

**COVENANT UNIVERSITY  
NIGERIA**

*TUTORIAL KIT  
OMEGA SEMESTER*

**PROGRAMME: MASS  
COMMUNICATION**

**COURSE: PRE 321**

## **DISCLAIMER**

The contents of this document are intended for practice and leaning purposes at the undergraduate level. The materials are from different sources including the internet and the contributors do not in any way claim authorship or ownership of them. The materials are also not to be used for any commercial purpose.

## PRE 321: PUBLIC RELATIONS CAMPAIGN MANAGEMENT

Contributor: AMODU, LANRE OLAOLU

1. Public relations professionals manage favourable and unfavourable situations every day. Explain.
2. What does it mean to set target for PR campaign?
3. What is the importance of estimating working hours?
4. How does working hours affect the effectiveness of PR campaign?
5. How does planning for PR campaign help to select priorities?
6. What factors help to determine the feasibility of a PR campaign?
7. Explain the RACE Model?
8. In the RACE Model, what is the significance of research and evaluation?
9. What is your view about the identification of publics with respect to the RACE Model?
10. How important do you think budget is and where do you think it should have been in the RACE Model?
11. What is the Six-Point Model?
12. Why is it important to identify the problem?
13. How can press cuttings and monitoring of broadcast scripts help to appreciate the situation?
14. What is the significance of price and price change to problem identification?
15. Explain how we can measure objectives by fund.
16. Why should potential employees and customers be among your publics?
17. We define publics in PR campaign to determine media selection and technique. Explain.
18. Of what use is the Advert Department of a media organization to your campaign?
19. How can you make use of Chat Shows for PR campaign?
20. What is the difference between a PR Department budget and a Consultancy budget?

### ANSWER

1. In the course of doing business, every organization is exposed to people who are favourably or unfavourably disposed towards it. It is important to capitalise on the goodwill of those who favour the company in order to strengthen the relationship. On the other hand, the organization must also manage the complaints and criticisms or those who have issues with its activities. The ability to manage these two sides of the coin is mission of public relations.
- 2.
3. Since PR activities require a lot of strategizing and relationship building, time is considered very valuable. This is also important because information to be released are also time bound
- 4.
5. Planning PR campaign helps to select priorities in the following areas:
  - a) The number of activities to be engaged in
  - b) The time allocation to each of the activities.

Since resources are limited, prioritizing becomes essential

- 1.
2. The RACE Model is a process and problem-solving structure. RACE is the acronym for:  
R: research  
A: action  
C: communication  
E: evaluation
- 3.
4. The RACE Model did not make allowance for the identification of publics. It erroneously assumes that the PR professional is automatically aware that the target audience must be identified.
5. .
6. The Si-Point Model is one of the several alternative models to the RACE Model. It has the ADDSPA acronym which stands for:  
A: appreciation  
D: definition of objectives  
D: definition of publics  
S: selection of media and technique  
P: planning the budget  
A: assessment of results
7. .
8. One of the major Responsibilities of a PR professional is to monitor what is reported in the media about the organization it represents. Any negative report about his/her organization may be an indication of trouble, and should be attended to immediately.
9. .
10. Fund determines the number of projects that can be executed, even if the time is available. It also determines how many staff will be on the project, what equipment can be afforded, etc.
- 11.
12. Since different categories of people have different media contents consumption patterns, it becomes essential to select the appropriate medium for the appropriate audience. After determining the target audience, it is also important to create a strategy for the dissemination of the information in terms of timing, programming, etc.
13. .
14. A Chat or Talk Show is a genre of television or radio programming in which one person or a group of people discuss various topics as determined by the show host. This genre of programming can be used for PR campaign by having the PR representative of the organization or a top management official to respond to issues relating to the campaign for the benefit of the audience.