

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2019/2020
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: WRITING FOR PUBLIC RELATIONS
COURSE CODE: JMC 327
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS.
2. ALL QUESTIONS CARRY 20 MARKS.
3. THIS PAPER CONSISTS OF FIVE (5) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

As the Public Information Officer for the National Emergency Response Council on HIV/AIDS (NERCHA), develop the public relations material below, using the Fact Sheet provided in Annex 1 (page 4-5):

- A Planning Worksheet for a Multimedia News Release to be issued on the 2019 commemoration of World AIDS Day,
(10 marks)
- A Media Kit for the 2019 World AIDS Day commemoration in ESwatini.
(10 marks)

20 MARKS

QUESTION 2

Analyse the strengths and weaknesses of letter, email, telephonic and Twitter pitches when seeking publicity from any publication and provide five guidelines for pitching.

20 MARKS

QUESTION 3

As the Public Relations Manager for the Mbabane Government Hospital, you have just been assigned as Editor of a new monthly 4-page e-Newsletter for the hospital, which will be targeting potential donors, doctors, community leaders, and employees.

- Write a concept note detailing your plans for this publication.
- Discuss your ideas about the type and content of stories that you would publish in the first issue.

20 MARKS

QUESTION 4

Write a critique of the Swaziland National Provident Fund (SNPF) brochure attached as Annex 2 in page 6-7 regarding its usage of research, content, format and design. If you were the Editor, what aspects would you maintain or strengthen and which changes would you make in the content, format and design?

20 MARKS

QUESTION 5

Discuss the use and effectiveness of print materials or publications in a public relations campaign for rebranding the University of ESwatini (UNESWA) and explain why they remain relevant in the age of new media.

20 MARKS

QUESTION 6

Assuming the role of the Public Relations Officer for the Journalism and Mass Communication (JMC) Society, draft a Speech targeting freshmen, which would be delivered by the JMC Society President during orientation week.

20 MARKS

ANNEX 1 : FACT SHEET

WORLD AIDS DAY 2019

What is World AIDS Day?

World AIDS Day takes place on 1 December each year. It's an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness. Founded in 1988, World AIDS Day was the first ever global health day.

Why is World AIDS Day important?

Over 101,600 people are living with HIV in the UK. Globally, there are an estimated 36.7 million people who have the virus. Despite the virus only being identified in 1984, more than 35 million people have died of HIV or AIDS, making it one of the most destructive pandemics in history.

Today, scientific advances have been made in HIV treatment, there are laws to protect people living with HIV and we understand so much more about the condition. Despite this, each year in the UK over 4,300 people are diagnosed with HIV, people do not know the facts about how to protect themselves and others, and stigma and discrimination remain a reality for many people living with the condition.

World AIDS Day is important because it reminds the public and government that HIV has not gone away – there is still a vital need to raise money, increase awareness, fight prejudice and improve education.

World AIDS Day 2019

The theme of this year's World AIDS Day is "**Communities make the difference**".

This will be the 31st commemoration of **World AIDS Day**, which will take place on 1 December 2019. It is an important opportunity to recognize the essential role that communities have played and continue to play in the AIDS response at the international, national and local levels.

Communities contribute to the AIDS response in many different ways. Their leadership and advocacy ensure that the response remains relevant and grounded, keeping people at the centre and leaving no one behind. Communities include peer educators, networks of people living with or affected by HIV, such as gay men and other men who have sex with men, people who inject drugs and sex workers, women and young people, counsellors, community health workers, door-to-door service providers, civil society organizations and grass-roots activists.

World AIDS Day offers an important platform to highlight the role of communities at a time when reduced funding and a shrinking space for civil society are putting the sustainability of services and advocacy efforts in jeopardy. Greater mobilization of communities is urgently required to address the barriers that stop communities delivering

services, including restrictions on registration and an absence of social contracting modalities.

HIV and AIDS in ESwatini

In Eswatini in 2018:

- 210 000 people were living with HIV.
- HIV incidence—the number of new HIV infections among a susceptible population during a certain time—among all people of all ages was 8.62%.
- HIV prevalence—the percentage of people living with HIV—among adults (15–49 years) was 27.3%.
- 7800 people were newly infected with HIV.
- 2400 people died from an AIDS-related illness.

There has been progress in the number of AIDS-related deaths since 2010, with a 35% decrease, from 3800 deaths to 2400 deaths. The number of new HIV infections has risen, however, from 11 000 to 7800 in the same period.

The 90–90–90 targets envision that, by 2020, 90% of people living with HIV will know their HIV status, 90% of people who know their HIV-positive status will be accessing treatment and 90% of people on treatment will have suppressed viral loads. In terms of all people living with HIV, reaching the 90–90–90 targets means that 81% of all people living with HIV are on treatment and 73% of all people living with HIV are virally suppressed. In 2018 in Eswatini:

- 92% of people living with HIV knew their status.
- 86% of people living with HIV were on treatment.
- 81% of people living with HIV were virally suppressed.

Of all adults aged 15 years and over living with HIV, 87% were on treatment, while only 76% of children aged 0–14 years living with HIV were on treatment.

Seventy-nine per cent of pregnant women living with HIV accessed antiretroviral medicine to prevent transmission of the virus to their baby, preventing 1500 new HIV infections among newborns. Early infant diagnosis—the percentage of HIV-exposed infants tested for HIV before eight weeks of age—stood at 78% in 2018.

Women are disproportionately affected by HIV in Eswatini: of the 190 000 adults living with HIV, 120 000 (63.16%) were women. New HIV infections among young women aged 15–24 years were more than quadruple those among young men: 2400 new infections among young women, compared to fewer than 500 among young men. HIV treatment was higher among women than men, however, with 91% of adult women living with HIV on treatment, compared to 79% of adult men.

Only 49.53% of women and men 15–24 years old correctly identified ways of preventing the sexual transmission of HIV. Source: <https://www.unaids.org>

ANNEX 2 : BROCHURE

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Ingungu

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Swaziland National Provident Fund



Ingungu

Swaziland National Provident Fund

What is this all about?

Ingungu is a voluntary supplementary (Ingungu) contribution paid by a member and/or his/her employer as an additional contribution to the basic statutory contribution. It serves the primary function of enhancing the member's benefit when the member reaches claiming age and it is not designed for withdrawal "along the way". The minimum amount that can be contributed is 50% of total monthly statutory contribution.

Participation is open to members of the Fund, employers contributing on behalf of their employees.

Ingungu contributions basically supplement the member's statutory contribution. In this case the person must be a member of the Fund.

JOINING THE FUND

Joining the Swaziland National Provident Fund for the Ingungu contribution is – simply a matter of requesting your employer to deduct, from your wages, the amount you wish to pay to the Fund as a Ingungu contribution. In sending it to the Fund, the employer will then write this amount under the Ingungu Contribution column against your name on the NPF 200 form and remit it

together with the statutory contribution to the Fund on a monthly basis.

CLAIMING FROM THE FUND

As a member, you may claim your benefit under Ingungu contributions when changing employers, however, the claim should be made before you receive your first monthly salary at the new job.

In the event of a job loss (e.g. through retrenchment) you may claim this benefit from the Fund. This must be before you find a new job. If you are on a fixed term contract, you are able to claim at the end of the contract period, provided the contract is not renewed.

You may also claim upon taking early retirement at the age of at least 45 years subject to satisfying the Fund with evidence that you will no longer be employed again. You may also claim upon reaching the age of 50 and then thereafter every 2 years until you reach compulsory retirement.

ADVANTAGES

- This is an ideal product for members of all ages who want to save for long term purposes
- Employers who do not have occupational retirement schemes can use it as an alternative, for example, the employer and employee may agree on a 50:50 contribution rate.

• THERE ARE NO ADMINISTRATIVE CHARGES!!!!