

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
POSTGRADUATE DIPLOMA IN PUBLIC RELATIONS
STRATEGIC PLANNING IN PUBLIC RELATIONS IJM (7102)
DECEMBER 2008 SSEXAM
TIME ALLOWED: THREE HOURS**

INSTRUCTIONS OF CANDIDATES

1. Answer **ALL** questions.
2. Poor spelling and grammar will be penalised.

QUESTION 1

You have graduated with a Postgraduate Diploma in Public Relations from the National University of Science and Technology and are looking for a job. In mid-August, the employment agency calls you. There is growing catering service, Kitchen On Wheels Ltd, headquartered in Bulawayo. They are looking for a young public relations person with some experience and interest in food services.

The 15- year old business is run by its founder, George Bozo. As a kid, he helped in his father's small restaurant; then he worked in the kitchen at a large truck shop in Harare. Two years later, he bought a truck damaged in an accident, fixed it up, rented a vacant building, and was in the catering business for himself. Today he has a fleet of 40 specially fitted kitchen on wheels with the slogan, "We bring Your Lunch Pail" painted on the side.

You land the job and the personnel manager shows you around. The office is small; the work area for cooking, sorting, packaging and loading is huge and there is lot of mechanisation. Everybody handling food wears white, and gloves. You notice a few uniformed men and women who look so terrified. Finally, you are taken to Mr. Bozo's office. It's a shambles of sample food cartons, utensils, cups, and glasses, vending apparatus, menu list and other paraphernalia that suppliers have left behind. Mr. Bozo, a small and continuous-talking and fast acting bundle of energy and nerves, darts in. He waves the personnel manager away and sits you down.

He tells you the business is getting too big for him to do everything. He wants a public relations person who will put out a newsletter "telling everybody what they should know" in order to get a better job done faster, who will work up an instruction manual to 'help my people riding the trucks', who will "get our services written in the local papers, and who will "get to know some of the important people around the area so they will appreciate how we do our part for the community."

After describing what he wants done, Mr. Bozo adds what he doesn't want. He doesn't want to be bothered by reporters 'aiming to write up how he came from nowhere and didn't go through grade school.' He doesn't have time to waste sitting around on community committees that are "mostly talk". He would rather just give them money after they have made up their minds. He also made it clear that he would sell his trucks and close business" before he would sign a contract with a union. He didn't say why he had this deep grudge. Finally he tells you the PR job is a one-year

trial at \$24 000 per month. You get a secretary and an allowance of \$15 000, for the newsletter. You decide to take the job, gambling that one you in, you will be able to straighten Mr. Bozo out as to what public relations is and isn't, what Kitchen On Wheels should or should not do in the name of public relations, what his personal part in it should be, and all the rest.

- (a) What aspects of the situation do you see as problems requiring change or correction, and what do you see as opportunities to be seized, protected and exploited? **{30 marks}**
- (b) Convert the problems and opportunities identified above into a set of four or five personal goals that might take two or three years, and for each goal, put down a specific objective to attain by six months, and another to reach by end of your trial year. **{30 marks}**
- (c) From your objectives and goals, write a comprehensive Public Relations Plan. **{40 marks}**

ENDS/