



PRC 205 – WRITING FOR PUBLIC RELATIONS

APRIL 2022 EXAM

DEGREE PROGRAMME

Section A – Compulsory

Question One

As the Communications Officer at PAC University, you are required to write the Vice Chancellor's speech for the upcoming graduation ceremony. Discuss the activities you will undertake before, during and after the exercise. **(10 marks)**

Section B – Choose any three questions (30 Marks)

Question two

- a. You have been hired as a publicist for Kenya's national football team. Discuss four obstacles that you will face when generating coverage in the news media **(8 marks)**
- b. Mention any two tactics you will use to ensure that your stories are timely **(2 marks)**

Question three

As public relations writer, it is important to have your work published by newspapers. 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 WHO, you are in charge of organizing a conference to discuss the impact of COVID-19. Discuss any **five** materials that you would design or write for this meeting **(10 marks)**

Question five

- a. You have been instructed to send a press / news release to all the local media houses to notify them of an upcoming event. As a public relations writer, discuss the **three** guidelines to follow when crafting this document **(6 marks)**
- b. Differentiate between a newsletter and a magazine and when it is appropriate to use each **(4 marks)**