

School of Communication, Languages and Performing Arts

Department of Communication

January 2019 Semester

COM 653X: PR Research

Final Project

**Instructions:**

* All forms of plagiarism must be avoided.
* Any plagiarized project whether in part or whole will result to F grade.
* The projects are due on the exam date.

**COM 653: FINAL PROJECT**

**January, 2019**

**Question 1:**

A report launched in 2015 entitled ‘*The State of the World’s Fathers’* by MenCare Campaign Global (<https://www.standardmedia.co.ke/article/2000166246/report-says-kenyan-father-s-role-in-children-s-lives-can-promote-gender-equality>) showed that Kenya offers one of the longest paternity leaves in Africa, which allows men's participation in the children's care. “Men's positive involvement in fatherhood and care giving can improve gender dynamics and contribute to gender equality, decrease violence and improve the health and well-being of the entire family," the report read. However, the report indicated that there was need for more research and policies to understand and promote father's involvement in care-giving as part of the solution to achieve gender equality. In view of that, carry out the following:

1. In view of that carry out relevant research and based on your research findings, develop your communication strategy campaign where the following need to be highlighted:
2. Clearly state the Public Relations problem you are dealing with
3. State your communication overall goal
4. Develop three (3) SMART Objectives
5. Publics: 1 primary and 2 secondary publics
6. Develop Key messages for every public
7. Channels of communication for every public
8. Monitoring and evaluation techniques

Once you’ve developed all the materials, insert them in a creatively designed organizational kit.

The assignment will be done in fours (4 people per group).