

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**FINAL EXAMINATION**

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**TITLE OF PAPER: MEDIA RELATIONS**

**COURSE CODE: JMC 338**

**TIME ALLOWED: TWO (2) HOURS**

**INSTRUCTIONS:**

- 1. ANSWER THREE QUESTIONS IN SECTION A. QUESTION ONE IN THIS SECTION IS COMPULSORY.**
- 2. ANSWER ALL QUESTIONS IN SECTION B.**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR**

**I. CRISIS MANAGEMENT.**

A crowd booed President Jacob Zuma at former President Nelson Mandela's Memorial Service held at the FNB Stadium in December 2013. The incident occurred in the presence of visiting heads of state, who had come to pay homage to Mandela. Cyril Ramaphosa, ANC Deputy President and Archbishop Desmond Tutu's communication plan salvaged the crisis. Give a framework of Ramaphosa and Tutu's mature crisis management tactics.

**(30 Marks)**

**II. BUDGETING FOR A MEDIA CAMPAIGN.**

A budget is designed to project costs. Elaborate on why a budget for a media campaign must be competitive, defensible and realistic.

**(25 Marks)**

**III. MEDIA RELATIONS STRATEGY.**

Give a detailed explanation of the statement from the Library of Congress:

"Always tell the truth. Journalists are like elephants—they never forget officials who lie to them, don't return phone calls, or give them wrong information."

**(25 Marks)**

**IV. ATTITUDE + BEHAVIOR + CANDOR = CREDIBILITY.**

It is commonly understood that trust speaks to one's integrity. Why is this trait so important for media relations?

**(25 Marks)**

## SECTION B

1. The media coordinator should not be well-known behind the camera as the organization's spokesperson is in front of it.
  - a. True
  - b. False
  - c. Neither of the above
  
2. The PR Practitioner has an inalienable right to say: "No Comment"
  - a. True
  - b. False
  
3. Who must be articulate, be a good listener, have camera presence, be well-informed about issues, be able to think quickly on his/her feet, have credibility, be able to develop a good rapport with a journalist, and be intuitive enough to know when a reporter is not friendly.
  - a. The Media Coordinator
  - b. The Spokesperson
  - c. The Writer
  - d. None of the above
  
4. For effective Media Relations one must be.
  - a. Respectful of a journalist/blogger's time
  - b. Use tricks
  - c. Lie
  
5. The writer must have a good understanding of the organization because everything that is written and released must reflect accurately the position of the organization.
  - a. True
  - b. False

6. What process permits PR practitioner and the client to assess the effectiveness of the efforts of the campaign?
  - a. Critical Path Analysis
  - b. Evaluation
  
7. Social media, such as Twitter and Facebook, are not great for “guerilla” PR.
  - a. True
  - b. False
  
8. During interviews, you are at liberty to answer hypothetical questions.
  - a. True
  - b. False
  
9. Communicating about an organization does not change perceptions.
  - a. True
  - b. False
  
10. It is not the job of the PR practitioner to connect the organization to the economy.
  - a. False
  - b. True

**(20 Marks)**