higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

PUBLIC RELATIONS N5

7 June 2021

This marking guideline consists of 9 pages.

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QUESTION 1

1.1
- Corporate profile
- Financial highlights
- Corporate goals
- Group structure
- Directors' profiles
- Chairman's statement
- Review of departments
- Analysis of shareholders
- Director's report
- Notice of annual general meeting (10)

1.2
- Nature of product or service
- Nature of target audience
- Medium used by target audience
- Reach of medium
- Frequency of medium
- Timing (Any 5 × 1) (5)

1.3

FEATURE ARTICLE	NEWS ARTICLE
• Planned and researched • Written around theme • Written by subject expert • Can be commissioned • Usually longer • Nearly always exclusive • Writer's name published • Not all information in first paragraph • Descriptive language • Permanent in nature (Any FIVE)	• Can be planned, hard or soft news • Description of facts • Written by journalists or experts • Journalists told what to write by editor • Contains only essential news • May be published in more than one publication • Writer's name generally not published • First paragraph contains all essential information • Brief and concise language • Short-lived (Any FIVE)

(5 + 5) (10)

1.4
1.4.1 Date by which copy must be submitted for publication
1.4.2 Words of news release/article
1.4.3 Number of readers of newspaper or magazine
1.4.4 Instruction not to print/release story until certain time/date
1.4.5 Number of newspapers or magazines sold
(Any relevant explanation) (5 × 2) (10)

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1.5
- Columns for editor not provided
- Logo with address and phone numbers not inserted
- Bold heading identifying media release absent
- No space for editor to write comments (double spacing)
- Interesting facts not separated from body of text
- Contact person's details not available (Any relevant 5 × 2) (10)

1.6
- Human interest angle – draws attention to photograph
- Action – adds interest to photograph
- Show subject use – in case of product, show it being used
- Compose unique shots – think of unique ways of telling story
- Clarity of focus – photograph should be sharp and in focus
- Ascertain type of photographs needed – colour or black and white

(Any relevant 5 × 1) (5)
[50]

QUESTION 2

2.1

INTERNAL	EXTERNAL
• House journal • Newsletters • Staff annual report • Intranet • Emails (Any relevant FIVE)	• 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 (Any relevant FIVE)

(5 + 5) (10)

2.2
- Customers and clients✓ purchase goods and services. Organisations need customers to survive and need to stay in touch with their needs✓
- Media✓ is PRPs livelihood and receives timeous, honest and newsworthy releases for publication.✓
- Local community✓ can pressure local authorities to close down plants due to noise and pollution.✓
- Suppliers✓ supply organisations with raw materials and services such as power, transport, telephones, professional services, printing, security, catering and cleaning facilities.✓
- Middlemen✓ needed by companies to sell goods and services and this source of feedback to supply information about customers' attitudes towards company should not be neglected✓
- Government✓ passes laws providing framework by which every organisation should abide✓
- Financial public✓ invests money in company that encourages shareholder interest to enhance company's image and increase confidence.✓

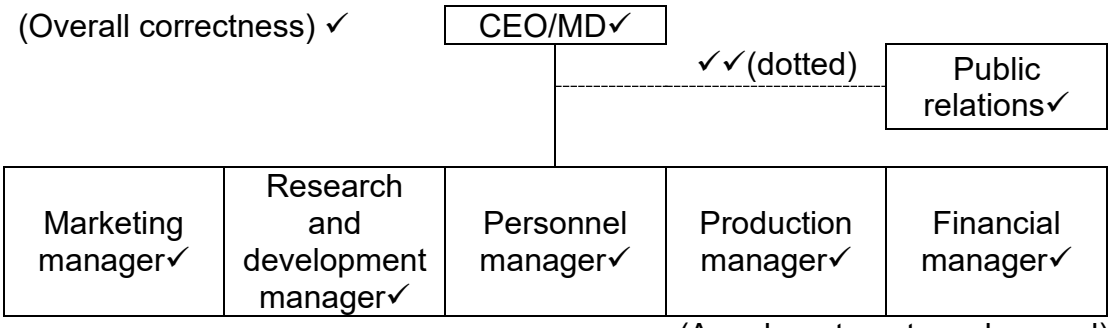
(Any relevant 5 × 2) (10)

2.3
- Management✓ – carefully controlled, not left to chance✓
- Through communication✓ – public relations process of communication✓
- Of perceptions✓ – perceptions are as important as reality, if not more✓
- Strategic relationships✓ – PR focuses on important relationships with target audiences✓
- Between an organisation and its internal and external stakeholders✓– those who are materially concerned with the organisation's welfare✓

(5 × 2) (10)

2.4

(Overall correctness) ✓



(Any department can be used) (10)

2.5
- Internet✓ – most information available on websites through good search engines✓
  PRISA – general information site with also a site that can be accessed by members
  Newspapers – published on internet with overseas as well as local news
  Websites containing telephone and fax numbers and email addresses of employees/departments
  Annual reports, business guides and import/export information on internet
  (Any ONE explanation)
- Encarta:✓ Online encyclopaedia which responds to keywords✓
- Other software:✓ Spelling and grammar check programs features of some software✓
- Newspaper libraries:✓ Cuttings of news stories arranged alphabetically and chronologically✓
- Information bureau: ✓ Brochures about local attractions, products that would interest tourists, maps✓
- Post office:✓ White pages give information on phone and fax numbers, dialling codes and time zones✓
- Libraries:✓ SA Yearbook is published every year and contains facts and statistics✓
- SARAD:✓ Contains data needed for placing advertisements✓
- Media:✓ Each medium supplies psychographic profile of readers on request. Also supply rate cards should practitioner wish to place corporate advertisement✓
- Citizens' bureau/Lifeline:✓ Directs enquirer to suitable agency✓

(Any relevant 5 × 2) (10)
[50]

QUESTION 3

3.1 3.1.1 Image organisation wishes to portray. Visual identity of company using logos, slogans, typography and colour (2)

3.1.2 Public's idea about company may be same as company hopes to project but may also differ (2)

3.2
- Stationery
- Literature
- Transportation
- Packaging material
- Architecture
- Signs
- Marketing and sales
- Employee relations
- Dining accessories
- Operational materials
- Clothing
- Gifts (Any relevant 10 × 1) (10)

3.3
- Nature of product
- Performance of products
- Acceptable to target audience
- Packaging
- Flexibility/Dynamics
- 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 (Any relevant 6 × 1) (6)

3.4
- Consumers patronise organisations with good reputation
- Consumers likely to pay more and buy new products from trusted companies
- Shareholders invest in company with good reputation
- Banks and suppliers grant credit to company with good image
- Employees gain job satisfaction and thus greater productivity
- Economy stimulated and jobs created (Any relevant 5 × 2) (10)

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3.5
- Send media release to relevant editor, never to particular medium
- Write different types of news releases for different publications
- Fresh and newsworthy articles wanted
- No masked advertisements for company. Write article on topics, not products
- Use different angles for same information to different newspapers
- Use most important target audience for particular story
- Offer it exclusively to relevant editor
- Information must be truthful and factual (Any relevant 5 × 2) (10)

3.6 3.6.1
- Exchange between organisation and entity
- Company expects publicity in return for financial backing
- Contract is signed, stating duration of sponsorship and amount of publicity expected (Any 2 × 1) (2)

3.6.2
- Get funds well in advance – company budgets allocated for whole year
- Keep in touch with sponsors – invite them to open days, special events with photographs of the NGO's activities
- Send newsletters with stories of people whom the organisation has assisted
- Give a small gift as token of appreciation. SOS children's villages, sending address labels to sponsors

(Any relevant 4 × 2) (8)
[50]

QUESTION 4

4.1
- Ensures that employees feel valued as members of team
- Promotes understanding of management's problems, needs, duties, obligations and practices
- Maintains an atmosphere and means conducive to genuine two-way communication
- Gives direct channel to employees and channel for feedback

(Any relevant 4 × 2) (8)

4.2
- 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
- Plant tours – help staff understand what company manufactures
- Meetings and forums – employees and management feel free to answer questions put to them.
- Management and supervisor seminars – short, intensive courses to spread and discuss methods of working
- Local area network (LAN) – Network of computers linking all staff members
- Wide area network (WAN) – Same as LAN but over wider area
- Teleconferencing – meetings through closed-circuit television system
- Public address system – enables management to address all employees simultaneously
- Videos – communicating with workers preferring watching video instead of reading newsletter
- Induction booklets – rules and benefits of organisation explained to new employees
- Reference guides – information on group insurance, medical aid, pension plan and social programmes
- Institutional literature – organisational mission statement, presentation booklet and social responsibility programme
- Information racks – placed at reception containing all organisational printed material
- Wall newspapers – distribute news that changes rapidly. Some companies use this to spread financial news to all employees.
- Staff annual reports – differ from annual report in that they are simpler and show financial details simply
- Pay cheque inserts – message with minimum cost to company
- Suggestion schemes – boxes placed in prominent places for staff suggestions
- Bulletin boards – most effective divided by tape into sections and regularly updated

(Any relevant 6 × 2) (12)

4.3
4.3.1 Horizontal
4.3.2 Upward
4.3.3 Diagonal
4.3.4 Downward

(4 × 2) (8)

4.4
- Informal – nothing to do with official communication (2)

4.5
- Interest – general magazines and newspapers articles
- Inform– news articles on AIDS, launching of new policy
- Stimulate – taking VIP on guided tour of organisation
- Motivation – trying to motivate organisation to give donation
- Coerce – persuading CEO to try new method of promoting organisation
- Solving problems – solving conflict between two staff members
- Building relationships – meeting and introducing new employees

(Any acceptable 5 × 2) (10)

4.6
- Controlling style – leader makes all decisions and tells subordinates what to do and uses organisational as well as position of authority and economic rewards to get them to perform
- Egalitarian style – stresses employee participation in problem solving. Subordinates consulted on matters and allowed to influence decision-making process.
- Structural style – systematic style of communication by the book trying to provide a structure for purposeful action.
- Dynamic 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 × 2) (10)
[50]

TOTAL: 200

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