



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Faculty of Human Sciences
Department of Communication

**SEMESTER 2, 2017: VACATION SCHOOL
PUBLIC RELATIONS (PRL312S)**

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An Ice-breaker

- Discuss the activity taking place in the photo.
- Is it a formal or informal event?
- Is the situation familiar to you?
- What is the cartoonist trying to convey through the two characters in the cartoon?
- Are there gender dynamics evident in the cartoon?
- What is the main message conveyed through the cartoon?
- Could we have situations such as these in Public Relations



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Corporate Communication

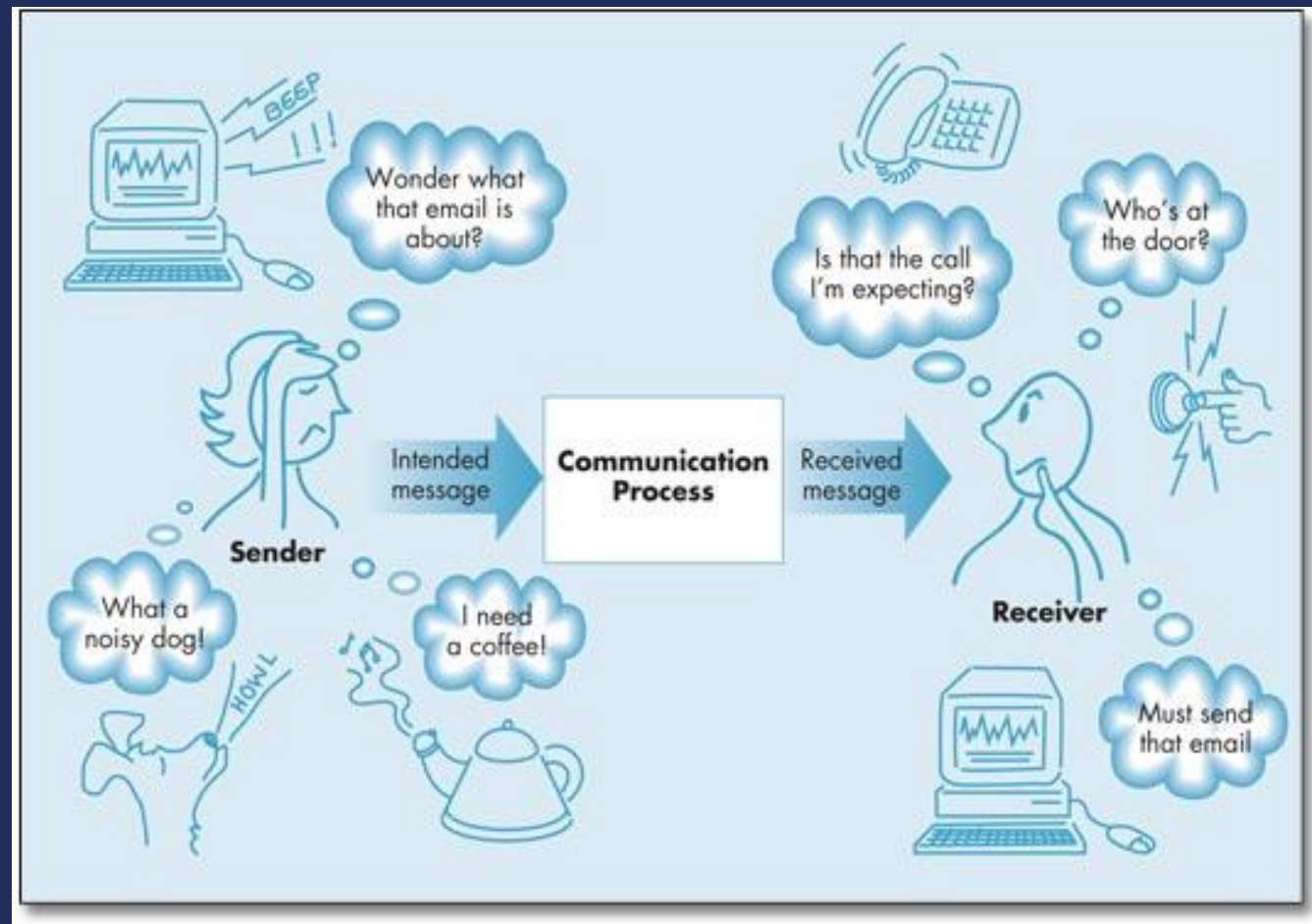
- Much of what is described as corporate communication entails publicity
- So what is publicity?
- Who usually communicates in the corporate world?
- Would the rank of the person be considered or would it be how much s/he knows?
- What do you see as the most common form of communication in the corporate world?



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What Is Effective Communication?



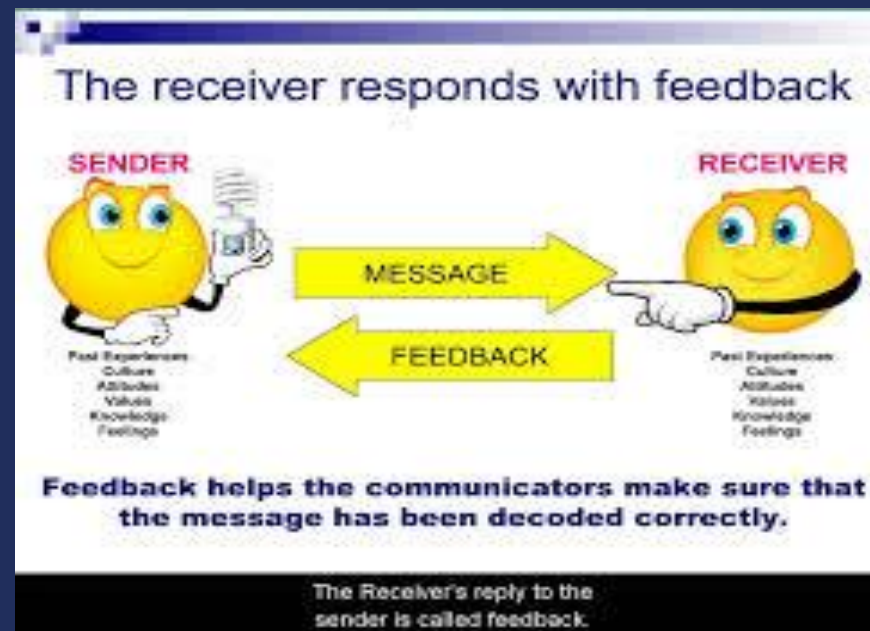


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William C. Himstreet's Levels Of Effective Communication

- **Level One:** Two-way, face-to-face communication situations (Why?)





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William C. Himstreet's Hierarchy Contd.

Level Two: Two-way, though not face-to-face





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William C. Himstreet's Hierarchy Contd.

Level 3: One-way communication, as experienced in the case of the mass media. Why is this least effective level of communication?





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Special Publications in PR and Corporate Communication: The Annual Report

Introduction:

- Both private and governmental organisations have to submit periodic reports to shareholders, donors, board members..
- Parastatals such as NUST should submit to the Ministry of Education the institution's Annual Report by June each year.
- Annual Reports are important because they contain the Institution's Income and Expenditure Statements
- The PR Practitioner has to be involved in the planning of the Annual Report from the outset.
- It is an account of mainly the organisation's achievements but also challenges
- It is, therefore, seen as an organisation's most important publicity tool.



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Who is Responsible for the Annual Report?

According to William Ruder and David Finn (in Newsom et al, 1996)

"The responsibility for the Annual Report should be shared by two staff members namely, the communications specialist and the chief executive officer. The former will be responsible for deciding on the character/appearance of the Annual Report, while the latter would be responsible for the content.

Therefore, the layout and design of the Annual Report should be left to the person whose expertise lies in this sphere namely, the Communication specialist."



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An Activity: In the PR Department

- If numbers permit, divide into groups
- Consider all tasks related to an Annual Report
- Who does What?
- What needs to happen
- Who should lead the activities
- What are the tough actions to take?





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The Annual Report





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The Planning of the Annual Report

- The planning of the Annual Report could commence a year in advance
- It often requires extra time – it is after all the organisation's most comprehensive statement about itself
- Therefore, the production schedule should be developed early enough and a delivery date should be decided upon
- It is best to set week-by-week goals in terms of the production of the Annual Report so that bottlenecks would be prevented.



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An Example of a Production Schedule: The Annual Report

Week 1

- (i) Commence analysis of previous annual reports/annual reports published by other similar institutions or organisations
- (ii) Develop goals or decide on theme of the annual report
- (iii) Liaise with department heads for ideas regarding copy
- (iv) Circulate a timetable to layout specialist; proof-readers; printers

Week 2

- (i) Start to experiment with a rough design for the annual report.
- (ii) Begin copy outline.

Weeks 3 – 4

Continue design and copy outline.

Week 5

Review design and copy outline.



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Example of Production Schedule contd...

Week 6

- (i) Attend to photographic material. Select photos to be sent for colour separation, in case of annual report being printed in full colour.
- (ii) Develop copy and comprehensive design.

Weeks 7 – 8

Continue to develop copy and comprehensive design.

Week 9

Begin production and type-estimating.

Week 10

- (i) Final review of comprehensive design, with photos.
- (ii) Review copy.
- (iii) Finalise cover design/theme.



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Example of Production Schedule contd...

Week 11

Start to develop graphs, pie charts, illustrations and type-setting, if possible, based on statistical information provided.

Weeks 12 – 13

Attend to type-setting.

Week 14

- (i) Send to the printer.
- (ii) Check blueprints.

Weeks 15 - 17

Printing and binding should be done.

Week 18

Delivery of the Annual Report.



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The November Exams: Requirements In Terms of PR

- A 3-HOUR EXAM
- 5 QUESTIONS TO BE ANSWERED
- QUESTIONS 1 and 2 provide a choice – you answer either ‘A’ OR ‘B’ UNDER THESE QUESTIONS
- REFERRING TO RELEVANT EXAMPLES IN ANSWERS WILL BE CREDITED
- BOTH SHORT- AND ESSAY-TYPE QUESTIONS ARE INCLUDED
- QUESTION IDEAS





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I WISH YOU A SUCCESSFUL SEMESTER!

