**Question one**

**SHOP TO GO**

**FOOD AND BEVERAGE DEALERS**

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**PRESS RELEASE**

We kindly refer to the spreading allegations and rumors in the media that Shop to Go is deliberately disguising horsemeat and pig meat as beef and selling it to its London and global clientele. Albeit the media claims this has been approved by the Safety Advisory Board (FSAB), Shop to Go declares these allegations as null and void. The Safety Advisory Board hasn’t fully affirmed these rumors and its still pursuing the validity of these rumors.

Shop to Go is ready to corporate and collaborate with Safety Advisory Board to reveal the cause, motive and validity of these rumors and crisis if it so happened. We dully respect the massive and diverse clientele that we have been serving for the last range of years. Besides, we are also aware that due to religious, cultural and traditional beliefs, norms and values, some of our publics are strictly forbidden to feed on pig meat and the veterinary drugs in horsemeat are medically unsafe for our esteemed clients.

Shop to Go wholeheartedly cherishes and respects the economical support of its clients and will never deliberately indulge in such inhuman activities. We are therefore looking forward to liaise with the Safety Advisory Board and give a genuine report to our clientele on the validity of these rumors and their root causes.

*THANK YOU*

**MANAGEMENT**

**B)** To use the broadcast media to effectively target its release, I would request the PR team of Shop to Go to liaise with television and radio stations to ensure that talk shows and dialogues are organized for the PR team in a bid to address their audience on this crisis. In so doing, this will enable the Shop to Go firm not to keep its publics green, at bay or behind the curtains. Talking with its publics on radio and television talk shows and dialogues will enable Shop to Go to keep its publics close. In so doing, Shop to Go will be able to manage the flow of information to its publics. Shop to Go will also gain the understanding and support for its clients as well as to influence their opinions and behaviors on this crisis. Secondly when it comes to the print media, I would ensure that all the multiple print tabloids in the country get a copy of this release since different publics trust and rely on different News Papers and tabloids’ would further advise the PR team of Shop to Go to paste the release on their website and other on line news agencies.

**C)** Apart from the press release, I would run a Public Relations and Communications campaign to change the image of the organization in light of the crisis. In so doing, I would conduct research about the crisis and do a situation analysis. I would then draft down the objectives of my campaign were by the cardinal objective is to change the image and reputation of Shop to Go. I would then identify my target audiences and stakeholders and then design the appropriate message that would change the negative views of our publics towards Shop to Go I would then lastly select the suitable tactics and strategies to ensure the message is effectively communicated to our client base and lastly do an evaluation of the campaign.

Secondly, I would also call for the organization of promotional campaigns. Promotional tactics here would include things like exhibitions were by we would invite our publics from all walks of life to show them the products and processes we go through in the procession of our products. I would also call for a press conference so as to interact with the media specialists on this issue. By relying with the broadcast most especially the television, I would seek for a coverage of a documentary on Shop to Go telecasting how the organizations manufactures its products right from the grass root to the market places.

**Question Two**

1. The Uganda Industrial Research Institute (UIRI) is performing an enormous role in enhancing the socio-economic development of Ugandans. First and foremost, UIRI is developing advanced technologies that are enabling Ugandans to peacefully exploit their natural resources while economically earning out of them. UIRI is also acting as a technological reference center for Ugandans as it possesses an industrial research data bank. Besides, the firm also has developed numerous pilot plans that are incubating technological advancement and development in Uganda.

The firm also indulges in applied research which is enabling the strengthening and update of technological advancement in the country coupled to giving apprenticeship and on-job training to willing entrepreneurs in areas like metal fabrication, carpentry, embroidery, bio medics, mechanical innovation, business incubation (were skills like bakery and making new drugs are learnt).Thus UIRI has imparted job creation skills and competences into the lives of numerous Ugandans.

Besides, the organization is also making, developing and adapting machinery which has seen the progress of small scale businesses in the country. The indigenous farming peasants in the countryside of Uganda have also grossly benefited from UIRI. UIRI has innovated several agricultural preservation machinery that has largely deducted the wastage of Uganda’s agricultural produce. The analytical laboratories possessed at UIRI have also the innovation of several vaccines that can be used in the treatment of Uganda’s agricultural products and livestock.

1. The following are the diverse and numerous ways that I presume can be used to enhance Public Relations at UIRI.

Planning publicity strategies and campaigns. Research by the PR team must always be done so as to find out how our publics view our reputations. In case the reputation is negative, PR campaigns must be carried out to cleanse and maintain the reputation of UIRI.

Writing and producing presentations and press releases. In case of any crisis, gatherings or promotional events in UIRI, the PR team must always be ready to write press releases or any other presentation that suits that particular function.

Dealing with enquiries from the public and the press. In case the public or the press has any enquiries on UIRI, the PR team must always be ready with relevant and accurate information to answer back such enquiries.

Organizing promotional events like exhibitions, meetings, press conferences. Public Relations at UIRI can also be enhance by ensuring that all promotional events in the institute are executively organized and executed.

Speaking publicly at interviews, press conferences or any other presentations. In case there is any misinformation that the public, the media or any other stakeholders of UIRI have perceived, the PR must ensure to physically or through using the media that he interacts with the publics.

Providing clients with relevant and new information about UIRI. In case there is any new product, innovation or POSITIVE information about UIRI, the PR must ensure that this information is publicly published to the publics of UIRI.

Analyzing media coverage for UIRI is another crucial and vital way on how PR can be enhanced at in this organization. The PR must ensure that all media coverage is properly conducted in line with the objectives of UIRI coupled to commissioning or undertaking any relevant communication/PR campaign on the organization.

Writing, editing, proofreading in house magazines, journals, booklets, magazines, brochures, leaflets etc. and indulging in crisis management are the other ways how PR can be enhanced at UIRI.