION 1

1 MARK FOR HEADING (IN CORRECT ORDER) + 23 MARKS AS INDICATED.

1.1 **A** **Define the situation/situation analysis**✓

- It is a once-off project – Potential new clients
- A venue/location must be indicated - Hans Merensky Golf Estate
- The organiser (PixelStack) must be indicated
- The date of the launch - 30 June 2017 (1 + 3) (4)

B **Set objectives**✓

- To introduce potential clients to the business
- To make clients feel part of the organisation
- To promote the business of PixelStack
- To increase sales
- Any relevant answer (1 + 3) (4)

C **Identify stakeholders/target group**✓

- Employees
- Sponsors
- Speakers
- Clients
- Any relevant answer (1 + 2) (3)

D **Develop the message**✓

Any reasonable answer (2)

E **Plan of action/activities**✓

- Printing of t-shirts, pamphlets, invitations
- Preparation of venue
- Presentation to the delegates
- Gifts to delegates
- Guest speakers
- Music (DJ)
- Security
- Caterers
- Any suitable promotional activities (1 + 5) (6)

F **Determine budget**✓

- Labour costs
- Admin costs
- Printing costs
- General costs
- Promotion costs
- Hiring of venue
- 10% contingency
- Any relevant answer (1 + 4) (5)

Copyright reserved

G

- **Feedback and evaluation**✓
- Amount of publicity
- General feedback
- Radio and television broadcast returns
- Attendance
- Increase in sales if any
- Enquiries
- Complaints and criticism
- Budgets as evaluation tool (plans within budget limits) (1 + 5) (6)

1.2

- The mission and policy of the organisation
- The historical background of the organisation
- Corporate strategy (long- and short-term goals)
- Services or products provided by organisation
- Organisational structure
- Staff contact details
- List of stakeholders of the organisation
- Instructions for communication media
- Complaints and inquiries guidelines
- Organisational publications information
- Information about special events, such as open days, commemorative events
- Corporate social responsibility and community involvement. (Any 5 × 2) (10)

1.3

1.3.1 The PRP must evaluate applications and determine whether they are suitable for the organisation.

1.3.2 The PRP must ensure that full information about the company's financial status is given to shareholders.

1.3.3 The PRP must supply newsworthy press releases and supply truthful answers when questioned by the media.

1.3.4 The organisation must comply with legislation and suggest further legislation.

1.3.5 The organisation must present a positive image and support the community through social responsibility programmes.

(5 × 2) (10)
[50]

Copyright reserved

QUESTION 2

2.1
- **Journalism and media knowledge** – for dealing with the media or press
- **Communication** – PRPs should be good communicators to converse with different publics
- **Admin and finance management** – for organising PR projects and controlling budgets
- **Marketing and market research** – knowledge to understand the functions of marketing and be able to do research
- **Human resources management and labour relations** – include knowledge about organising training courses, negotiations or conflict management

(5 × 2) (10)

2.2
- To create awareness of the company's goals
- To help the employee be familiar with the job and company
- To help realise that personal success and the company's success are bound together
- To help the employees realise that their job is important
- To create awareness that staff are ambassadors
- To ensure that staff are fully informed (Any 5 × 1) (5)

2.3
- Questionnaires
- Group meetings
- Organisational workshops
- Seminars
- Feedback forms
- Any reasonable answer (5)

2.4
2.4.1 Communication from management to staff, e.g. reports, Instructions

2.4.2 Between same employees of the same level, e.g. co-workers discuss new project

2.4.3 Uses official organisational channels, e.g. manager gives instruction to subordinate/Employee reports on project to supervisor

2.4.4 Unofficial channel/informal communication within the company that is based on hearsay, e.g. employees talk about rumours of dismissals or talks about implementation of possible new policy around watercooler

2.4.5 Bypasses normal chain of command, e.g. employee calls another department's manager to get information

(5 × 2) (10)

Copyright reserved

2.5 **Five instruments of internal communication (1 mark for naming and 1 for application)**

- **Induction programmes**:
  - Used to inform new members about the organisation's working conditions
  - Lays effective basis for interpersonal communication
- **Training manual**:
  - Contains all information employee needs to know
- **Bulletin boards**:
  - Should be updated regularly
  - Should be attractive and not 'tired'
  - Contain news, instructions, photographs
- **House journal**:
  - Contains reports of the organisation's managers
  - Staff personal news/achievements
  - Aim – strengthen relations between management
  - Published monthly – large organisations weekly
- **Annual report to staff**:
  - Simplified version of annual report
  - Made available to all employees
  - Contains financial status/operational development
  - Future plans, social involvement, training programmes
- **Meetings**:
  - Enable direct interpersonal interaction with a free exchange of information
  - Discuss any relevant matters
- **Seminars**:
  - Exchange of information between management and supervisors is helpful
  - E.g. exchange between marketing and PR personnel regarding market research
- **Suggestion box**:
  - Employees are invited to post suggestions, e.g. increased productivity, saving costs
  - Prominent position
- **Grapevine**:
  - Informal communication
  - May be used constructively or destructively
- **Closed-circuit television**:
  - Used during training/induction/open days
- **Reading racks**:
  - Organisation booklets, brochures, pamphlets
  - Inexpensive
- **Videos, slides and films**:
  - Used in training/induction programmes
  - Regarding services, products, safety, procedures, benefits
  - Some companies produce a staff video as well as a staff journal

(Any relevant 5 × 2) (10)

Copyright reserved

2.6
- Controlling
- Equalitarian
- Structural
- Dynamic
- Relinquishing
- Withdrawing (Any 5 × 1) (5)

2.7
- Openness
- Active listening skills
- Integrity
- Objectivity
- Patience
- Experience
- Prepared
- Confident
- Respectful/diplomatic
- Articulate
- Bold
- Direct
- Perceptive
- Unemotional (Any 5 × 1) (5)

[50]

QUESTION 3

3.1 **Five differences in cross-cultural communication (1 mark for naming and 1 for application – any reasonable description)**

Body posture✓
- Western – stand to show respect
- African – sit down to show respect
- East – bow
- Any relevant example

Hand gestures✓
- Used extensively in South Europe/Middle East
- Western Europeans more conservative
- Any relevant example

Facial expressions✓
- Smile – Japanese use to mask feelings
- West – show joy
- Africa – can show wonder, embarassment, surprise
- Any relevant example

Eye contact✓
- West – no eye contact implies dishonesty
- African – no eye contact shows respect
- Any relevant example

Copyright reserved

Body contact✓
- Defined per culture
- Out of place – regarded as offensive
- Arabs, Jews and Eastern Europeans like touching
- English, Germans, Northern Europeans and Asians dislike body contact
- Any relevant example

Personal space✓
- Differs per culture
- Americans/Africans closer than British
- Any relevant example

(Any 5 × 2) (10)

3.2
- Arrive early, in time for make-up.
- Do not wear thin stripes or the colour red. It 'bleeds' on the screen.
- Breathe from the stomach to relax and to deepen the voice.
- Have the facts at your fingertips, but do not over-rehearse.
- Look the interviewer in the eye and do not look at the camera. (5 × 2) (10)

3.3
- **The nature of the product/service** – Each will need a particular medium in order to reach their target audiences.
- **The nature of the target audience** – Defined by gender, language, age, race, income, LSM etc.
- **Medium used by the target audience** – Important factor here is cost. This is the cost of the medium to the target audience. Not everyone owns televisions.
- **The reach of the medium** – This refers to the number of the target audience who read or watch the particular medium.
- **The frequency of the medium** – how often is it published?
- **Timing** – A list of special features and deadlines for the year are supplied by the media. A press release, for example, must be sent to magazines three months in advance. (Any 5 × 2) (10)

3.4
- **Human interest -** Human interest draws attention to a photograph.
- **Action** – Action adds interest to a photograph.
- **Show the subject in use** – If photograph is of a new printer, show its working.
- **Compose unique shots** – Think of unique ways to tell your story.
- **Clarity of focus** – The photograph should be in sharp focus. Much of the sharpness is lost when reproducing the photograph for a newspaper.
- **Ascertain type of photographs needed** – Different editors require different types of photographs. Some prefer black and white and other prefer colour. (Any 5 × 2) (10)

Copyright reserved

3.5

FEATURE ARTICLE	NEWS ARTICLE
• Planned and researched • Written around a theme • Written by an expert on the subject • Can be commissioned • Usually longer • Nearly always exclusive • Writer's name published • First paragraph does not contain all information • Descriptive language • Permanent nature (Any FIVE)	• Can be planned hard or soft news • Written by a generalist • Journalists told what to write • Contains only essential news • May be published in more than one publication • Writer's name not published • First paragraph contains all info • Brief and concise language • Short-lived (Any FIVE)

(10)
[50]

QUESTION 4

4.1
- Corporate profile
- Financial highlights
- Corporate goals
- Group structure
- Director and management profiles
- Chairperson's statement
- Review of departments
- Analysis of shareholders/Financial summary
- Director's reports
- Notice of AGM (10)

4.2 4.2.1 **Sponsorship** – An exchange between an organisation and an entity. The company expects publicity in return for financial backing. (2)

4.2.2 **Donation** – Money that is given to a cause without any expectation of a return. (2)

4.3
- Local councils are concerned about the activities of organisations in their areas, their planning applications, pollution and whether they observe safety, hygiene and weights and measures regulations.
- Central government passes laws that affect the company: import and export, foreign exchange, patents etc.
- Government's positive endorsement adds to the organisational image. (3)

4.4 Honesty
Empathy
Courtesy
Helpfulness (Any 3 × 1) (3)

Copyright reserved

4.5
- Draw up a list with whom you will communicate.
- Always send a media release to the relevant editor.
- Write several different types of news releases for different publications.
- Editors look for fresh, newsworthy articles.
- Editors resist plugs that are masked advertisements for the company.
- 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 the particular story.
- All the information supplied must be truthful and factual.
- Never state 'no comment' when approached by reporters.
- Send any news that is relevant to the pertinent editor/reporter even if it has nothing to do with your company. (Any 5 × 2) (10)

4.6
- Briefing the designer – The practitioner should work hand in hand with a designer. Ask to see the portfolio of the designer's work. Find a designer whose style/feel is in keeping with your brief from the CEO.
- Research – Interview key personnel to find out what the company's mission, vision, policies and goals are. Identify the organisational identity of competitors. Ascertain the various uses of the logo
- Deciding on a design – The design company will present various options to key personnel. It is important that everyone feels free to state their opinion and if necessary rework a proposed design. The more people that agree on a design the better.
- Compiling a manual – This is a manual stating exactly how the logo should be used. It is essential that the same corporate identity is maintained throughout the organisation.
- Implementation – Staff are notified of the new corporate identity. (5 × 2) (10)

4.7
- 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 organisations
- Size of the enterprise
- Type of venue – premises
- Rendering of service
- Safety of venue
- Labour relations (Any 10 × 1) (10)

[50]

GRAND TOTAL: 200

Copyright reserved