



KARATINA UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR, FIRST SEMESTER EXAMINATION

2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:

**BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC
RELATIONS**

COURSE CODE: CCM 406

COURSE TITLE: WRITING FOR PUBLIC RELATIONS AND MASS MEDIA

DATE: 13TH DECEMBER, 2023

TIME: 8.00AM-10.00AM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

CMM 406: WRITING FOR PUBLIC RELATIONS AND MASS MEDIA

Instructions: Answer question one (compulsory) and any other three.

1.

MERGER ANNOUNCEMENT

- E-commerce giant Amazon.com is acquiring popular DVD rental kiosk company Redbox.
- Amazon already has a streaming video service as part of its Amazon Prime service and the new deal is expected to make it more competitive with Netflix.
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- (a) Using appropriate format, prepare a press release announcing the new "top gifts" list. (12 marks)
- (b) Assume that you intend to use photos in your release, discuss FOUR guidelines that you will observe when using photographs on press releases. (8 marks)
- (a) What is an embargo? Explain using examples when it should be used when sending news releases to the media. (5 marks)

2.

- a) Letters provide an excellent opportunity for an organization to present its publicity and advocacy message. Using examples, illustrate how an organization may use the following types of letters to the editor as public relations tools. (9 marks)

- i) Publicity letters
- ii) Letters to correct misinformation
- iii) Advocacy letters

- b) "Public Relations writing is distinctive." Giving relevant examples, comment on the validity of the above statement. (6 marks)

- 3. a) With relevant examples, distinguish between media advisories and news releases. (5 marks)

- b) Imagine that you were an intern in your university's news service department and were asked to assemble a media kit for "general use," using relevant examples, describe what information you would look for to put in it. (10 marks)

4.
 - a) The key difference between writing for broadcast and writing for print and broadcast is "writing for the ear, not the eye". Discuss the above statement, using relevant examples. (5 marks)
 - b) You are the Public Relations writer for the academic department at your college or university that includes the public relations program. You have been asked to prepare a backgrounder about the program that can be used for several purposes: to recruit prospective students, to recruit new faculty, and to build stronger relationships with public relations practitioners throughout your county. List the section headings for the backgrounder and provide a brief explanation of the contents of each section. (10 marks)

5.
 - a) With relevant examples compare and contrast news writing and Public Relations writing. (6 marks)
 - b) Using examples, distinguish between the following: (9 marks)
 - i) Feature releases
 - ii) Announcement releases
 - iii) Bad-news releases

6.
 - a) Rewrite each of the following sentences in a style appropriate for broadcast news copy. (9 marks)
 - i) The Apfel Electronics President and CEO, Mrs. Gloria Mutai, pointed out that 7 members of her management team will receive a performance bonus because the project was completed ahead of the June 30th schedule.
 - ii) In the words of Miriam Johansen, kindergarten teacher at Elwood Elementary: "Kids today are spending entirely too much time with zombie-like mind killers in front of their TVs and video games."
 - iii) Only 9% of the funding will come from federal funds, with the remainder coming from state, county and municipal coffers.
 - b) Today, many public relations professionals are using online techniques more frequently to deliver news and pitch ideas to editors and reporters. Describe three ways in which you can make your Web site and online communications "media friendly." (6 marks)