

PUBLIC RELATIONS COMMUNICATIONS

COM 312W

Take-home test: Fall 2016

This is a take-home exam. It is due Wednesday – Thursday November 30/ December 1 at 5:00.

Test is to be typed and double spaced. (1 page =250 words) Make sure to use appropriate grammar and spelling. Proof read before submitting. Make sure to reference sources including your textbook. Each question worth 5 points for a total of 20.

#1

Write 1 page essay that discusses the message statement that WOU distributes by analyzing:

- a) A brochure from the admissions office about WOU. Are different appeals addressed to first-year students, transfers, graduate students, non-traditional students? What are the appeals? (Make sure to identify and describe the admission materials you use).
- b) What message is apparent in the brochure? (Make sure to identify and describe).
- c) Compare the message statements in the admission materials with a public relation news release found on line.
Do you perceive any inconsistencies?

#2

Write a news release on a current WOU campus event.

#3

Discuss in detail the similarities and differences between a backgrounder and a position paper. Consider addressing:

- a) Backgrounder guidelines: research, writing, background, situation, implications, documentation
- b) Position papers: issue, background, position, both sides, public, recommendations
- c) Both: format, special uses

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Write an essay that compares and contrasts advertising, publicity, and public relations. Consider addressing:

- a) Media time and space
- b) Publics responsibility
- c) Message development
- d) Controlled media and uncontrolled media