

# Advertising and public relations portfolio



**ASSIGN  
BUSTER**

1. Write a study on experience with respects to nearing the administration  
First contact was via telephone where I set up an interview clip with Mr. Solly Khuthama. The contact was really positive and he was supportive and understanding with the demand for this run. Once at the Tumelo Children's Home. I met with Miss Mpho who was besides really helpful with to the full replying all my inquiries about the administration. every bit good as professional.

How did the administration respond to the petition They were both really positive and looked forward to the finished communicating run. Any information I needed was to the full provided through unfastened communicating channels.

Establishing a working relationship with the administration It was decided in the interview that all farther communicating would be done telephonically and via electronic mails between either Mr. Solly or Miss Mpho. As all inquiries were answered during the interview period. merely the letters to and from the administration. as required. were to be followed up on. Please refer to APPENDIX A and C.

Identifying the communicator for the run The communicators of Tumelo Children's Home are both Mr Solly and Miss Mpho on behalf of the full administration as Mr. Solly is the director and Miss Mpho is the admin clerk/receptionist and they both oversee the full running of the Centre.

1. 2 Identify the mark audience( Harmonizing to Integrated Organisational Communication text book. 2013: 459 )

1. 2. 1 Problem statement for the research To set up fiscal support and raise consciousness about the Tumelo Home for the Mentally Handicapped Children.

1. 2. 2 Sub-problemsa ) To raise awareness amongst possible patrons in Pretoria who are concern proprietors. It contributes to work outing the chief job as most of the concern in Pretoria do non cognize about this administration and can non assist without any old cognition of its demands.

B ) To happen out the possible concern owners' demands ( in the Pretoria country ) and communicating outlooks of the organisation- if willing to cover with Tumelo Home for the Mentally Handicapped Children.

This will assist work out the chief job as when the concerns have all the information about the place. so farther stairss can be taken to guarantee that all support and support offered is used as coveted.

degree Celsius ) To educate possible donors' in the Pretoria country through the usage of different medias about the Tumelo Home for the Mentally Handicapped Children. This will lend positively due to increased consciousness through a larger media coverage than antecedently. and inform the possible Pretoria givers about the administration in its entireness.

1. 2. 3 Research inquiriesa ) Research inquiry 1: What is the current consciousness of the Tumelo Home for the Mentally Handicapped Children. with Pretoria based concern proprietors?

B ) Research inquiry 2: If willing to cover with the Tumelo Home for the Mentally Handicapped Children. what would the possible concern proprietors needs' be?

degree Celsius ) Research inquiry 3: What media could be used to educate possible givers about the Tumelo Home for the Mentally Handicapped Children?

1. 2. 4 Unit of measurement of analysis Since the focal point of the communicating run is on concern proprietors in the Pretoria country. the unit of analysis will be on these persons. as they will be the receiving systems of the questionnaires.

1. 2. 5 Population ( s ) The mark population identified for this survey is of assorted Pretoria based concerns. while the accessible population is merely the concern proprietors that agree to run into up to take the questionnaire.

1. 2. 6 Sampling processs Random sampling: questionnaires were sent out to assorted concern proprietors via on-line methods. such as Facebook and electronic mails. every bit good as telephonically through mentions given by employees. in a cross sectional mode of industry.

1. 2. 7 Methodology and mensurating instrument Quantitative methodological analysis is used as it more focussed on the measure of replies instead than the quality of the replies received. The measurement instrument used are questionnaires which answer specific inquiries of the coveted mark audience that are easy to finish and non-confusing. Please see APPENDIX B for questionnaire.

Percentages of companies willing to back up a non-profit administration: 5 of the 9 participants indicated willingness to see back uping ( if more information could be obtained ) . go forthing a sum of 35. 7 % willing.

Awareness of Tumelo Home for the Mentally Handicapped Children: 85 % had so non heard of this place. go forthing 14. 3 % ( 2 individuals ) holding anterior cognition before the questionnaire.

Information heard: The first individual indicated that the information antecedently heard was abstract. while the other said that the information shared about the place sounded negative as the kids need so much still.

Preferred communicating medium: 100 % stated E-mail as their preferable communicating medium.

Preferable media medium

Please note for the preferable medium: Many participants chose more than one option with preferable media mediums. 6 of the 14 participants indicated that they would prefer the web site as a media medium. yet as the Tumelo Home for the Mentally Handicapped Children has a website already. I changed their choice to a newspaper advertizement as I want to make broader cognition through media mediums non yet explored before.

1. 2. 9 Audience cleavageDemographics was provided for as one inquiry asked for the state of affairs of the company. as the questionnaire was specifically aimed at the Pretoria country. yet proviso was provided for other countries. Another inquiry was to happen out whether or non the company would be willing to put in the Tumelo Home for the Mentally Handicapped

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Children. to cognize the per centums that the communicating run should be aimed at. and what their specific demands would be for this to happen.

1. 2. 10 Self-reflection( a ) I discovered that the Tumelo Home for the Mentally Handicapped Children lacks coverage as most of the audience members had ne'er heard of them before. ( B ) The extent that I predicted the consequences was a surprise as I believed that other signifiers of media mediums would be chosen. yet were non. ( degree Celsius ) It was worthwhile in carry oning the research as now the communicating run director knows that there is a desperate demand of this consciousness run and what media to utilize to acquire the word out as indicated by personal penchants of the random audiences. ( vitamin D ) The research could act upon the manner in which this communicating run is planned due to the consequences bespeaking an exact per centum of consciousness in which demographic countries. every bit good as demoing that while the communications director would prefer to utilize a Twitter grip for illustration. the audience prefers Facebook as an online agency of selling.

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1. 3 Analyse the state of affairs and place run purposes1. 3. 1 Historical reappraisal and prognosisThe historical background of Tumelo Home for the Mentally Handicapped Children: the place was opened in 1996 by Dr. Moses and Mrs. Orina Thindisa when Mr. Moses saw the many troubles faced by the parents and households of these disabled kids. Driven by a love for the kids in demand. the installation was unfastened in Ivory Park. Midrand. While it was originally opened as a Centre for the kids during daytime on the job

hours. many of the parents abandoned their kids and were ne'er heard from once more. go forthing the two laminitiss in a hard state of affairs. yet they persevered and the place operates on a 24 hr footing of all time since. It now houses 32 kids from which about 70 per cent are either orphaned.

abandoned and antecedently abused. Since this is the old place for kids with particular demands. the waiting list contains around 250 appliers. coming from farther afield than Ivory Park. Tumelo Home for the Mentally Handicapped Children's prognosis is to hence derive adequate finacess to spread out the place to provide for the many demands of so many particular kids that still need the attending. installations and activities that they do non have unless admitted.

1. 3. 2 Social. political and economic environment( a ) The societal environment is really supportive on the place as the community voluntaries. expressions after the security of the installation and helps out when possible. ( B ) The political environment affects the place as the Tumelo Home for the Mentally Handicapped Children is funded by grants from the authorities presently. Parents of the kids shacking within the home's walls are asked to pay R500. 00- which is given to them by the authorities as children's grants. ( degree Celsius ) The economic environment does impact Tumelo Home for the Mentally Handicapped Children as deficit of occupations consequences in that some of the parents neglect to pay their fee and instead utilize the authorities grants for themselves. go forthing the place at a loss. whilst confronting nutrient and other cost additions.

1. 3. 3 Rivals Tumelo Home for the Mentally Handicapped Children does not hold any rivals and have kids from as far as Alexandria and Soweto necessitating infinite due to this deficiency of competition.

1. 3. 4 Describe the organisation and its civilization Tumelo Home for the Mentally Handicapped Children is highly clean and the inside is cheerful and bright. It is clearly a topographic point good taken attention of and the caretakers genuinely have a passion for the wellbeing of the kids. Culturally, the community has committed to the Centre and looks out for the security of the evidences. are regular voluntaries and assist out where they can. go forth an feeling that this installation is really household and community orientated. Please refer to APPENDIXES D. E. F. G. H. I. J. K. L. and M for exposure of the administration.

1. 3. 5 Identify three issues based on the research consequences and state of affairs analysis that are relevant for the run ( a ) There is non wide consciousness about Tumelo Home for the Mentally Handicapped Children. go forth the place in desperate demand of fiscal sponsorship with no executable manner of deriving it. ( B ) Businesses that are interested in backing up a non-profit administration all indicated that they required more information about the administration to look into whether or non it is deserving while. ( degree Celsius ) Local media coverage does non widen out the community. go forth the Tumelo Home for the Mentally Handicapped Children as another non-profit administration that barely anyone pays attending to. 1. 3. 6 Three wide general purposes for the run



( a ) The first stage of this communicating run would hence be to raise consciousness about the Tumelo Home for the Mentally Handicapped Children. Time frame: throughout the campaign- April 2013 to December 2013.

( B ) The 2nd stage would so be to revamp all old internal advertisement and selling to guarantee that the corporate image is the same throughout in order for believable concerns to take an active involvement and hopeful partnership. Time bound would be 4 months. ( degree Celsius ) As the 3rd and concluding stage of this run. this purpose would be to make viral selling about Tumelo Home for the Mentally Handicapped Children where all media coverage would travel farther abroad than merely locally in Ivory Park by the terminal of 2013.

2 PHASE 2: CREATE  
2. 1 Stipulate the communicating job or chance( Harmonizing to Angelopulo and Barker. 2013: 461-469 )  
2. 1. 1 Formulate the chief communicating job or chance As there is non a big consciousness about the Tumelo Home for the Mentally Handicapped Children. fundraising is hard and needs to be addressed.

2. 1. 2 The demand to carry on this run Without support. the Tumelo Home for the Mentally Handicapped Children will neglect. go forthing 32 kids disadvantaged and 100s of other challenged kids on the waiting list without hope for a better life.

2. 1. 3 What the run aims to accomplish To raise awareness amongst Pretoria concern proprietors that are possible patrons and givers.

2. 2 Define strengths, failings, chances, and threats 2. 2. 1 Describe three audience features  
The audiences' demands are to hold an apprehension of what the non-profit administration does so that they can make up one's mind whether their company will be a suited lucifer.

The audiences' perceptual experiences of Tumelo Home for the Mentally Handicapped Children will act upon whether or non they are willing to donate based on old cognition. Attitudes of the audience in footings of donating to non-profit administrations depend on any dealing in the past with charities and how their money was used.

2. 2. 2 Define the demands of the audience  
The audience needs to cognize more about Tumelo Home for the Mentally Handicapped Children. They need to cognize what their money will be used for specifically. They need to hold an unfastened, bipartisan communicating channel with the administration. They need to be invariably updated and reminded about these children's demands through the media.

2. 2. 3 SWOT analysis  
Harmonizing to Angelopulo and Barker. ( 2013: 322 ) . the SWOT analysis is of the " organisation" itself- where the " strengths and failings are internal factors" . with " external classs being the chances and threats" . ( a ) Strengths

Tumelo Home for the Mentally Handicapped Children has entree to basic services viz. : electricity, H2O sanitation and a doctor's room/surgery following door. They are to the full supported by the environing community of Ivory Park. Their installations contains two to the full equipt residence halls, stimulation country, equipped kitchen and office, an inviting response

country. resort area for the kids. every bit good as a big hall that can be used multi-purposively.

( B ) WeaknessesThe place needs more physio equipment for needed stimulation for the kids. They do not hold sufficient rehabilitation and medical equipment. They need to develop an equal stimulation programme that meets the demands of the assorted age groups. Necessitate a trained physical therapist and speech healer.

( degree Celsius ) OpportunitiesThe installation contains a big adequate country for care-giver preparation for current employees every bit good as trainees. They can develop their service Centre into a preparation Centre for immature people with mental and physical disablements.

( vitamin D ) MenacesSome parents do not back up their kids. go forth the place fighting to cover the excess costs that should have been taken attention of. As there is a low consciousness degree. people farther afield from Ivory Park seldom donate.

( vitamin E ) ProblemAs the country has no other installation to assist take in these kids. Tumelo Home for the Mentally Handicapped Children is the lone safe topographic point. go forth it in high demand. with excessively small infinite to suit such a high consumption.

2. 3 Determine the run subjectThe “ help kids that are abandoned. abused. orphaned and handicapped” run will advance consciousness and raise finances amongst assorted mark audiences.

2. 4 Formulate strategic communicating aims

2. 4. 1 To raise awareness through assorted media about Tumelo Home for the Mentally Handicapped Children throughout the campaign- April 2013 to December 2013.
2. 4. 2 To educate the mark audience about the demands of Tumelo Home for the Mentally Handicapped Children throughout the communicating run running from April 2013 to December 2013.

2. 4. 3 To raise finances for the Tumelo Home for the Mentally Handicapped Children by distributing cognition about their demands through different communicating mediums.

2. 5 Create the communicating message

2. 5. 1 Formulate the “ big idea” The “ help kids that are abandoned, abused, orphaned and handicapped” run is designed to raise consciousness and increase support for the Tumelo Home for the Mentally Handicapped Children by aiming chiefly Pretoria based concern proprietors who can donate significantly.

2. 5. 2 Message attackThe attack used is emotional as the Tumelo Home for the Mentally Handicapped Children are in demand for attention and support. and no rational logical thinking can set a monetary value bound on that. It will besides appeal to the business’ public dealings sections as they should desire their community to comprehend them as giving and caring for the kids of the community. which will besides profit them.

2. 5. 3 Different ways of showing your messageTheoretically the information produced will be emotional yet contain factual, demonstrative and testimonial information about Tumelo Home for the Mentally Handicapped Children. The hoarding is a short message appealing emotionally to passerby

to set themselves in the children's' topographic point. while he Facebook advert contains factual information about the kids and their demand for support. The posting is attention-getting and more a presentation on how would you experience if you had to trust on the support of others. go forthing the newspaper advertizement as testimony of the tests faced by these kids and creates consciousness of their support quandary.

2. 5. 4 Communication mix  
The usage of the home's ain logo design is the most specific and best manner to portray its internal communicating as its selling remains consistent in every signifier of media used. Billboard advertisement is an first-class medium to portray an incorporate internal communicating of the Tumelo Home for the Mentally Handicapped Children.

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Facebook adverts are an on-line communicating tool specifically aimed at on-line users in a company. Posters integrate different component of emotional facets that appeal to people. go forthing them desiring to assist in any manner possible. Newspaper advertizements is a traditional selling tool that besides contains a nexus for farther information online if wanted.

2. 6 Select the media  
2. 6. 1 Medium one: hoarding( a ) This medium was selected because it will make a larger mark audience subconsciously. and concern proprietors who are looking to lend to charities will retrieve the hoarding. ( B ) It contributes to internal integrating through:

Range: Hundreds of people driving daily. Frequency: Everyday on the N1 North. Impact: Passengers will read it and involvement will be created. while

drivers can glimpse it and hopeful consciousness for later research to be done will ensue.

2. 6. 2 Average two: Facebook advert( a ) This medium was selected as many cyberspace users have a Facebook histories and adverts online will make people all over the universe who may go through it on to their employers seeking a non-profit administration to donate to. ( B ) It contributes to internal integrating through:

Range: Everyone online with Facebook will have it. Frequency: Every 30 proceedings to start up. Impact: Peoples will see this advert and greater consciousness will be created and hopefully more involvement will happen. ensuing in a viral word of oral cavity spread over the cyberspace. perchance making people who can assist.

2. 6. 3 Medium three: postings ( at universities )( a ) This medium was selected as many university pupils are encouraged to be more actively involved in the community and in charities. every bit good as may raise farther consciousness in future undertakings. Page 15

( B ) It contributes to internal integrating through: Range: All pupils on campus will see it. Frequency: Students to and fro from categories. Impact: Students who are caring will pay attending to these postings and will farther raise consciousness about the place and may even assist themselves.

2. 6. 4 Medium four: newspaper advertizement( a ) This medium was selected as many concern proprietors based in Pretoria read these newspapers for general cognition about the state and day-to-day issues that

may act upon the running of their concerns. ( B ) It contributes to internal integrating through:

Range: All Sunday Times and Pretoria News newspaper readers. Frequency: Every twenty-four hours and every Sunday. Impact: Readers will derive increased consciousness to enable them to ordain farther.

2. 7 Produce the communicating stuff( For the intent of seeing the media activities as a whole. they will get down on the following page. )

Page 162. 7. 1 Design the four activities

Billboard

HOW WOULD YOU FEEL IF YOU WERE APART OF THE Tumelo Home for the Mentally Handicapped Children? ? ? Abandoned. Abused. Orphaned. HandicappedHELP THEM. HELP YOURSELF

Facebook Advert

The Tumelo Home for the Mentally Handicapped Children is a topographic point of safety for handicapped and abused kids. They need support from the South African community to guarantee that these abandoned. abused. orphaned and handicapped kids carry on having the supportive life style they need and merit. Aid now through donating for this great cause of maintaining our kids safe. YOU can be that difference in THEIR lives

Poster

Tumelo Home for the Mentally Handicapped Children Awareness Campaign:  
Fundraising for CHILDREN in demand. How would YOU feel-ABANDONED...

ORPHENED...

ABUSED...

HANDICAPPED...

YOU would besides desire a topographic point of refuge...HELP NOW-  
contact: Mr. Solly Khuthama on: ( 011 ) 261 1868

Newspaper Advertisement

Tumelo Home for the Mentally Handicapped Children is a non-profit administration that is in of all time changeless demand of support from the South African community. Will YOU be the difference in the lives of these abandoned. abused. orphaned and handicapped kids?

2. 7. 2 Explain how each activity contributes to the “ big idea” Each media contains the phrase “ help kids that are abandoned. abused. orphaned and handicapped” which is the ‘ big idea’ for this communicating run. 1. The billboard’s significance to catch passers-by’s attending to raise consciousness for the kids of Tumelo Home for the Mentally Handicapped Children. By assisting them. you help yourself be a better individual by society’s criterions. 2. The Facebook advert is aimed at making consciousness about support needed for the Tumelo Home for the Mentally Handicapped Children and how these particular kids need aid for the readers. 3. The posting helps raise consciousness and educates viewing

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audiences of the 'big idea' through its gimmick phrases emboldened.

catching attention to remind people of others' needs other than their own. 4.

The newspaper advertisement contributes to the 'big idea' as it entreats emotionally through the gimmick phrase, inquiring people to assist donate to guarantee the children's safety.

## 2. 8 Proof of genuineness Please refer to APPENDIX C

Beginnings CONSULTED Books Ad and Public Relations. 2012. Merely Study Guide for COM3708. Capital of south africa: UNISA Advertising and Public Relations. COM3708. Tutorial Letter 101/3/2013. Department of Communication Sciences. Capital of south africa: UNISA Angelopulo. GC & A ; Barker. R. ( explosive detection systems ) . 2013. Integrated organizational communicating. Lansdowne: Juta. CMNALLE Tutorial Letter 301/4/2013

APPENDIX A Dear Miss Mpho and Mr. Solly.

I wish to corroborate the telephonic conversation and the subsequent meeting that took topographic point.

During the interview which took topographic point on Thursday, 4th April 2013, at your offices, the following was agreed upon: – The communicating run will concentrate specifically on raising consciousness about your organisation and its demand for pressing support.

This will be accomplished through the following proposed stairs: – a Your organisation and where this community is situated. B Making the proposed run through placing the different key issues faced by the Tumelo Children

Home. c 4x media bill of exchange versions to make public consciousness of your predicament.

As I am a pupil of UNISA. I will non be implementing my research unluckily. yet your organisation will have exposure through the interviews and questionnaires I will carry on during this clip. about peoples' and companies' consciousness of your place. and its many demands associated with the attention of disabled kids.

You are welcome to utilize any of my planning and research to help you in any manner you deem fit. If you do make up one's mind to utilize any of my suggestions and recommendations. I would be thankful if you would allow me cognize what section/syou have used and the results thereof as this will assist me with future work.

Any picture taking used in this portfolio is purely confidential and anon. . with merely the marker/s of UNISA. my internal lector and myself seeing them. and will in no manner be used in any mode unbefitting and will be used merely with your consent.

Thank you once more for your willingness to work together with me and the sharing of your information. I will direct the finished merchandise if you so wish.

I look frontward to working with you both and if you have any other inquiries or concerns. delight make non waver to reach me. Please accept my thankful thanks for accepting to see me and for the clip spend discoursing my proposals.

## APPENDIX B

N. P. O. 016 874

The undermentioned questionnaire is specifically for the usage of a UNISA portfolio about an incorporate communicating run based on the ' Tumelo Home for the Mentally Handicapped Children' . The recorded consequences are wholly anon. . Please circle the correct option where relevant.

What is your place in your company? Owner Director

## APPENDIX C

N. P. O. 016 874PBO 930018541

08 April 2013To Whom It May Concern

Cara Grater

Tumelo Home is situated in Ivory Park colony. MIDRAND. it is a place for profound mentally and physically handicapped kids. 75 % of our kids are either abandoned. orphaned or abused from place. at present Tumelo Home is providing for 100 % . black and deprived kids with terrible mental deceleration and physical disablements.

TUMELO HOME has created 20 occupation chances to antecedently disadvantaged individuals ( amongst them is 17 adult females. 1 individual with disablement ) .

We hereby empower the above pupil to utilize our administration to make her school undertaking. She is a warm individual and dedicated. During our <https://assignbuster.com/advertising-and-public-relations-portfolio/>

interview. she was coming up with exciting thoughts and she showed inaugural. We were please to hold met her and are really honoured to assist her. so that she can assist us.

As an administration. we feel that the communicating run will be helpful because as an NGO we need exposure and for people to cognize about the sort of people we are taking attention of. to larn about their status and be able to appreciate them. So we feel like this undertaking is traveling to be a great aid to us.

M. S. Khuthama [ Manager ] Rev. H. S. Mpshe [ Chairman ] Dr. G. M. Thindisa [ Dep-chairman ] T. M Malatji [ Treasurer ] E. shadung [ Secretary ] R. Madibogo [ Dep-Secretary ] B. Matlala. M. B. Lefophana Page 25

N. P. O. 016 874PBO 930018541

For any farther information. delight make non waver to reach us.

Yours unfeignedly.

Mr. Solly. M. KhuthamaTUMELO HOME MANAGER

M. S. Khuthama [ Manager ] Rev. H. S. Mpshe [ Chairman ] Dr. G. M. Thindisa [ Dep-chairman ] T. M Malatji [ Treasurer ] E. shadung [ Secretary ] R. Madibogo [ Dep-Secretary ] B. Matlala. M. B. Lefophana Page 26APPENDIX D ;

E

Above: Position of Ivory Park- MidrandBelow: Close up of Ivory Park- Midrand