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different people are  
likely to offer different  
definitions based on...

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## Question one

RACE is an acronym that is extensively significant in public relations (PR). It is relevant in defining the process of researching on the issue. The acronym stands for Research, Action, Communication, and Evaluation. It is useful in the process of identifying a problem and seeking necessary solution.

Research determines the situation facing the organization. It also defines how they come about, who causes them, and how they connect to the goals of the organization. For example, launching a research on, lack of proper reports in the finance department in our organization.

Action uses research findings to determine the best solutions, plan to employ them, and implement the plan. For example, ensuring all officers in the department are evaluated.

Communication takes advantage of the available media useful in delivering critical messages. The channels must be highly effective to have a positive impact to the public of an organization. For example, speaking the findings to the manager.

Evaluation analyzes activities by the first three steps to observe its influence on the public, as well as the perception of the organization. Once the step is complete, the individual returns to the research step and undertake the process again. For example, analyzing the decision made in the previous stage to give a reasonable solution like firing all officers found on the wrong.

RACE is a reliable summary of how public relations should be undertaken. It is also a reliable warning against rushing to decisions before thinking of the process. Therefore, it remains a reliable acronym to describe public relations process.

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## Question two

The five-stage adoption process defines the mental process that an individual undergoes from learning about the product to accepting or rejecting it. The five steps are vital in making a decision.

Awareness is the first stage and it defines how a customer gets to know about the product but does not get full information. The second stage is interest, which defines the willingness of the customer to get more information. The third stage is evaluation, which is critical in defining the benefits of the product. The fourth stage is trial, and it represents the first purchase that customers undertake to test the worth of the product. The fifth stage is adoption where the customer likes the product and adopts it.

Decision-making is a process, and necessary conditions of awareness, interest, evaluation, trial and adoption must be followed. For example, a soap-making company may develop a new product and carry out massive advertisements to make the public aware and trust many customers.

Samples may be given for evaluation and trial, and if they are happy with the soap, they will adopt it.

## Question three

The media are highly influential as they are useful in spreading information. In most cases, they are not considerate of the effects of the kind of information they air. Therefore, their information may be influential in the decisions that the public makes. A person may form a perception on a thing out of some information heard from the media. It is difficult to convince other people that what the media tries to say is not true.

For example, the media have given me the opportunity to develop prejudice for politicians that they politicize everything. The media report politicians on the political sensitivity of every matter. Therefore, me and my peers we believe that every statement that a politician makes is political. They prejudice the politician making me from a similar opinion. Even my peers believe that politicians cannot say anything else apart from political issues.

The media should learn to give neutral information that does not inform of their stand to the viewers or listeners. Otherwise, the society will be brainwashed and will not have adequate room to make personal judgment on major issues.

### **Question four**

Non-governmental Organizations are paramount in the society. They, usually, offer certain benefits to the public without direct benefit from the services. They offer services without consideration of profit or any other benefit. They require finances to extend their services and make follow up. However, to reach the goals necessary investment on public relations is vital. Some of the PR problems that the organizations face include a lack of proper means to advertise as well as the high cost of advertising since the organizations are not profit seeking. It is a challenge for the organizations to find proper means to access donors. As a PR pro, I would advise the organizations to identify the most active social sites like Facebook and Twitter and develop a social community. The move will attract people with like minds and extend the necessary solution to the problem. Through the

site, people will be giving their donations and making the organization famous at the same time. For example, the American Red Cross was experiencing some financial constraints during the Hurricane Katrina. It requested the citizens through mobilizing on the media to contribute towards saving the nation from the disaster. The NGO got the money it required through the social effect.

Proper PR is vital among NGOs since it assists in creating awareness to the public and donors of the problems within the organization. NGOs must seek relevant PR measures to assist in making conclusions on the problems that may surround them.

### **Question five**

In any reliable action, the process has to give reliable results. The results define the success and failures of the system. Therefore, it is paramount to have a critical view of the success, failures as to determine what could what, and how they could have been done.

It is essential to conduct an evaluation of the results for a number of reasons. The first reason is to determine the satisfaction of the customer since good results will keep the customer in the business. However, bad results are likely to keep the customer away, and necessary measure has to take place to ensure the problem has been resolved, and the client is back to the company.

The results are useful in predicting the future of the organization and determining the most reliable solutions to deal with specific problems. For example, if a company realizes that the results show that most of the

customers do not like the products it offers the management must come up with a solution that will convince individuals to continue using the products.

If the results are favorable, the company may maintain and improve the standards of the goods to attract more customers.

Therefore, evaluation is fundamental in defining the continuity of the organization. It determines the future from the present, making it a highly reliable PR tool.

### **Question six**

PR measurement is a major element in an organization and requires exclusive consideration following its significance. Every organization must be careful on how it undertakes its PR measurement as it may determine the continuity of the organization.

There are three levels of PR measurements; outputs, outcomes and Business results. The output element assigns a scoring system depending on the access of the target audience, the tone, message delivery, prominence, as well as inclusion of the target group. For example, a company may a strategic media strategy to ensure the public is aware of its products and existence.

Outcomes are vital in determining whether the organization has an existing tracking survey. The survey should be simple but give a proper measure on the effect of the PR on people. The outcomes may be analyzed under the subcategories of awareness, comprehension, recollection, recognition, credibility, as well as image changes. For example, the results of a survey should ensure individuals make credible change in the attractiveness and

credibility of the defined methods and necessary improvements.

On the other hand, business results are estimated by marketing analytics methods like the ones used for outcomes. Companies have departments that evaluate the driving force for the sales being experienced. Business results may further be analyzed as revenue, closed contracts, Brand value, the reputation value, market share, stock price, and employee retention. For example, if a company is listed in the stock exchange it may look at its stock price and the changes that have been witnessed to define the path that the business is likely to take.

## **Question 7**

Different people confuse PR with other professions like journalism, advertising, as well as marketing. However, each of them is unique on the processes it undertakes and details on how it undertakes them.

PR aims at putting the most positive spin on anything an organization does. It is formulated to ensure the entity looks as good as possible. For example, if an organization raises prices without an increase in quality PR should always publish something attractive about the move. Journalism is an action that is useful in making organizations look good or bad. It is useful in portraying an organization in its realistic good or bad. It will always report the facts about the organization. For example, if an organization does something wrong, like offering low-quality services, the journalism coverage will reflect that. On the other hand, advertising is mainly for commercial purposes. It is airing some information about an organization with the aim of enticing people or attracting them to a product. Advertising, usually, takes

place through the media to reach many people and create the attractiveness image in them. Marketing is also different since it aims at convincing the client on the benefits of certain products by citing elements such as prices and quantities.

Therefore, it is wise to note the differences between PR, advertising, journalism, and marketing. The four elements are essential, but they are unique in their levels. They define significance at point they are used.

### **Question eight**

PR is difficult to define since it covers a wide range of activities and elements. It is a compound of many elements and may be extremely difficult to explain. Also, it is extremely easy to confuse PR to elements such as advertising, marketing, and journalism.

However, PR may refer to the ability or the practice to manage spreading of information between an organization to the public who may not be aware of the information. It is also a way of exposing people to reality by offering exclusive information about an organization. For example, a soap manufacturing company whose name has been ruined on unhealthy production may use the PR properly to convince the public of the quality of its products, and they are harmless.