

PRC 205 – WRITING FOR PUBLIC RELATIONS

SEPT-DEC 2021 EXAM

DEGREE PROGRAMME

Section A – Compulsory

Question One

As the Communications Officer at PAC University, you are required to write follow up stories on students who are on various scholarships at the institution. This is ideal for publicity and updating relevant stakeholders. Discuss any **five** considerations that are important before writing the feature stories. **(10 marks)**

Section B – Choose any three questions (30 Marks)

Question two

Photography is a key complement to written materials in public relations. As a communication officer at *Peptang Kenya*, discuss **five** techniques would you use to ensure that your product Photos get published by food and beverage publications? **(10 marks)**

Question three

The working relationship between public relations practitioners and journalists is based on mutual cooperation, trust, and respect. However, these relationships are not always free of friction. As public relations writer, discuss any **five** pointers to keep in mind in order to maintain good media relations and therefore have your work published **(10 marks)**.

Question four

As the Communications officer at Earth Environment, you are in charge of organizing the annual convention on climate change to be held in Nairobi. Discuss any **five** materials that you would design or write for this meeting **(10 marks)**

Question five

You have been contracted by the World Health Organization to create persuasive content for Kenyans who refuse to get the Covid-19 vaccine. As a public relations writer, discuss any **five** guidelines to follow in order to succeed in persuasion **(10 marks)**