

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2017/2018 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MEDIA RELATIONS

COURSE CODE: JMC 338

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER ANY THREE QUESTIONS FOR 20 MARKS EACH.
2. THIS PAPER CONSISTS OF THREE (3) PAGES, COVER PAGE INCLUDED.

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

Question 1

Seitel (2011) regards issues management as a critical component of crisis management. Identify five issues that should be of priority concern to the Student Representative Council (SRC) of the University of Swaziland and develop a pre-crisis management plan to address them. [20]

Question 2

Analyse the role and benefits of a media relations plan for a profit-making company. [20]

Question 3

Draft a Letter to the Editor in your capacity as Media Relations Officer for the Ministry of Health and respond to the news story from the *Swazi Observer* online, which is on the next page (page 3). [20]

Question 4

Bland et al (2005) suggest that effective media relations can contribute towards eight long-term strategic objectives of an organization. Discuss. [20]

Question 5

Assume you are a Media Relations Officer at the Central Bank of Swaziland and discuss the media relations strategy you would use to promote the new E100 and E200 bank notes. [20]

Question 6

Critically analyse the dependant relationship that practitioners of journalism and public relations share. [20]

LONG ROAD TO GIVING BIRTH AS MATERNITY WARD STILL CLOSED

By Sabelo Majola | 2018-03-26

EXPECTANT women have to endure both labour pains and stress at the Mbabane government hospital having to be referred to other hospitals due to the renovations at the maternity ward that have taken over two weeks.

The maternity ward was closed on the same day the Swaziland Posts and Telecommunications Corporation handed over Ward 12 to the ministry of health after refurbishing it exactly two weeks ago.

The maternity wing was closed following heavy rains that left it flooded. A source close to the matter revealed that pregnant women are still showing up at the hospital for help but they are made to wait for the Emergency Medical Services to transfer them to other hospitals and health centres.

“The inconvenience is that sometimes they wait for long hours while in labour pains as the EMS gets busy with other emergencies,” said the source.

Worth noting is that the Minister for Health Sibongile Ndlela-Simelane said the damages were not severe and that the ward should be up and running in a few days but the renovations are taking longer than anticipated.

Shortly after the closure of the ward, she pleaded with patients who wished to visit the ward to consider going to other hospitals and health centres around the country.

Patients had to be referred to Raleigh Fitkin Memorial and the Good Shepherd Hospitals as the ward was flooded and the environment unhygienic.

Principal Secretary to the ministry Dr Simon Zwane could not be drawn to comment on the matter as his phone rang unanswered yesterday.

This is not the first time the ward was closed as it did back in 2014 to create a bigger and more upgraded facility.

share story

