

Grade 9 EMS Worksheet

Why public relations are important

Read the article below about public relations and answer the questions that follow.

Size doesn't matter when it comes to PR

By: Marie Yossava

Any company, no matter the size or capacity, can benefit from publicity, but it is commonly misunderstood in business that PR is something that only large corporations have the budget for and the brand to carry it.

The power of PR for SMEs can assist in business growth and recognition. A great concept is only as good as the market's awareness of its need for your business offering. Many people do not know how to commercialise a concept and PR is one of the disciplines of marketing that help do just that.

Publicity helps take the message to market and inform target markets that the product or service is now available, differentiates your company from competitors, advises of the compelling reason(s) as to why they should be doing business with you and finally builds brand awareness.

Credibility

Unless the public (target markets) know you exist, how can they transact with you? PR coverage lends credibility to you, your business and the products and services beyond what can be gained with paid advertising. Advertising can take your brand so far while PR complements it and the overall marketing strategy.

Publicity also changes perceptions. Other organisations look up and start taking cognisance of the new kids on the block and realise they have a serious contender in the marketplace. Existing clients are assured that they are working with a recognised business that holds an opinion and is an authority within their field. Potential customers acknowledge that this company is no small fry (mickey mouse) outfit/operation and perhaps considers it as the preferred partner.

(Source: <http://www.bizcommunity.com/Article/196/18/38402.html>)

- a) What does PR stand for? [1 mark]
- b) Name two benefits PR can bring to a small business. [2 marks]
- c) What is the misconception about PR that exists in small businesses? [1 mark]
- d) Do some research and find out what 'spin' means in public relations. [1 mark]

Grade 9 EMS Worksheet

e) In the run-up to the 2009 general elections, some political parties sent text messages to their electorate to encourage them to register to vote. Why is this considered public relations? [1 mark]

f) Do some research to find out what skills and abilities people should have who work in public relations. Name two. [2 marks]

g) Try to find out by what other two names public relations departments in companies are also known. [2 marks]

[Total: 10 marks]

Grade 9 EMS Worksheet

Suggested Solutions

Question number	Possible marks	Solution
1	10	<p>a) Public relations [1 mark]</p> <p>b) PR can assist in business growth and recognition; it can inform the market of the product the business has to sell; it differentiates the business from its competitors; it lends credibility to the business brand; it changes perceptions of the business. (any two) [2 marks]</p> <p>c) Small businesses incorrectly think that only large corporations have the budget and the brand for PR. [1 mark]</p> <p>d) Spin means to turn around a bad situation to the business's advantage. [1 mark]</p> <p>e) The political parties encourage voters to register, but they do it in the name of their political party. This establishes the idea with the person receiving the message that this party has its finger on the pulse and you would want to vote for them. [1 mark]</p> <p>f) Excellent written and verbal communication skills; background in media; understanding of how media works; diplomacy and tact; people's person. (any two) [2 marks]</p> <p>g) Public information and customer relations. [2 marks]</p>