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THE PERCIVED IMPACTS OF PUBLIC RELATIONS AND
STRATEGIC COMMUNICATIONS IN ORGANIZATIONAL
REPUTATION: IN THE CASE OF ETHIOPIAN RED CROSS
SOCIETY.

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List of Acronyms and Abbreviations

BSC= Balance Score Cards

CS=Communication Strategy

COD= Counsel of Delegates

ERCS= Ethiopinan Red Cross Society

GB=Government Board

IFRC=International Federation of Red Corss Society

IDPs=Internally Displaced peoples

IHL= Humanitarian Low

IPMS=Integerated Performance Management System

NGOs=Non Governental orgnizations

PR= Public Relations

PRSA= Public Relations Society of America

RCRC= Red Cross and Red Crescent Society

ROI=Return on investment

SNSs = Social Networking Services

SP= Strategic Plan

Abstract

This is a descriptive survey study with the objective of evaluating the contribution of the public relation department in humanitarian institutions for enhancing organizational reputation.

The researcher used a mixed research method and simple random sampling method.

Therefore, the result of this research showed that the Impacts of public relations and strategic communications department is significant for the progressions of the Ethiopian Red Cross Society. Even though, a significant number of respondents believe that the Ethiopian red cross society public relations and strategic communication department contributes a crucial role in the Society performance and building its visibility and reputation. But a small number of employees do not agree on this. Furthermore, the other portion of the respondents are uncertain about the Ethiopian Red Cross society contribution of public relations and strategic communications department. The reason for this is the Ethiopian red Cross society public relations and strategic communications department only give attention for the external public. Hence, the internal public that is those who are the employees of the Ethiopian red cross society do not have enough information about the society.

Therefore, based on the findings the researcher gives recommendations which are the public relations and strategic communications department make sure of revising its communication strategy, crate a new strategy which help the internal public to know more about the activities of the Ethiopian red cross society, work integrally with the leadership and administrative department, with the main stream media, social media and strength its crisis information management system, and frequent update of the social network services. And gives recommendation for further research to create a favorable environment for the Ethiopian red cross society and to keep its reputation and organizational visibility.

Chapter one

1. Introduction

1.1 Background of the study

According to the Public relation Society of America, for a humanitarian institution and non-governmental cooperation's a sign of the development and dynamics of public relations and strategic communications in the humanitarian activity is that reputation, positive public image, and visibility is considered more and more as a wide-ranging asset that humanitarian institution and other non-governmental organizations must understand for their performance enhancement. In addition to this humanitarian institution's reputation, positive public image and visibility among its targets is crucial for the success of the institution. It is also a mandatory component of the institutional performance.

Responsible and publicly assigned humanitarian institutions who are performing the same humanitarian activity as the Ethiopian Red Cross Society need a strong attachment between the Institutions, donors, stakeholders, employees, individuals, and other concerning bodies. It provides for the institution and the public relations and strategic communications professionals a confidence and power that is necessary to perform everyday activities.

Many scholars and researchers develop a definition for the strategic public relations and communications but for this research purpose I will use a definition given by the public Relations society of America (PRSA), the society gives an explanation about public relations which is, public relation is connoted as "a strategic and systematic communication process that facilitates mutually beneficial relationships in the institution, between the partner's, the donors and the public." (PRSA,n.d.) it is also the administration of relationship and system of communication between an institution and its targets.

Hence, Public relations and strategic communications are more than communication; it is representing and building the image of the organization, increasing its visibility, increasing its relationship and interactions with donor, increasing its reputation among the public and

the employees within the organization if it is planned and implanted strategically. An organization can exist or can fail because of its public relations and strategic communication activities ways of implementation.

“Public relations” in other words strategic communications has become a popular, interesting, and catchy phrase in the ethics of journalism, public relations, and strategic communications (J. Grunig & L. Grunig, 2002). Many public relations and strategic communications practitioners compromise that among the scholars and practitioners in humanitarian public relations should go beyond its day to day and common tasks, which means writing press releases, updating the organization activity to the public and auditing organizational activity.

Organizational visibility, reputation and image building is the one that contributes to systematic management. When a public relations strategy implemented as per the plan its contribution for the management department of the organization would be distinguishable and valuable for the overall organizational enhancement.

When integrating and coordinating the humanitarian institution mission and vision what does it mean for experts and practitioners when they discuss strategic public relations and communications? For the succession of a humanitarian institution What position can public relations and strategic communications play in the systematic management of an organization? An organization does not stand alone, and an organization does not exist in a vacuum. They are affected and influenced and are influenced by various conditions within the surroundings. Specific problems, crises, and issues, along with different publics, happened and resolved around the humanitarian institutions. If the organization is trying to stand alone it is an indication of its failure large institutions, especially multinational corporations, and NGOs, face a variety of problems and challenges all over the world because of their frequent communication with the public, the government, the donor and the employees as well.

Increasing globalization and the dynamism of crises and conflict among different groups, in relation to the rapid development of both the mainstream media and the digital media diversity and technology, has resulted in a situation that nobody could exactly forecasted.

The Ethiopian red cross society has been implementing different communication strategies since its establishment. As it is stated on its five-year strategic plan the society gives focus for its public relation and strategic communication department.

1.2 Statements of the Problem

Public relations and strategic communications are an influential leadership and administrative, interaction and communication tool if it is implemented with systematic coordination, cooperation, integration, and attention. Any humanitarian organization which interactively performs with public relations and strategic communications position with coherence, integration, coordination, and its energy focus on a specific objective, purpose, aim, and goal is the best effective method than one that creates disintegration and non-coordination, unclear and inconsistency messages to disseminate from the administrative department. A well-planned as well as a well-managed, sustainable and consistency public relations and strategic communication agenda or plan can easily be remembered by its targets audiences and stayed for long term benefits of the institution (Jounghwa Choia and Yoonhyeung Choi, 2009).

The most important problem and reason initiating this study to be carried out is that the Ethiopian red cross society (ERCS) now adays, experienced may natural and manmade disasters in the past six years. They ranged from droughts, flood, internal conflicts, Internally Displaced Peoples (IDP)s and the recent regional un stabilities (Amhara, Afar, Gambelia, Benishangul Gómezes, Oromia, Somali, south and Tigray).

The Ethiopian Red Cross Society is undertaking the responsibility as per its seven fundamental principles help the public in all these disasters through its public relations and strategic Communications interact with the public. Recently, the Ethiopian red cross society become a target of attack in the conflict areas especially during the northern conflict. This is because of gaps of awareness, knowledge and information about the international law and

the mission and vision of the Ethiopian Red Cross society.

Additionally, the Ethiopian red cross society is giving priority to the direct support of those who are exposed and victims of the natural and man-made disaster. Even though, the Ethiopian red cross society is working delicately for the support of the disaster affected areas but most of the time the red cross society materials, facilities, employees, and volunteers will be the center of attack.

How should the Ethiopian red cross society find out and pinpoint those problems? What are the activities the Ethiopian Red Cross Society should plan to do with the execution of those activities? Which internal body would be responsible for helping the humanitarian organization be prepared for urgent and proactive responses during crisis- information? This study strives to provide answers to those questions by retaining the public relations and strategic communications are the functions and activities accountable for these missions and visions of the institutions. It is upon this that this research strives to find out the impacts of public relations and strategic communications on organizational progression of the Ethiopian Red Cross Society to enhance sustainability, positive image, reputation, and visibility. since as far as the researcher knowledge there is no proof of any written research has been done on the same. Hence this study aims to find out the impacts of public relations and strategic communications in the progression of the organization.

1.3 Objectives of the Research

1.3.1 General Objective

The general objective of this research is to evaluate the perceived impacts of the public relations and strategic communications department in humanitarian organizations for organizational reputations.

1.3.2 Specific Objectives

From the above general objective, the following specific objective has been considered.

- To identify the perceived impacts of organizational integrations and coordination for the organization progressions.
- To assess the results of crisis information management in humanitarian institutions

reputation, positive images, and its progressions.

- To find out the impacts of media relations in humanitarian institutions progressions.
- To identify the impacts of donor relations in humanitarian institutions progressions.

1.4. Research Questions

The below bulleted points are the main research questions:

- What are the impacts of humanitarian institutions integration in organization progression?
- How does crisis-information management help in humanitarian institutions progressions?
- How media relations help humanitarian institutions progress?
- What are the perceived effects of donor relation and interactions in humanitarian institutions' progressions?

1.5 Significance of the study

This mixed method survey would expect to contribute a lot by assessing and realizing the impacts of public relations and strategic communications in helping the humanitarian sector to enhance organizational successions, progressions and building public image and respectability and increasing the value of the humanitarian institutions.

Furthermore, this study will help for the employees and volunteers of the Ethiopian Red Cross Society to have a moral public acceptance while performing their job. From this research It is expected to contribute also for the Ethiopian red cross society activities in creating the knowledge and awareness of the public about the emblem of the Ethiopian red cross society.

It could also clearly examine the public relations and strategic communications division which belongs to the management section. Which is a pinpoint for humanitarian organization to re arrange the role of public relations and strategic communications department and management section.

The study also identifies the activities of humanitarian organizations public relations and strategic communications department buys the opinion of its public. Most of the humanitarian organizations focus on creating awareness about humanitarian activities and other behavior change subjects. In addition, their focus is on promoting and creating

awareness about disease pandemic and other issues which need humanitarian action. Furthermore, they are proactive in giving response for the natural and manmade disaster affected areas.

However, they give no attention or little attention to the public relations and strategic communications department. Hence, this study will be an inciting incidence for the public relations and strategic communications department to show its importance to buy the public opinion, media influence, organizational arrangement, and donors effect for the performance of the organization.

The research will also have benefits for the management bodies in humanitarian sectors to strategize their communication and help to manage the flow of information. It will also serve as a motivational factor for further research or as an initial document for other researchers who plan to do their study.

1.6 Scope of the study

This survey evaluates into the operational dynamics regarding the public relations and strategic communications of The Ethiopian Red Cross Society head office, a pivotal and an older organization within the humanitarian sector. Specifically, it analyzes the functionality of the external public relations department and its profound impact on building organizational visibility, reputation, public acceptance, and support. This investigation not only explores the details of the department's external communication strategies but also digs into its cooperative relationship with partners and stakeholders. By comprehensively analyzing the interplay between internal community and public relations, the study aims to extract insights that can enhance the organization's effectiveness in fostering positive public perceptions and encouraging its humanitarian endeavors in the past five years.

1.7 Limitations of the study

When this research is going to be conducted, the researcher expects the following potential problems: First, sources of information may not be found easily and secondly even though sources of information are found, the respondents may not have a willingness to give easily and timely. Especially for the qualitative questions the respondents might not allow the researcher to take their time in keep asking about their organization public relations and

strategic communications department. The third and the main significant problem is no access to literature reviews about the impact of public relations and strategic communications in organizational dynamism. The proposed solution for this is that the researcher must dedicate full time to fully access as well as convince the sources and get all as needed for this research case.

1.8. Organization of the Study

The overall body of the research paper will be organized in five chapters. Chapter one includes, background of the study, statement of the problem, objective of the study, research questions, significance of the study, scope of the study, limitation of the study. Chapter two includes review of related literature on the concepts of public relation and strategic communications as well as the use of proper public relation for building public image, organizational performance, stakeholders and donors relation improvement.

Chapter three will include the methodology aspect such as, research method, research design, sampling technique, data collection and analysis method, sampling size and techniques, validity, reliability, and ethical considerations in research. Chapter four will include data presentations, analysis and interpretations, and chapter five will include findings, and recommendations.

Chapter Two

2. Literature reviews

This is a literature review section which is designed to explain and discover the concepts of communications, the impacts of Public Relations and strategic communications, crisis communication management, organizational integration, media relation and donor relations in the humanitarian organizations especially in Ethiopian Red Cross Society. The chapter aimed to provide conceptual and theoretical framework to investigate the impacts of public relations and strategic communications in humanitarian institutions progression in the Ethiopian Red Cross Society.

2.1. Communication and its concepts

Different literature gives the explanations and the definition of communications in different ways. scholars and researchers believe that there was a means of communication before the invention of paper and other means of modern communication. As stated in diverse literature the main word of communication is a Latin word *communicare*, the meaning of communication as per different literature is that to interact, or to make a common (Weekley, 1967). According to (Pearson & Nelson, 2000) communication is described as the process of interacting, sharing, and understanding meaning.

The main word as per the above description is process. A process is an ever changing and non-stoppable activity that is difficult to demonstrate because there is always a change (Pearson & Nelson, 2000) throughout this procedure. The other important word in this definition is to understand, to give meaning, and to associate our perceptions and interaction to our previous knowledge. (McLean, 2003) the word sharing is the next important word. Sharing means understanding something commonly based on understanding performing something in a group with one or more people. The final important thing is that what we take part and what we understand commonly all in the interaction circle is a meaning for example in our mind there is a common understanding that when someone says table there is a certain image created in our mind.

Hence, what we share in a process of communication is a meaning. Meaning is a common concept in which the receiver and sender integrates. Researchers have identified that when communication takes place or when a message sender intends and plans to send a message, accidentally the main- point and the acceptor may send messages at the same time, most of the time intersecting. You, as the main point of the message disseminator, will often play both roles, as the main disseminator of the message and an acceptor. You'll pay attention to disseminating your message as well as interactions and the acceptance of your messages to the target audience. The targets or the receiver of the message will respond in the form of feedback based on the message sent to the receiver that will give you important clues. (McLean, 2003)

Therefore, from the above concept what we can understand is that if there is communication there should be a communicator and a receiver. Which means if there is a sender of a message there must be a receiver, a message, a channel, barriers, environments, meaning, and feed backs are the major components of communication.

2.2. Public relations and strategic communications

Many scholars formulate different theories for the description of organizational relationship in the case of this research which is focused on the impacts of public relations and strategic communications in organizational progressions will see two major types of relationship: systems theory and situational theory.

As Grunig and Repper stated Systems theory, which is a well-known theory in organizational management considers organizations as formulated of integrated parts, modifying, and adjustable to changes in the political, economic, and social surroundings in which they function. As it is stated in different literatures as per the systems views, humanitarian institutions existed on resources from their surroundings, such as “raw materials, a source of employees or human resources, and beneficiaries or customers for the services they created. The relationship is a mutual relationship which is environment and the surrounding among the humanitarian institutions needs the institution for its outputs, outcomes, and facilitation. Organizations which follow the open system use public relations and strategic communications people to collect information on how productive their relationships are with

clients, customers, and other concerned- bodies.

A humanitarian institution which follows closed systems is not interested in new information and does not know what is going on in their surroundings. Managing bodies who work in the closed system institutions administrative, and the decision makers operate on what happened in the past or on their choice and choices.

Institutions are not standing alone and exist in empty surroundings. All the institutions and humanitarian bodies are part of the whole environment made up of a numerous number of systems. We can use systems theory not only to strength relationships with our external stakeholders but also to look at the internal working proceedings and internal actions, employees, partners, consultants, stakeholders, and concerning bodies of our institutions.

As per the concept of the Situational theory Grunig and Repper agreed that it was a favorable initiation to use the concept of concerned bodies, partners, and other stakeholders as a way of explaining relationships. Nonetheless, in their conclusion they pointed out that not all individuals in concerned-bodies groups would be equally likely to communicate with an organization. Institutional and organizational leaders believes that public relations and strategic communications people could more effectively manage communications by strategically identifying specific publics or target audiences and selecting the means of communication which means the medium and channels of communication within stakeholder groups.

The selected publics or target audiences were parts and members of the public that were active in their communication and interaction performance. Situational theory also facilitates conditions to elaborate the case of some groups who are active in communicating and intreating as well as giving feedback and answering questions on a single issue, others are active on many issues, and others are uniformly not interested on the issues and not responsive when the public relations and strategic communications personals tries to reach out the specific group. A systematic planned interaction and relationship is determined by the type of the audience or targeted community, it can be responsive or reactive and how an organization is interrelated with the concerns and the problem.

Public relations and strategic communications professionals can plan and systematically implement their communication systematic plan truthfully if they know how actively their

partners, stakeholders, donors, concerned bodies, publics and the employees will seek information from the humanitarian institutions. Situational theory is going to focus on the types of information in addition in the case of the situational theory the public relations and strategic communications personal's focused on the target audiences' interest and always the general goal is to fulfill the interest of the environment and the surroundings that the target populations and target audience want rather than the organization's choice of information to disseminate (J. Grunig & L. Grunig, 2002). The situational theory also predicts that the target population or the target audiences will pay attention as well as concentrate and find out information that is in their interests and areas they need to know more.

Hence, public relations and Strategic communications now adays becoming to a well-known concept among public relations and strategic communications experts (J. Grunig & L. Grunig, 2002). While the description of public relations and strategic communications does not have a clear explanation it is still debatable. So, most debates of public relations and strategic communications indicated that the plans, objectives, implementation, and evaluation of public relations programs that should be within the boundaries of organizational aim and overarching goals (J. Grunig & Repper, 1992). Moreover, public relations and strategic communications is the utilization of mainstream, digital media, and mid-media strategically.

By carefully identifying the target audience, strategically selecting the key messages, and positioning all the objective of the strategic communication with the overall objective of the organization, its mission and vision.

Moreover, From the systematic leadership views, effective and efficient public relations and strategic communications must be part of systematic leadership at the level of the institution, whereas it manages its own plan systematically. It tries to find out and to balance internal activities with systematic approaches that deal with the external environment to achieve an organization's mission, vision, and goals. Public relations and strategic communications contribute to organizational efficiency and effectiveness as part of systematic leadership and administration approaches; it creates good relationship with stakeholders, partners, concerned bodies and donors as well can pressure or help the organization achieve its

mission, vision and overarching objectives. According to Some public relations and strategic communications scholars who identified the role of public relations and strategic communications is not well recognized in systematic and well-planned management. For instance, as J. Grunig and L. Grunig (2002) presided and retained that only a few scholars have recognized and understand for the description of the position of the public relations and strategic communications, even though, writers on systematic and well-planned leadership and administration have demonstrated the surrounding in the institutions and list important components. The writer reasoned those public relations and strategic communications delivers a critical impact in strategic leadership by helping the institution to point-out the most important elements of the surrounding and creating rapport and good relationships with them through systematically planned communications and interactions.

By carefully performing this, the institution can become successful, competent, and viable for executing its planned responsibilities Gray (1998). The organization archives the mutual benefit with its planed approach constituencies that support or constraint. Managing interdependencies with strategic constituencies involves understanding their needs, concerns, and influence they employ. Public relations and strategic communication strategy are based in the redefined position of the “Public Relations and strategic communications Manager” and is mainly the inputs provided to the enterprise strategy are a result of derivation or influence from the organization's strategic framework, as indicated by Gray (1998).

As a meaningful approach, the public relations and strategic communications plan and approach provides focus and direction for an organization’s public relations and communications with all stakeholders, partners, donors and concerned bodies in building symbolic and action full relationships with its planned stakeholders. It is the approach and the strategy the public relations and strategic function’s implementation—determining what should be communicated rather than how it should be communicated. Hence forward, public relations and strategic communications is not as confused as simple interaction projects, but it delivers the whole framework for the overall communication plans and approaches necessary to undergo the whole systemic plan.

If Public relations and strategic communications plan is created within the frame of the humanitarian institutions vision, mission, corporate culture, policies, and strategies (the

internal environment), in addition, the public relations departments need to focus on the evaluation of the external surroundings.

2.3 Public Relations and strategic communications as a systematic planed Function

At this time, the public relations and strategic communications experts is aiming a great deal of focus on how public relations and strategic communication systematic approaches and strategies can produce a positive *return on investment* (ROI) (Grunig, J. E., 2006). Even though, it is challenging to place a value in money and break down the value of public relations and strategic communication financial system on creating good relationships with target population, certainly, in practice there are a lot of examples of how creating rapport have reduced the cost of pilot, bad image, and reputation and negative and crisis information; obtained from lobbying as well as persuading towards favorable regulation or legislation; or maximize the profit and revenue of the organization through the sale of products and services to relevant and specified target audiences (Grunig, J. E., 2006).

The wide-ranging and deep survey which has been currently conducted on relationships, coordination, integration partnership, throughout time, might illustrate connections as the most crucial intangible asset for an organization, thereby strengthening the significance and return on investment that public relations offer (Bayon & Bauer, 2002; Crosby & Johnson, 2004; Grunig, J. E., 2006). Evaluating both the short and long-term impacts of public relations programs, strategies, and the overall function on organizational efficiency is facilitated through relationships, allowing for the assessment of various factors (Hon & Grunig, 1999; Huang, 2004; Ki & Hon, 2007). Such factors are trust, evaluative integration, satisfaction and working for a mutual benefit will be considered as key components of high-quality relationships and institutional image building and positive visibility.

The above-described factors are necessary for institutions working within both positively helpful and non-helpful operating surroundings.

As per the excellence theory, if the public relation department aligns with the management section it makes the organization more effective. The public relation department has also contributed more to the organizational effectiveness.

When components such as political, social, regulatory, and economic conditions of an institution operating environment are helpfully, strong relationships with keystakeholders, partners, donors and concerned-bodies help in further increasing the humanitarian-institution benefit within its business. In a dynamic working condition, when social, political, regulatory, or economic trends are working against the institution, or if competition increases; an organization looks to such relationships to survive in a turbulent, unplanned, or changing surrounding's.

From the contribution, effect and impact of the organization the time it is benefiting most from the work of public relations and strategic communications makes through building relationships is when it is dealing with an unpredictable environment: when the organization gets such outcomes as trust, reputation, satisfaction, commitment, and the organization's good image not only provide a pay back on investment but are key components in maintaining the venture itself.

2.4. Effectiveness of Public Relations and strategic communications in organizational reputation.

Public relations and strategic communication experts and researchers have been working on the field of communications to give an explanation and put value to find out the benefit and the impact of public relations for the organization's progressions and for the community as well.

To clearly define and put the impact of public relations and strategic communications throughout its evolution, diligent efforts have been made by experts, practitioners, and scholars to meticulously pinpoint and articulate a singular concept that summarizes the implication of public relations and strategic communication (Grunig & Hung, 2002). Likewise, L. Grunig, J. Grunig and Dozier (2002) also said: "For about the past 25 years, public relations and strategic communications practitioners and scholars have struggled and work a lot to develop a model that would explain and define that public relations and strategic communication is efficient and adds value." For the organization such as humanitarian organization like the Ethiopian red cross society.

Meanwhile, Public relations and strategic communications professionals tried a lot to

measure public relations impact, effectiveness, efficiency, and contribution as they increasingly have faced the challenge of demonstrating the impact, the role and responsibilities of public relations and strategic communications to their organizations (Hon, 1997).

For example, Kim (2001) put on his paper public relations and strategic communications expertise' challenge from their organizations as follows: chief executive officers "CEOs' requested the responsibilities of public relations and strategic communications experts have become more consistent than ever" because of budget cuts and not considering the activity and a major activity in the public relations and strategic communications industry. Ledingham and Bruning (1998) explains and put it as follows: "Scholars have enough time and resources to deliberate the nature of public relations, but practitioners deal on a daily basis with the immediate and day to day problem of justifying the value of their programs."

Nevertheless, apart from this, the crucial importance of showcasing the value of public relations and strategic communications at the organizational level, a prevalent notion is that assessing the value of public relations pose challenges due to the intangible nature of most of its components. Moreover, during the old time and before the era of the internet public relations and strategic communications traditionally has been a means of maximizing costs rather than as a means of generating organizational revenues by increasing the visibility and image of the organization.

L.Grunig, J. Grunig and Dozier (2002) elaborates based on the assessment of public relations and strategic communications values and dilemma and describe the dilemma of public relations and strategic communications values in depth: the concept of the measurable values and role and responsibilities of public relations and strategic communications has been creating a dilemma to strategic and planed communicators for the past years. This is because of the perception among both strategic and planed communicators and the management bodies considered that public relations and strategic communications are not considered to maximize the benefit if it managed positively and damaged the reputation of the organization if it is not well managed and it can impact the organizational performance immediately and it's in a management function in comparison with other organizational roles, responsibilities, and outputs whose value can

be described, measured, and evaluated through systematic approach. Because of hidden impact, public relations and strategic communications often have been faced to suffer at shortage of budget, and human resources and time as well and specifically during the shortage of finance and during financial crisis time, because there is no way to demonstrate its value and how it worth.

Griffin (2002) and Hutton et al. (2001) they identified that public relations and strategic communications professionals have widely adopted the reputation and good public image building and crisis management to demonstrate the economic benefit and performance viability of the public relations function.

Kim (2000, 2001) specifically maintained that the liability and the responsibility of public relations and strategic communication at the organizational level could be described and verified well by showing the impact of building the organizational image on financial performance of the institutions.

It is true that public relations practitioners and strategic communication advocate building the image of institutional leadership and administration more than responsible bodies and experts in any other job description. As per the demonstration of Hutton et al (2001), most well-known international public relations and strategic communications experts have integrated the prototype of positive image building administration in different levels. Hence, Public relations and strategic communications help an organization to evaluate public opinion, decide organizational policies compatible to the interest of public and create good will amongst leadership, administration and their internal and external publics in addition public relation also helps the organization to manage catastrophe and keeps the humanitarian institution positive image.

2.5. Public Relations in Organizational cooperation and integration.

Organizational cooperation, alliance and integration relate to the level of which the parts and departments of an institution are prepared to support the overall objectives, mission, vision, and goals of the organization highly and effectively. The departments of the institution should be integrated which contain: the activities being finalized such as main planned projects and implementation processes; the objective, practical knowledge and efficiency, and the emotions, thoughts, and actions of both the people doing the work and

the organizational leaders; and the plans (e.g., experiencing the bad and good opportunities and incidents and the growth of the human power and plans. Materials, equipment and technologies and resources (including budget) that support the work being finalized (Krone, 1987). It is true that Without integration and cooperation, the best strategic plan will never be fully achieved. Where us, Organizational integration and coordination are the intersection point that makes a good plan to be executed in an excellence way. An aligned, coordinated, and integrated organization works together as a unit and as a team in a new way with in a more efficient, effective, and dynamically on the right things that deliver the greatest business value.

An aligned and integrated cooperation's and institutions will perform all the activity very Fastly with a limited human, and financial resources and within a short period of time. Furthermore, it is true that a more agile, integrated, and responsive to changing the organizations performance and its conditions (Aaker, 1991). Institutional integration is both a process and an outcome. Building and ensuring institutional and cooperation integrations cooperation requires focused action and is a continues and infinitive activity. Moreover, the result of these humanitarian institutions integration executions- it is possible that the degree of humanitarian institutions cooperation at the current time - can be measured in an institutional level. When the reputation of a humanitarian organization is becoming good because of institutional integration which is critical when applying progress leads towards strengthening donner relationship (Gray, 1998).

To create a humanitarian institution cooperation, it is important to Understanding how the organization will measure benefit is the first step in creating a humanitarian institution integration. Creating and forming values which are important and requires an organizational focus on long-term cash flow returns, not quarter-to-quarter changes in earnings per share.

It also requires a willingness in addition to that knowledge to adopt a dispassionate, value-oriented view of corporate activities that recognizes organizations for what they are and what their overarching goals is. Organization integration starts with a thorough understanding of how an organization is measuring value.

Implementing improvements and progress which helps to make costless benefit obstacle will be considered as the second main point to create a humanitarian institution integration and cooperation. For this the requirements are leadership to develop and institutionalize a leadership and administration value philosophy throughout the humanitarian institution. This requires and incorporates creating and putting priorities on the basis of cost determination, introducing, and influencing about strategizing, and success level and motivational reimbursement systems to wards beneficiary level; and working together and interacting with all beneficiary groups in terms of profit maximization and in the case of the humanitarian institution it is donner relation strengthening and creating good reputation. This can be started and accomplished by in a series of smaller steps to achieve higher levels of performance (Charles, 1996), in addition to work on the performance and growth of the organization demonstrate what the interaction strategy and systemic plan is and what it seems in action and its performances.

Humanitarian institution integration and co-operation are formulated on leadership systematic plan so it must start from its bases. To be achievable and impactful and in public relations and strategic communications activity, the plan and the communication strategic implementation must clearly define the primary target goal, future results destination, and the importance and actions that will guide actions on the journey to organizational leadership results achievement (Riel, 2007).

While this document is important, it is also critical to describe the actions in the form of strategic objectives; the organization must focus onto get from the present to the future destination. A systemic plan that provides specific but flexible execution ways for action serves as the guiding map for the institution and its integration efforts moving forward. Public relations and strategic communications systematic plan help the organization, the employees, the surroundings of the organization, and its public for sustainability and development. If the public relations and strategic communications systemic plan can't integrate with the execution plan and implementation strategy, and if they are clueless what it is and how it is implemented it will create an organizational failure. Public relations and strategic communications are critical, ongoing, and dynamic requirements in the motivation to strength the humanitarian institution integration and alignment and

coordination. interactions and message sending process should be recurrent, continues, and the interaction should be sending message and receiving feedback at all levels of the humanitarian institution using a lot of interaction methods and a numerus number of strategic messages for targeted audiences. It is mandatory to remind that there is not too much humanitarian institution leader involvement when striving to create an integrated organization (Balmer, 1997).

2.6. Public Relations and strategic communications in miss information Management

Coombs (2007) created and introduced different demonstrations and views of the term “miss-information or crisis information” and elaborated it as “the dissemination of information to the public and it is perception of an unpredictable event that cause to damage the organizational reputation and crates bad image of the organization.

Stake holders, donors and concerned bodies expects a lot from a specific organization and expectancies of stakeholders, donors and concerned bodies will seriously impact an organization’s progression and generate negative outcomes in the mind of stakeholders, donors and the public if the miss information disseminates to the public.”

There are three key elements to this definition. First, a crisis or miss-information is an understanding. Although, an institution couldn’t believe that the information is untruthful or it is a crisis-information because of bad information exists, at the end the public’s understanding, reputation and image is the reality of the situation, and if the beneficiaries believe a bad- information exists, then a crisis exists and damage the image of the organization and its reputation (Seeger, 2006; Coombs, 2007). Penrose (2000) in their research find out the impact of understanding and presumption that the public’s attitude of the bad information is an important component in a humanitarian institution image failure strategy, and it will also impact the humanitarian institutions reputation failure. Second, even though a humanitarian institution’s reputation failure is unplanned, it is not unanticipated (Coombs, 2007; Cloudman and Hallahan, 2006).

A humanitarian institution that effectively predicts and plans for image damage or negative

reputation of the institution they can better anticipate when bad information hits, and therefore can lessen the damage of a bad image. Bad reputation or miss information control is public relations and strategic communications personnel's mandates - that is, entertaining a crisis in which public awareness of a particular issue may immediately change and negatively impact the humanitarian institutional ability to achieve its mission and vision and overall goal. Here in Ethiopia, during the drought time Red Cross Society embarked on providing food items and non -food items collected and distributed to the disaster affected people. There was also a campaign entitled “እኛው ለኛው” whereby Ethiopian donated money, food, and clothing to the National Red Cross Society. However, it was later discovered that wheaten- flour that was collected from foreign countries and collected from Ethiopian donors had sold out by the Ethiopian Red Cross society employees and volunteers and hence peoples who was affected by the drought and the conflict were suffering and starving. The case was discovered after many local medias give coverage about the corruption. The public damaged the society's name and spoiled the image of the society as corrupt and “not putting the poor people's interest at emotion.” The public relations and strategic communication department professional had the responsibility to ensure that the citizens did not immediately after this situation automatically associate The Ethiopian Red Cross Society and other equipment of the society such us the ambulances, the pharmacies and the training center with corruption and miss management of resources and did loyalty to the citizens at this time the public relations and communications sections works aggressively to keep the image of the Ethiopian red cross society positive, good reputation and acceptable to the public.

The other incidence which currently happens during the internal conflict was the military forces. There was bad information and rumeurs as well which damage the reputation and positive image of the Ethiopian Red Cross society which was the government forces were using the red cross ambulances to transport guns and weapons which lead the employees, the citizens and other external stakeholders and the population affected by the Ethiopian Red Cross society is the supporter of the government and the red had of the government and neutrality is not expected from the society. Hence, because of this information the Ethiopian Red Cross society was unable to help those affected by the conflict and the drought and the

society become the center of attack and many ambulance drivers, volunteers and employees were killed while they were giving support for the conflict affected peoples.

Because the Ethiopian red Cross Society works conflict affected and drought as well as flood affected areas the society always faces a numerous number of public relations and strategic communications miss- information and diss information in the past and there are five steps that should be executed to properly manage a crisis.

First, the humanitarian organizations in crisis should be on time, proactive and timely in addressing the citizen immediately following the discovery of the bad information which damaged the humanitarian organization's reputation. Second, the humanitarian organizations under problem and question should keep honesty and loyalty to the citizens. Because most of the time the citizens are always willing to forgive an honest mistake than a calculated lie and misleading information. Third, it is mandatory to be more actively updating the citizens because the social media and the mainstream media as well as the public will create their own rumors if no information is given to them by the organization in crisis. Rumors can cause significantly more damage to the organization than the truth. Next, it is important to be concerned and show the public you care because people will be more forgiving if the humanitarian institutions care about those affected by the crises information and the humanitarian institution should show that even though, this crisis happens, till the humanitarian institution is loyal to the public. The end important point is to maintain a feedback collection system where only sending information and not actively listening to the public doesn't work. The feedback receiving system is important because the humanitarian institution can understand a lot about the status and perception of the citizens by carefully understanding the feedback and open for the feedback.

Therefore, the public relations and strategic communication departments should know and follow these five steps which are mandatory to manage any bad information in public relations and strategic communications. After understanding this and having in mind, each bad reputation and miss information is unique and therefore requires a specifically prepared miss information and bad information handling. There are also other methods which follow six types of responses, and they range on a continuum from defensive to reconciling. First,

organizations can attack the accuser attempting and trials to eliminate and protect the attacker's credibility. Second, organizations can use a method of not accepting the bad image created because of the missed information it is something like refusal of claiming that no crisis exists. The third bad reputation handling way is to reason out where the humanitarian institution requests no extreme disaster was done or that the affected was at accountability. The fourth point is, humanitarian institutions can use a method to give a kind of gift to the citizens to reconcile the public, such as giving away coupons. After that, the humanitarian institution can correct the miss- information and damage caused by the untruthful information control action and methods to correct their wrongs and missing information. Finally, the organization can accept the mistake and can request a complete apology requesting for forgiveness for the mistake. All the above six responses have been used in the past with a successful result. If it is chosen and applied properly, one of the six responses and methods can help to mitigate and protect the organization from the expected damage.

2.7. Media and the Impact of Public Relations and strategic communications

The way the humanitarian institution communicates and interacts with the media affects humanitarian institutions reputation, visibility and the advantage and priority given by the media institutions. Well-coordinated communication strategies are the ways and the doors towards getting media coverage and making the humanitarian institution name or image remembered by all the targets than non- coordinated attempts. By giving consistent messages and other visibility mechanisms an organization is more likely to be known and looked upon favorably by key stakeholders/donors and it helps to increase the visibility of the organization. Organizations have therefore increasingly put considerable effort into protecting their image by meticulously positioning and controlling all communication campaigns and all other contact points with stakeholders (Gray, 1998).

Organizations also realized and understand that messages in various and different media can complement and support one another, which is a result to a greater communication impact than any one single message can achieve and address. Nowadays, the mainstream media cost of increasing. Hence, since the increasing costs of the old and mainstream mass media advertising and the good occasions which can help to by the internet, many humanitarian

institutions have therefore revised and re-planned their media coverage and how to manage it. Hence forward, these developments and the dynamisms of the media features, nowadays humanitarian institutions are working on and give focus on how to understand and use at media in a much deeper sense and towards the profession of public relations and strategic communications (Krone, 1987) and start to work and use any opportunity to meet their organizational mission and vision. Currently, Organizations have also become more creative and start work dynamically in understanding deeply advertising and promotion to other media for interacting with stakeholders, donors, partners and concerned bodies. Nowadays, many organizations currently are using a variety of media including the mainstream and digital media, different SNSs like writing and creating a good image on blogs and interacting in internet such as websites, digital -banners and covering the costs of online communities. There are Two causes which are the curtains of interaction and a threat or a hindering factor from social media impacted humanitarian institution interaction and communication policies and strategies. The social media has a significant democratizing effect and independent and no polices which abide the social media is working freely and without any censorship which is the cause of the problem to manage in the intention of the humanitarian organization overarching goals, aims, purpose and objectives Aaker, 1991). The implications of independence, abiding law and democratization effect have not yet been found out in the research literature. The second main factor is volatility, and the incidents uniqueness of every situation emanates from the unclear and dynamic interactive processes of the many different contributors from the social media and the social network services participants. Like the free utilization of the media effect, humanitarian institutions will find it problematic to control these emergent situations and usage of the digital media to create an institutional value expect the humanitarian intuitions find a way for appropriate ways of creating strategy and plan the use of social media (Charles, 1996).

Public relations and strategic communications department regulate the visibility materials usage and consultation on formulating the communication strategies. The responsibility can enlarge and address to advising on humanitarian institution mission, vision, goal, objectives, and strategy. Humanitarian organizations, multilateral and bilateral organizations and NGOs as well and invest in building a good relationship with the media in any time they are

covering the costs of the media and publicizing a specific issue in the community to build more trust, attention and focus from the citizens and donors. Ethiopian Red Cross Society is now a days by using media coverage and their participation in humanitarian activities and supports throughout Ethiopia.

The media and the public relations and communication experts will always need to work together and must interact frequently with each other to meet their institutional goals. The media experts always seek information to produce an articles and other electronic outputs about that the citizens will read, and the public relations and strategic communication responsible bodies want their information told to the public. While these goals do not always coincide and integrate with each other and support one another, it is possible for a mutually beneficial relationship to exist between PR practitioners and the media.

Because the media people, especially the reports always seek to information to cover for their media institution. However, there are a lot of many cases where one humanitarian institution public relation strategic communication representatives' trays to take an advantage of the other humanitarian institutions to take control over the other for their own benefit and from their humanitarian institution interest. The main method this is accomplished is by accessing media and journalism; this is the term helps to demonstrate when journalists are coerced in shifting their work by an article entity (*Access Journalism & Self- Censorship*). Journalists can be influenced by insecurity to withhold advertising dollars, not allowed to take advanced copies of products to review and give comments, or simply they requested to cover the information. Knowing how journalism works and understanding and integrating with journalism is a way of helping try and influencing and controlling the media.

2.8. Public Relations role in Donor Relations

If we agree with Grunig and Hunt's (1984) definition of public relations and strategic public relations as, "the planning, implementation and monitoring of interaction or the linkage of interaction between a humanitarian institution and its citizens," then this helps to conclude that the planning, implementation and monitoring of donor communities is an advanced and upgraded form of public relations and strategic communications. The implication of this conclusion is that publicrelations and strategic communications are usually well integrated

and working together as an administrative and leadership function both at regional level as well as parent humanitarian institutions. The public relations and strategic communications reactionaries need to know and be well informed of the mission and the goals of the humanitarian institution and plan, implement, and monitor their job with the activities of the management and administration. Fundraising and resource mobilization professionals, in any cases they are not considered to cooperatively work with and integrated to the administrative and leadership responsible bodies and because of this many of the resource mobilization and fundraising expertise do not have knowledge about the mission and goals of the humanitarian institution they are serving. When it is obvious that if the humanitarian institution does not have direct fund-raising department with experts on the fundraising operation.

All partners concerned bodies and donor institutions, corporations, and individuals – have the potential for distorting the autonomy of charitable and humanitarian institutions through their donation and presents” (Kelly, 2001). Having this intention and tendency for donors and sponsors to control and persuade the institution through their giveaways, it needs a strong responsibility on fundraising and resource mobilization experts to be aware of potential breaks of the law and ethical breaches on the responsibility of the humanitarian institution’s receiving the presents and the offers.

A more significant example of violation of laws and breaching of ethical standards on the donor self-governance or a distortion of humanitarian institution goals would be where a donor proposes funding and donation for activities in a field which is important and the backbone to the heart of the donor, but a field in which there is no program to direct such an interest. Donors are the stakeholders and important components in non-governmental institutions and they are the sources of finance and their features are the bridge with the humanitarian organization end goal and from the impacts of the humanitarian institutions (Clarkson, 1999); Coombs, 2000 and Daft, 2001) pointed out that stakeholders and humanitarian institutions are linked because the donors and the humanitarian institutions have a common end result. J. Grunig and L. Grunig (2002) defined stakeholders as those who are affected by the decisions of an organization or those who affect the organization by their decisions. Similarly, daft (2001) demonstrated a stakeholder as any group within or outside of a humanitarian institution that has its own portion in the humanitarian institution

progression. Coombs (2000) said this about the consequences of donors for institutional leadership and administration. “It is taken for granted in the administrative and leadership literature that a humanitarian institution has financial sources or funders, and that the administration and leadership of these financial sources affects the humanitarian institution public image and reputation.”

The new emerging digital media has become the main option for the public to communicate each other in the digital world for communication and interaction; it has given the audience an opportunity to express their concerns and feelings. All the same, this electronic discussion and idea sharing places have become a good area to detect problems and issues as fast as they arise. For instance, when there is a crisis-information and when the target-audiences faces a problem to clearly know what has happened in the specific institution, they may go to the organization’s web site to complain or look for social media updates and discussion poles in the organization Social Networking Services (SNS)s to discuss, oppose and raise ideas with other people who have similar criticism, objections, questions and concerns. Nowadays the advanced technology and the dynamism of the world in technology have taken the world closer together and accelerated interactions.

As the result of these institutions and cooperation’s need to communicate faster in all the organization SNSs and by using other means of communication than ever with a growing number of targeted populations.

Humanitarian institutions, including non-governmental institutions, have become highly aware of the importance of knowing what is going on in their surroundings, both among the donors, sponsors, stakeholders, and the internal and external communities.

They use various methods for collecting important information, such as monitoring and following up the news media, social media or conducting surveys. Nevertheless, these types of research are not wide-ranging enough to widely understand the surroundings. Furthermore, several public relations and strategic communications scholars and professionals have insisted that organizations should make more efforts to discover problems and crisis in their initial stages before they damage the organization reputation. Otherwise, these problems can grow into issues, possibly catastrophes, that may be critical to the

institution's existence (J. Grunig, 2002). By being proactive and wisely detecting and perusing their surroundings, a humanitarian institution can identify problems at its initial stage so that they can be alert and proactive in giving response to them.

2.9. The Ethiopian Red cross society

The Ethiopian Red Cross Society (ERCS) is one of the oldest and most respected humanitarian organizations engaged in humanitarian activities and contribute a lot for the poverty reduction process in Ethiopia. There are 192 national red cross societies in the world. Hence, the Ethiopian red cross society is representing one of the 192 national Red Cross and Red Crescent societies globally. The Ethiopian red cross society has no registered commitments. Rather the Ethiopian red cross society is a humanitarian organization providing service to the community affected by natural and manmade disasters such as drought, war, and flood. The society provides for the community emergency responses, ambulance services, first aid and family reunification, essential drug, water, sanitation and other emergency and humanitarian services.

The establishment of the Ethiopian Red Cross Society dates to July 8th, 1935, when it was mandated by governmental decree after the second Italian invasion of Ethiopia.

The Ethiopian Red Cross (ERCS) commenced its operations by delivering humanitarian aid to injured soldiers and non-combatant casualties.

In the year 1935, on 25th September, the Ethiopian Red Cross Society (ERCS) received official recognition as the 48th member of the International Federation of Red Cross and Red Crescent Societies. Despite its status as an independent humanitarian organization, the ERCS operates in a supplementary capacity to the government. The establishment and legal recognition of the ERCS occurred through the adoption of a National Charter on 31st October 1947, which has since undergone multiple revisions by parliament, with the most recent occurring in 1999. The current iteration of the Charter was ratified by Parliament in January 2018.

Different secretary generals lead the Ethiopian red cross society. The first secretary general of the Ethiopian red cross society was Dr Thomas A. Lambie (1885-14 April 1954). Red Cross Society from July 8/1935-May 5/1936. He was not an Ethiopian citizen rather he was a missionary; he was responsible for several early medical efforts in Ethiopia from

those responsibilities two hospitals were found during his period of leading the society. He also served and experienced as a medical doctor in Sudan, Nigeria, and Palestine, where he died.

The Ethiopian red cross society currently has a structure consisting of 12 regional offices, 34 zonal branches and 132 district (Woreda) branches, as well as more than 5,800 Kebele Red Cross Committees at the grass root-level. The Society has 6.1 million members, and there are currently over 258,000 volunteers registered throughout the nation, of whom 47,000 are actively engaged in various humanitarian initiatives. It is by law that the President of the Federal Democratic Republic of Ethiopia serves as Patron of the Society. The National General Assembly of the Society makes the Society's highest decisions. An election is conducted every four years, and it is convened every two years. A Governing Board (GB) consists of nine members at the national level, seven members at the regional and zonal levels, and five members at the woreda level. It is the GB that determines the general direction of the National Society.

2.9.1. strategic plan of the Ethiopian red cross society

According to the management division of the Ethiopian Red Cross Society (ERCS), the society has been implementing the 5-year Strategic Plan (2016-2020) since July 2016. During the five-year strategic plan, the Society implemented an Integrated Performance Management System (IPMS) based on the Balanced Score card (BSC) framework approach. Although the BSC approach was intended to align and integrate the Society's regular, program, and project activities with the overall strategic objectives, the designed strategy and its practical application on the ground do not appear to have achieved the alignment and demonstrated the required clarity on the strategic objectives in accordance with the Society's mandate, as enshrined in the ERCS charter.

Furthermore, the combined use of the BSC as a Strategic Plan (SP) tool and a medium for management has fostered misunderstanding, therefore disaggregation and a clear interface between the two tools are desired.

Since September, an external consultant (Ethiopian Management Institute) has conducted a midterm examination of the strategy plan. During this time, many stakeholders such as

board members, beneficiaries, partners, and staff were consulted, and their opinion was thoroughly.

The review's results confirmed that additional revision of the strategy was required since it failed to align the ERCS's strategic objectives and programming focus with its charter. Furthermore, its objective was not adequately addressed, and the vision was not bold enough to elevate the national community. The Ethiopian red cross society set different strategic priorities, strategic objectives and operational objectives among them are Improve capacity of staff and volunteers on effective dissemination, advocacy and communication, enhance public and authorities' awareness on emblem, Fundamental principles, International Humanitarian Law (IHL), Red Cross and red Crescent (RCRC), Promote ERCS's humanitarian achievements are the objectives which clearly interlinked with the public relations and strategic communications activities.

2.9.2. The Ethiopian Red Cross Society Strategic Communication

The Ethiopian red cross society Communication Strategy (CS) have been developed under the framework and inspiration from the Fundamental Principles; the ERCS Strategic Plan 2016-2020; the recommendations of the 2014 and 2017 Global Communication Forums of the Movement respectively held in Nairobi and Bangkok; and the directions of the IFRC the Counsel of Delegates (COD) given during the communications side meeting during the 2017 IFRC General Assembly in Antalya, Turkey¹. Hence, the Ethiopian red cross society CS bases on the initiatives and decisions taken, achievements made, and capacity assessments undertaken by the ERCS, the RCRC legal, policy, strategy and program documents, priorities, themes, and objectives pertaining to communications that are identified over the last ten years. The CS is therefore designed to provide a roadmap and contribute to the achievement of the vision, mission, and values of the Society.

The Ethiopian red cross society developed its communication strategy by aligning the society mission, vision, and objective. And before setting the objective of the communication strategy the Ethiopian red cross society strategic communications and public relations team conducted a SWOT analysis. Hence, based on the SWOT analysis result the society public and strategic communications team set the objective.

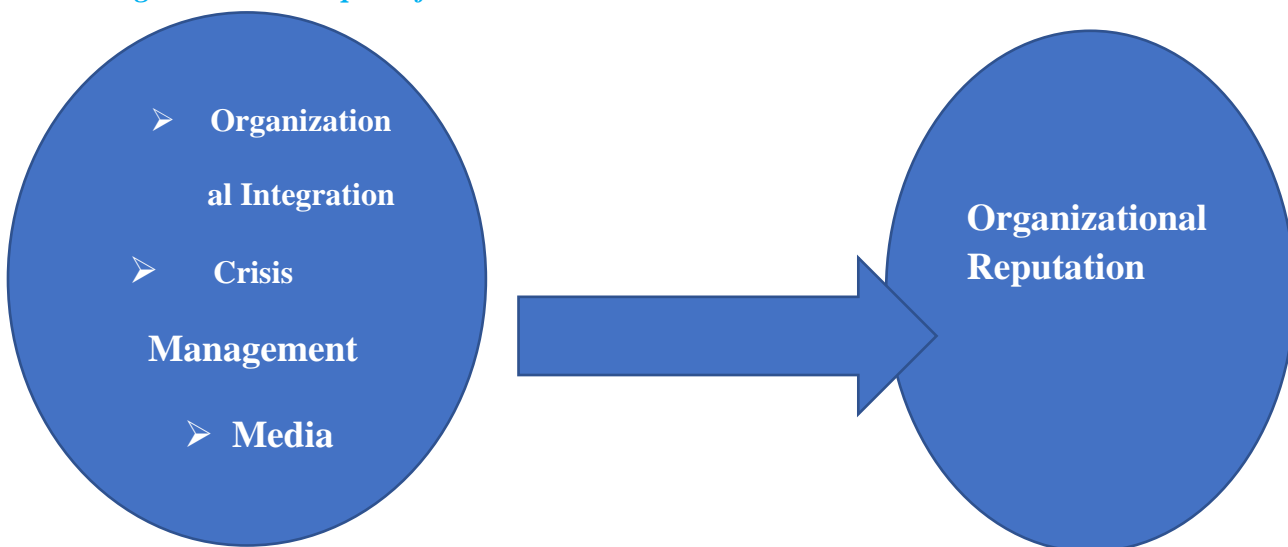
Therefore, the objective of the Ethiopian red cross society communication strategy is to strengthen the ERCS communications to aggressively utilize media tools and outlets; engage partners, stakeholders, donors with a view to seeking their collaboration for better humanitarian interventions and sustainable results (the Ethiopian red cross society communication strategy).

2.10. Conceptual Framework

The prototype showed below described those independent variables, impacts of public relations and strategic communications as a systematic implementation, effectiveness of public relations and strategic communication, public relations and strategic communication in organizational progression, public relation in crisis-information control, public relations in media and public relations in donor relations.

The variable which is indicated as the dependent variable is the impacts on systematic leadership and institutional progress. If the public relations and strategic communication systematic plan is implemented carefully, it can result to positive reputation and image of the humanitarian institution, visible and improved donor, stakeholder and concerned bodied relation, employee motivation, stakeholders (donors and Government) trust in the organization among others. Also, if public relations and strategic communications are poorly implemented and not get the necessary attention, it results to crisis, and Miss-information, poor media relation, underperformed donor relation, low funding, reduced performance, employee disinterest and low performance of the employees as well as lack of integration among others.

Figure 2. 1 Conceptual framework



(Independent Variable)

(Dependent Variables)

Chapter Three

3. Research Methodology

3.1. Introduction

This is the third part of the research paper. Hence, at this part of the research, the researcher presents the how data is collected and analyzed. In addition, which type of data collection tool and analysis method is used to meet the general and specific objective of this case study. Henceforward, this research employed both quantitative and qualitative methodologies which is a mixed approach implemented in the survey. Survey questionnaires and semi-structured questions to understand the perspectives of the Ethiopian Red Cross Society employees towards the public relations and strategic communications department contribution for the organization reputation.

3.2. Research Design

A research design is a set up for choices about what, where, when, how much, and by what means concerning an inquiry or research. It is also a strategy, the road map, the inciting incident, the plan, and the structure of conducting a research project.

It is the plan and structure of investigation created to obtain targets for the research tool. Research design is also the blueprint for collection, measurement, and analysis of data. The researcher believes and decides that the function of the research design is to ensure that the evidence and data obtained from the participants of the research enables and helps us to answer the questions at the beginning clearly, precisely and vividly.

Hence, I used a survey questionnaire and a semi-structured questionnaire to obtain data from the research participants. Based on that the research tool has five parts. Part one asks questions about the demographic information, the second part of the questionnaire is enquiring about the impacts of the humanitarian institutions' integration for the progression of the humanitarian institution, the third part of the questionnaire is requesting about how crises

and bad information management helps in organization performance. The fourth part helps to find out how media relations help in organization performance, the last part of the survey question is about the effects of donor relation and interactions in organization performance.

And I will also use a descriptive survey research design analysis.

The reason for this is the researcher collects a raw data and summarized it in an operational way. This helps the researcher to collect information that describes the situation as it exists by asking the targets about their attitudes, beliefs, behavior, and values.

3.3. Sample Size and Sampling Technique

3.3.1. Sampling Technique

To find out the target population the researcher visited Ethiopian Red Cross Society (ERCS) head office and collect the total number of employees in the society to get the sample size. The total number of the employees of the Ethiopian red cross society at the head office is 67. Hence, the researcher chose a simple random sampling size since the society is accessible and based in Addis Ababa and use those available during the data collection as sources of data. In addition to this, because of shortage of budget and time led to this sample size which is the constraint to facilitate a bigger size sample. To get a representative sample the researcher used Simple Random sampling from The Ethiopian Red Cross Society subjects with similar characteristics to represent the sample population. Hence, this study chooses simple random sampling to clearly examine to what extent the public relations department implements all its strategies to align with the organization, to manage communication-catastrophes, keeps the donor interest, media relation, develop good organizational image inside the organization and for outside population. And Its mandates and responsibilities to develop a good relationship with partners that can be a hindering factor for the organization achieve its overarching goal by the implementation of public relations and strategic communication best plans and implementations.

3.4. Method of Data Collection

3.4.1. Source of Data

This study will utilize primary data sources to attain and obtain the desired information that will answer the stated research questions and achieve the objective. Primary data is collected through a self-administered survey questioner and semi structured qualitative questionnaires. Hence, the survey questionnaires analyzed by using an SPSS.

3.4.2. Data Collection Tools (Instruments)

The researcher used self-administered survey questioners and semi structured questionnaire to get sufficient information from the target population. As stated earlier the questionnaire will have five parts. Part one will ask question about the demographic information, the second part of the questioner is enquiring about the impacts of humanitarian institutions cooperation and integration in the progression of the humanitarian institution, the third part of the questionnaire is requesting about how crises management helps in organization performance. The fourth part helps to find out how media relations help in organization performance, the last part of the survey question is about the effects of doner relation in organization performance.

3.5. Validity

According to previous experience and common knowledge of research principles, a research instrument is valid, if it measures what it is intended to measure and accurately achieves the purpose for which is designed. In this specific study, the researcher considered the validity of the dataset and database. To ensure the accuracy and consistency of the study titled "the effect of strategic public relations on organization performance," Validity refers to the degree to which the study measures what it claims to measure which means the consistence of the dataset and the database. In this case, the study aims to measure the effect of strategic public relations on organization performance: A case study of the Ethiopian red cross

society. To confirm validity, the researcher used reliable and valid communication and strategic communication theories as the foundation for the study. Cresswell, et al. (2014).

3.6. Reliability

By ensuring both validity and reliability, the study results will be more accurate and trustworthy (Cresswell, et al. 2014). Data Reliability refers to the consistency of the results obtained by the study. In this case, the reliability of the study can be ensured by using consistent methods of data collection and analysis. For this study the researcher developed the questionnaires and tested its reliability by developing a pilot questioner and distributing it for the pilot target participant of the research. Then, the researcher unaliated by using Cronbach's alpha value to test the internal consistency of the questionnaires. Hence, the result is acceptable as per the standard and the test result is greater than 0.7. Furthermore, the researcher administers the same questionnaire to all participants and uses the same data analysis techniques to derive conclusions.

3.7. Ethical considerations

The researcher follows the crucial research standards and requirements to finalize this research and this research is conducted in accordance with ethical principles, including informed consent, confidentiality, and voluntary participation. Prior to conducting the interviews, participants were provided with an information sheet that outlines the purpose and objective of the research, their rights to withdraw from the study at any time, and the assurance of anonymity and confidentiality. Agreement obtained from participants before conducting the interviews (Smith, 2017). 27 In conclusion, the study conducted in agreement with ethical principles, assuring participants' informed consent, confidentiality, and voluntary participation.

Chapter Four

4.1. Data presentation, analysis, and Discussion

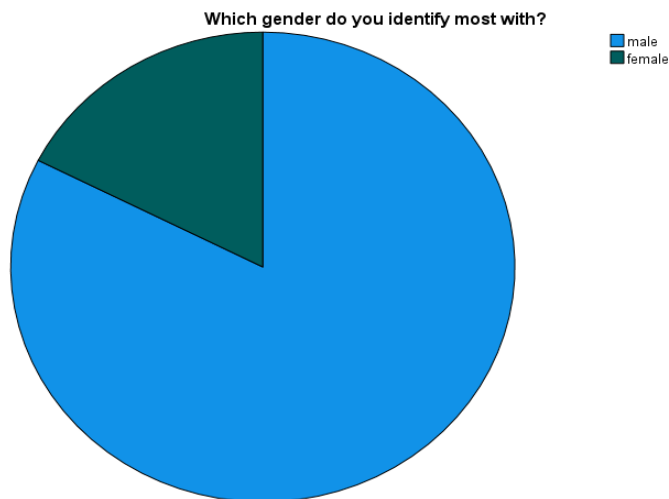
4.1.1. Response rate

The conductor of this research paper distributed 50 questionnaires to the target population and of the total number of questioners 42 were received back. As per the data got from the respondents the response rate indicates that it is acceptable because more than 50% of the answers were collated.

The researcher received a total of 42 fully- filled questioners from the male and female respondents. This indicated that the response was positive feedback. However, the gender disparities and the portions of male to female as per the level of answers indicates that there is no gender balance in Ethiopian Red Cross Society head office and there was no fair representation of gender.

The Figure below shows demographics of the research participants ` rate.

Figure 4. 1 Rate of the research participants results.



4.1.2. Gender Identification and Distribution

Table 4. 1

Gender Identification and Distribution

Gender	Frequency	Percent
Male	33	78.6
Female	7	16.7
Missing	2	4.8
Total	42	100.0

The table above indicates the response rate of the gender the gender identification of the respondents. Hence, the participants were asked which gender they identify most with. The result showed that out of the 42 respondents, 40 were valid and 2 were missing. Among the valid responses, 33 identified as male (82.5%), and 7 identified as female (17.5% valid percent). The response indicated that there is no gender disparities and equal distribution in Ethiopian red cross society.

4.1.3. Demographic Data of Research participants' Level of Education

Table 4. 2

Educational level of the respondents

Educational level	Frequency	Percent	Valid Percent	Cumulative Percent
Less than a high school diploma	3	7.1	7.1	7.1
No degree	1	2.4	2.4	9.5
Bachelor's degree	21	50.0	50.0	59.5
Master's degree	17	40.5	40.5	100.0
Total	42	100.0	100.0	

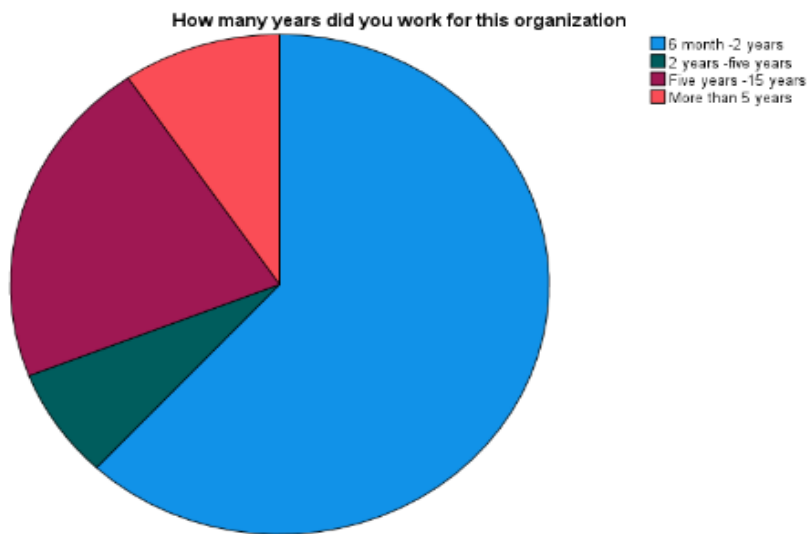
The collected data of the researcher showed that, it is evident that the Ethiopian Red Cross Society has 50 % of employees (n=21) has first degree approximately 40.5 % of its employees (n=17) are master's degree holders. 7.1% (n=3) has a high school diploma and 2.4% (n=1) has no diploma.

This therefore can be indicated that the Ethiopian Red Cross Society head office contains educated staff. Hence, society can offer better public relations and strategic communications plans, implementation process and evaluation strategies to the public. The Ethiopian red cross society the educated staffs are expected to impact their experience, educational background and knowledge into practical use.

4.1.4. Demographic Data of the Research participants Years of Experience

The figure below shows demographics of the research participants' years of experience at Ethiopian Red Cross society.

Figure 4. 2 Year of service



The collected data showed that on average, the large number of the staffs of the Ethiopian Red Cross Society appeared to have been working with the Ethiopian Red Cross Society for six months to two years. The collected data showed that, and this therefore means that there is job insecurity in society. Regarding this research topic, which the impacts of public relations and strategic communications for organizational performance it showed that the collected data is relatively accurate since the participants have worked with the organization for more than six months. In addition, the employees of the Ethiopian Red Cross Society are expected to know the organization mission, vision, and goal since they are working for quite long time.

4.2. Public Relations and Strategic Communications in Crisis -Management

The researcher aims to widely describe and meticulously present the data results relating to the important roles of strategic communications and public relations department in enhancing the overall progression of the Ethiopian red cross society.

This research paper and its presentation will be meticulously crafted based on the thorough assessment results obtained from the target population. Through rigorous analysis and insightful interpretation, the researcher intends to shed light on the complicated dynamics and difficult relationship between strategic communications in crisis- information management, public relations and strategic communications initiatives for organizational integrations, media and donor relation, and organizational effectiveness. By clarifying these crucial connections, the investigation endeavors to make accessible invaluable mission and actionable recommendations for practitioners, stakeholders, and decision-makers seeking to optimize organizational performance and foster sustainable growth in an increasingly complex and competitive landscape.q

4.2.1 The Impacts of Strategic Communications and Public Relations in Building Reputation.

Table 4. 3

The Public Image of The Ethiopian Red Cross Society

Public Image of Ethiopian Red Cross Society	Frequency	Percent	Valid Percent	Cumulative Percent
Very positive	17	40.5	40.5	40.5
Somewhat positive	21	50.0	50.0	90.5
Neutral	3	7.1	7.1	97.6
Somewhat negative	1	2.4	2.4	100.0

Public Image of Ethiopian Red Cross Society	Frequency	Percent	Valid Percent	Cumulative Percent
Total	42	100.0	100.0	

The table above indicated that, many of the respondents of the research replied about the public image, visibility, and reputations of the Ethiopian red cross society that they have a positive image, with 40.5% reporting a “very positive perception and 50% of the respondents reporting “somewhat positive” perception. Only a small proportion of respondents have neutral (7.1%) or somewhat negative (2.4%) view towards the Ethiopian red cross society.

As per the quantitative result of the research respondents suggests that the Ethiopian Red Cross society have a generally favorable public image, with a significant portion of the population holding positive attitudes towards its activities and contribution to the public. However, it’s worth noting that there is a small minority with negative perceptions, which could potentially be addressed through targeted communication or outreach efforts. Overall, the Ethiopian Red Cross society appears to be positive regarded within the community, with many of the respondents expressing positive thoughts towards the Ethiopian red cross society.

The qualitative study result showed that due to its longstanding presence, humanitarian effort, and disaster response activities the Ethiopian red cross society have a good public image or reputation. Furthermore, the Ethiopian Red Cross Society in previous days was a very respected humanitarian organization among the community.

The outreach activities which were conducted in school and other community targeted promotions and image building and reputations activities are still exited in the public mind. Because of its older positive image, reputation, and visibility the Ethiopian Red Cross Society is still now the organization is a very respected organization among the public as it is stated from the research participants.

4.2.2. Frequency of Experience with miss-Information About the Ethiopian Red Cross Society

Table 4. 4

The Experience of miss- Information About the Ethiopian Red Cross Society

Criss Information	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	10	23.8	23.8	23.8
No	24	57.1	57.1	81.0
Maybe	8	19.0	19.0	100.0
Total	42	100.0	100.0	100.0

The table above presents the frequency of experiences related to bad information, crises information and misinformation about the Ethiopian Red Cross Society among employees in addition the perception of the general population.

Hence, 23.8% of the respondents (10 employees) of the Ethiopian Red Cross Society reported that they are having the experience of bad information about the Ethiopian Red Cross Society especially during the northern part of the Ethiopian internal conflict.

Among the crisis information the most significant ones are the Ethiopian Red Cross Society is supporting the government troops and the society is not a neutral organization its ambulances are carrying guns to support the government troops.

In addition, there was also a miss information about the Ethiopian Red Cross Society is a government affiliated organization and trusting the Ethiopian Red Cross Society is not desirable. In addition, the Ethiopian Red Cross Society volunteers and employees are

serving the government as a spy. While, majority of the respondents (57.1%), 24 number of employees) indicated that they had no experience of bad information about the society. 19.0% of the respondents (8employees) were uncertain or indicated a possibility of encountering bad information about the society.

Hence, the overall impression of the respondents tells the researcher that while a significant portion of employees (23.8%) reported experiencing bad information, the majority (57.1%) did not report such experiences. However, it's noteworthy that a notable portion (19.0%) expressed uncertainty or potential exposure to bad information. As per the researcher understanding from the quantitative data its needs further investigation to know the incidents of bad information about the Ethiopian red cross society. Hence, addressing any misinformation or misunderstands could be crucial for maintaining the reputation, positive image, and effectiveness of the Ethiopian Red Cross Society humanitarian action. Most of the qualitative research result showed that due to challenges in disaster response, and ambulance distribution to branches office the kind of bad information disseminate to the community which could be a potential catastrophe for the Ethiopian Red Cross Society that damages the organizational reputation, positive image, and visibility.

4.2.3. The Impacts of Public Relations in Crises Management and Protecting the Society from Further Damage.

Table 4. 5

The Role of Public Relation in Crises Malmanagement

Role of PR	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	29	69.0	69.0	69.0
No	5	11.9	11.9	81.0
Maybe	8	19.0	19.0	100.0

Role of PR	Frequency	Percent	Valid Percent	Cumulative Percent
Total	42	100.0	100.0	100.0

From the participants of this survey 69.0% of the respondents (n=29) indicate that they believe public relations and strategic communications plays a crucial role in crisis information management and protects the organization from further damage. Additionally, 11.9% (n=5) of the respondents stated that they do not believe the public relations and strategic communications has this effect, while 19.0% (n=8) of the respondents selected 'may be'.

Most of the respondents believe that public relations and strategic communications is important for managing crisis information and mitigating further damage caused by misinformation.

This aligns with established practices in crisis communication, where timely and effective PR strategies are often employed to control the narrative and maintain the organization's reputation and positive image during challenging times.

After the researcher analysis of the quantitative data and understand that the minority who responded negatively or were uncertain may represent differing opinions or perspectives on the effectiveness of PR in crisis management, and the further investigation result showed that those who respond may be for the role of public relations and strategic communications in crisis management the qualitative result showed that they only want to focus on their Own life.

They said that they work for the Ethiopian red cross society as a source of income they are not volunteers and they said that the information doesn't affect our personal life we don't need to west our time on the issue. Hence, as far as it doesn't affect their personal life they don't care about the organization over all information. And they always give focus on getting better payment not on the organization crisis information. This shows that the Ethiopian Red Cross Society needs to work on the internal public to create belongingness of the national society among its employees.

4.2.4. The Ethiopian Red Cross Society PR Role in Managing Crises Proactively.

Table 4. 6

The Role of Public Relation in Crises Malmanagement Proactively

PR and Crisis-Management

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	25	59.5	59.5	59.5
No	3	7.1	7.1	66.7
Maybe	14	33.3	33.3	100.0
Total	42	100.0	100.0	100.0

The above table presents data on perceptions regarding the proactive nature of the Public Relations and strategic communications Department of the Ethiopian Red Cross Society in managing a crisis. Among the respondents: 59.5% (n=25) of the participant of the study believed that the public relations and strategic communications department is proactive.

On the other side 7.1% (n=3) indicate that the department is not proactive and 33.3% (n=14) were uncertain, indicating a possibility that the department may or may not be proactive. This data showed that many respondents perceive the Public Relations Department of the Ethiopian Red Cross Society as proactive in crisis management, while a smaller percentage are uncertain about its proactive stance. However, a minority expressed a belief that the department is not proactive.

Moreover, further qualitative analysis or investigation was mad to find out and to identify the negative perception and identify the areas of the improvement. Hence, the

respondents said that the Ethiopian Red Cross society public relations and strategic communications department is not working aggressively in promoting its SNSs and the employees are not actively following up the update about the face book page, the website, and the other social media updates. In addition, the public relations and strategic communications department is only focused on the external public as the respondents said that the department doesn't give focus on the internal public that way, they are unaware about the activities of the public relations department.

The qualitative investigation result showed that public relations play a crucial role in crisis management by helping to control the narrative, communicate effectively with stakeholders, and maintain trust in the organization. This proactive communication can mitigate the spread of misinformation and protect the organization's reputation.

The communication department of the Ethiopian Red Cross Society is likely proactive in managing crises, as effective crisis communication is essential for an organization of its nature. As the respondents of this research articulated that Three years ago, the Ethiopian Red Cross Society distributed ambulance vehicles to its regional branches, but the distribution was unequal among the branches. Consequently, the public criticized the ERCS, alleging bias. In response, we promptly clarified that the distribution criteria were determined by each branch's contribution towards purchasing the ambulances.

4.2.5. The overall role of public relations and strategic communication during crisis.

Table 4. 7

Public Relation During Crises

PR and Crisis	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	29	69.0	69.0	69.0
No	5	11.9	11.9	81.0
Maybe	8	19.0	19.0	100.0
Total	42	100.0	100.0	

The above table indicates the public relations and strategic communications department role in managing crises information and miss information.

The respondents of the research indicated that the public relations and strategic communication department contributes a crucial activity in building the image of the humanitarian institution during crisis. 69% of the respondents which is a significant majority of the respondents says that the public relation and strategic communication department is important in managing the crisis information and only 11% which is the small percent of the respondents that do not agree on the role of the strategic communications and public relations in crisis's management.

A notable proportion of respondents (19.0%) are uncertain about the effect of public relations during crises. This uncertainty could stem from various factors, such as insufficient information or mixed experiences.

Most of the respondents perceive public relations as an advantage during times of crisis, highlighting the importance of strategic communications, image building and reputation management in navigating challenging situations.

However, addressing the concerns of skeptics and providing clarity to the uncertain segments could enhance the overall effectiveness of the public relations and strategic communications department efforts during crisis.

Public relations and strategic communications have an acceptable impact in society's progression during a miss information and crisis communication. The result of the collected data showed that and concluded that public relations help the control to resolve institutional conflicts with the public, the employees, and stakeholders as well as donors. In addition, during crisis management organization will get the chance to publicize its positive impacts to the community. for instance, with regards to the major crises moment that was raised by the general public as a result of criticisms of (Abiy Yilma) you **tuber** who disseminated a crisis information about ERCS. Public relations helped to resolve the problem and manage the situation.

The public relations and communications department strategically communicate with the public to resolve the crisis after carefully following up and analyzing the situation. During this situation the public relations and strategic communications officer were working on the issue to keep the image of the Ethiopian red cross society positively and its positive

reputations as well. They were giving an update about the issue using the SNSs and give the press briefing for the journalists. This helps the society SNSs to be reviewed by different publics to cross check the fact and this was also an opportunity for the Ethiopian red cross society to create an awareness about the society humanitarian activities for the public.

The public had more informed about the crisis and the miss- information ranging from drought and calamities through public relations and strategic communications department. The public relations and strategic communications departments were swiftly addressing defamatory information's during the time were you tuber (Abiy Yima) released a defamatory information about the Ethiopian red cross society. The research respondents also said that the public relation department should keep up its effort of quickly addressing defamatory information like it did when a you tube channel (Abiy Yilma) had released defamatory information about ERCS.

4.3. Public relation in organizational integration

The survey results on the assessment that perceived impact of public relations and strategic communications department on the employees' comprehension of an organization's mission,

vision, overall objectives, and goals, as well as its potential influence on individual capacities. Participants of this research were asked to indicate whether the public relations department helps theses aspects. The response presented in the below table.

*Table 4. 8
Frequency And Percentage of Responses Regarding the Impact of Public Relations in Organizational Integration.*

PR and Organizational integration	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	28	66.7	66.7	66.7
No	6	14.3	14.3	81.0

PR and Organizational integration	Frequency	Percent	Valid Percent	Cumulative Percent
Maybe	8	19.0	19.0	100.0
Total	42	100.0	100.0	100.0

The survey finding indicate that a significant portion of respondents (66.7%) believes that a public relations and strategic communications department helps employees understand the organization’s mission, vision, overall objectives, and goals, thus potentially aiding individual performance. Conversely, a minority of respondents (14.3%) expressed a belief that a public relations department does not fulfill this role, additionally, a notable portion of respondents (19.0%) remained uncertain, indicating a possibility that a public relations department may or may not contribute to employees’ understanding and performance with the organizational performance.

These results suggest that while there is a perceived positive impact of public relations department on institutional communication and employee’s engagement with the institution and the cooperation goals, there are also some reservations and uncertainties among respondents regarding its effectiveness in this regard public relations and strategic communications play a very big role in institutional cooperation.

All the participants of this research agreed with some restrictions that affects this topic which contributes to inspiration by providing a clear frame of reference through the method of integrating systematically planned and carefully implemented messages with those more closely related to the details of an individual’s working situation’s, building a shared understanding among employees about the humanitarian institution overarching goals, improve job satisfaction throughout the humanitarian institutions, disseminate information about humanitarian activities, supports the culture and environment of an organization, enables and employees to understand the vision and direction of the humanitarian institutions while at the same time support administrative and leaderships and HR initiatives in building the capacity of personnel with the knowledge and inspiration to perform their roles motivationally and respectfully.

4.3.1. Public relations and strategic communications in organizational strategy integration.

Table 4. 9

Integration Of the Organizational Strategy with The Public Relations and Strategic Communications Department.

Integration with The organization Strategy	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	30	71.4	71.4	71.4
No	4	9.5	9.5	81.0
Maybe	8	19.0	19.0	100.0
Total	42	100.0	100.0	100.0

The data stated in the table above explained that the feedback of the individuals regarding the integration of the overall organizational systematic plan with the communication systematic plan of the public relations and strategic communications department. The participants of the research were asked whether they believe integrating these strategies can help the organization perform well.

Most of the respondents (71.4%) answered “yes,” indicating a strong belief that integrating the organizational strategy with the communication strategy of the public relations and strategic communications department can lead improve organizational performance. A small portion of respondents (9.5%) answered “no” suggesting that they do not believe integrations these strategies would be beneficial for organizational performance.

Approximately 19.0% of the respondents choose “maybe,” indicating uncertainly or a lack of strong opinion regarding the potential impact of aligning the two strategies.

All in all, the data suggests that there is a significant proportion of individuals who recognize the potential benefits of integrating the organizational strategy with the communication strategy of the public relations and strategic communications department.

However, there is also some uncertainty or skepticism among a smaller portion of respondents. This highlights the importance of further exploring the perceived benefits and challenges of such integration within the organization. Based on this the researcher investigate further about the reason why they are reluctant to the question, and they said that the Ethiopian red cross society public relations and strategic communications department focus on writing press release, and promoting its activity to the public as they indicate in their answer the department only focused on the external communication. Hence, the internal communication which is the communication within the organization is already a missed part of the targets.

4.3.2. The integration of public relations and strategic communications department with the management team.

Table 4. 10

Integration Of the Public Relations and Strategic Communications Department with The Management.

PR integration	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	21	50.0	50.0	50.0
No	7	16.7	16.7	66.7
Maybe	14	33.3	33.3	100.0
Total	42	100.0	100.0	100.0

The table presents data regarding the collaboration between the Public Relations (PR) department and the management department within the Ethiopian Red Cross society for

the organizational performance. Hence, 50% of the respondents reported that the PR department does work closely with the management department. 16.7% of respondents indicate that there is no such collaboration. 33.3% of respondents suggested a possibility of collaboration, but it's not defiantly confirmed. This data suggests that there is a significant portion of respondents who perceive or acknowledge some level of collaboration between the PR and management departments, though there is also a notable portion indicating uncertainty or the absence of collaboration. The researcher believes that further qualitative investigation is necessary to understand the nature and effectiveness of this collaboration. Hence, the qualitative data result showed that because of the public relations and strategic communication department reluctant attitude, behavior, and action they don't get any information about either they are working collaboratively or not. Especially those who are not at the managerial level do not have any information about the organization mission, vision, overall objective, and goals of the organization.

4.3.3. The public relations and strategic communications department role for mission, vision, and goal of the organization achievement

Table 4. 11

Role of public relation in organizational mission, vision and goal achievement.

PR & organizational achievement	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	28	66.7	66.7	66.7
No	6	14.3	14.3	81.0
Maybe	8	19.0	19.0	100.0

From the data presented in the table, it appears that most respondents (66.7%) believe that the public relations department helps employees understand the organization's mission, vision, and overall objectives and goals. A smaller portion (14.3%) indicated that the public relations department does not assist in this regard, while 19.0% were uncertain, suggesting that there may be some ambiguity or variability in the perception of the department's

effectiveness in facilitating employee understanding of organizational objectives. Overall, it seems that there is a perceived positive impact of the public relations department on employee efficiency and effectiveness through enhancing their comprehension of organizational goals.

Furthermore, the qualitative result showed that the public relations and strategic communications department helps employees understand the organization's mission, vision, objectives, and goals, thereby facilitating individual performance. For example, through internal communications campaigns, the department can clarify organizational goals and inspire employees to align their efforts with the overall mission.

4.4. Collaboration Between Ethiopian Red Cross Society and the Media.

Table 4. 12

Public relations in Media Relations

PR and Media				
Collaboration	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	31	73.8	73.8	73.8
No	2	4.8	4.8	78.6
Maybe	9	21.4	21.4	100.0
Total	42	100.0	100.0	100.0

The table presents the responses from a survey regarding the effectiveness of wiring press releases and posting information about society on various platforms in enhancing the relationship with media personnel and moving them invite the public for discussion and awareness about the organization. 73.8% of respondents indicate that they believe writing press release and posting information can enhance the relationship with media personals and motivate them to invite the public. This is most of the opinion. Only 4.8% of respondents answered negatively, indicating skepticism about the effectiveness of these actions. 21.4% of respondents were uncertain, suggesting that there may be conditions or factors that could influence the effectiveness of these actions.

From the collected data, good relationships with the media are seen to have a very great

impact on public relations and strategic communications. This therefore indicates that whatever it is to be communicated in the media or whatever has been communicated by the media tends to frame the way the leadership frames its communication messages. Overall, most respondents are in favor of using press releases and social media postings to engage with the media and the public, with a notable minority expressing uncertainty. Further exploration into the reasons behind the uncertainty could provide insights for refining the media strategy.

About the impacts of public relations and strategic communications in the relationship and interactions with the media, the participants of this study demonstrated that good relationship with the media enables institution to organize press releases and calls the media on news media wires to broadcast the Society' systematic plans, leadership activities and other institutional publicities and news. The participants of this research also said that it promoted the positive use of social media whereas managing its adverse effects, or more generally emergence, planned social media and to help achieve organizational strategy. By enabling the organization to use a range of media, including organizational blogs and internet communication such as websites, banners and sponsored online communications as through consistent messages.

Hence, the result of this research showed that integration and coordination in humanitarian organizations boosts and strengths in systematic leadership and administration by offerings of an articulated frame of reference by integrating planned messages with those more closely related to the target audiences or the target employees working surroundings, if the employees of a humanitarian institution have a commonly understanding overarching goals of the humanitarian organization it helps them to improves their job satisfaction throughout the humanitarian institution by dissemination of publicity and reputations about the humanitarian institution performances'.

On the features of humanitarian institutions vision, 73.8% of the participants of this study agreed public relations and strategic communications motivates media experts to contact senior leadership and administrative staffs for interviews that offer perceptions into the latest movements and activities in their areas while 40% understand that public relations and strategic communications strength's a communication and an interaction with the donors and financial sources. Therefore, from the gathered data, it is evident that public

relations and strategic communications have a great impact on media Rapaport and interaction in the Ethiopian Red Cross Society.

The Ethiopian Red Cross Society collaborates with the media, although the level of engagement may not be entirely satisfactory. Establishing a formal partnership could strengthen this relationship and enhance collaboration with media institutions. Currently, it's challenging to determine if the Society is fully working closely with the media or not, but formalizing partnerships could improve this interaction. Close collaboration between the public relations department of the Ethiopian Red Cross Society and both mainstream and social media can significantly enhance organizational performance by increasing visibility, promoting activities, and fostering positive public perception.

4.4.1. Public Relations in Media Relations

Table 4. 13

The Ethiopian Red Cross society and the Media

ERCS and The Media	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	23	54.8	54.8	54.8
No	3	7.1	7.1	61.9
Maybe	16	38.1	38.1	100.0
Total	42	100.0	100.0	100.0

The table above represents the frequency and percentage distribution of responses regarding whether the Ethiopian Red Cross Society works closely with the media.

Based on the data provided, it appears that a significant portion of participants (54.8%) believe that the Ethiopian Red Cross Society works closely with the media. Another 38.1% are unsure whether the Ethiopian Red Cross society works Closely with the media or not. Only a small percentage (7.1%) think that the Ethiopian Red Cross Society does not work

closely with the media. This suggests that there is a perception among the participants that there is some level of collaboration or interaction between the Ethiopian Red Cross Society and the media, though there may be varying degrees of certainty about the extent of this collaboration. The reason this uncertainty emanates from the Ethiopian red cross society public relations and strategic communications department is not promote its activities and its accomplishment to the employees of the organizations. The respondent’s reason-out that the public relations and strategic communications departments do not open their work for the general employees of the organization.

4.4.2. The Ethiopian Red Cross Society Social Media update and Its Visibility

Table 4. 14

The Ethiopian Red Cross society and the social Media update.

ERCS and social media	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	31	73.8	73.8	73.8
No	2	4.8	4.8	78.6
Maybe	9	21.4	21.4	100.0
Total	42	100.0	100.0	100.0

The table above showed that 73.8 % of the participants believe that wiring press releases, posting information about the society on the society website, blog, and other social media platforms can enhance the relationship with media personnel and motivate them to invite the public. This indicates a strong inclination towards utilizing these communication channels to engage with the media. Only 4.8% of the respondents answered “no”, suggesting a minority view that these actions may not be effective in enhancing relationships with media personnel or motivating them to invite the public. 21.4% of

respondents answered "maybe", indicating some uncertainty or ambivalence towards the effectiveness of these actions. This suggests that there might be room for further clarification or evidence regarding the impact of these activities.

All in all, most respondents seem to believe that utilizing various communication methods such as press releases, organization websites, blogs, and social media can indeed improve relationships with media personnel and potentially increase public engagement. However, there is some variability in opinions, with a notable proportion expressing uncertainty. Therefore, it may be beneficial for the organization to conduct further research or gather feedback to better understand and address any concerns or doubts regarding these communication strategies.

According to the qualitative research respondents disseminating press releases and sharing information about the Ethiopian Red Cross Society on various platforms can enhance the relationship with media personnel. It can increase visibility and interest, potentially leading to invitations for the public relations department to participate in media discussions and promote the society's activities.

4.4.3. The Ethiopian Red Cross Society PR, Mainstream Media, and social media

Table 4. 15

The Ethiopian Red Cross society, social media, and The Mainstem Media

ERCS and old media	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	31	73.8	73.8	73.8
No	4	9.5	9.5	83.3
Maybe	7	16.7	16.7	100.0
Total	42	100.0	100.0	100.0

The table above showed that 31 respondents (73.8%) believe that working closely with the mainstream media and social media would enhance the organizational performance of the Ethiopian red cross society (ERCS). 4 respondents (9.5%) disagree with this proposition. 7 respondents (16.7%) are unsure and respondents with “maybe”. All in all, most of the respondents (73.8%) show a positive inclination towards the idea of the ERCS’s public relations and strategic communications department working closely with the mainstream media and social media. A small percentage (9.5%) express a negative opinion. There is a notable proportion (16.7%) of respondents who are undecided, which suggests that further communication is important to address their concerns or reservations. Based on this the researcher contacted the respondents to find out why they are uncertain about the relationship of the Ethiopian Red Cross Society and its relationships with the mainstream media and the social media for helping the enhancement of the organization. They reason out that even though, the Ethiopian Red Cross Society public relations and strategic communication department works cooperatively with the mainstream media and the social media for the external public, but the department totally forget the internal public. Hence, the participants of the survey said that it is significant to support for the proposition, it may be beneficial for the ERCS to consider strengthening its collaboration with mainstream media and social media platforms to enhance its organizational performance. This could involve developing strategic partnerships, implementing targeted communication campaigns, and leveraging the reach and influence of media channels to amplify the ERCS's message and impact. Additionally, efforts should be made to address any uncertainties or reservations expressed by respondents who are unsure about the potential benefit of such collaboration.

4.5. Public Relations in Donor Relations

Table 4. 16

The Role of Public Relation Department in Donner Relations

PR and Donner relation	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	32	76.2	80.0	80.0
No	2	4.8	5.0	85.0
Maybe	6	14.3	15.0	100.0
Total	40	95.2	100.0	

The table presents the responses regarding the impacts of the public relations department in donor relations. Out of 40 respondents, 32 (76.2%) answered "Yes," indicating that they believe the public relations department plays a crucial role in leveraging economic resources, political support, and special knowledge from stakeholders, transforming them into financial and societal wealth. Only 2 respondents (4.8%) answered "No," suggesting disagreement with this notion. Six respondents (14.3%) chose "Maybe." The data suggests a significant inclination towards the belief that the public relations department indeed contributes a crucial role in leveraging various resources from stakeholders to generate financial and societal wealth. However, it also indicates some uncertainty among

respondents, as evidenced by the "Maybe" answers from the data collection instrument, the participants accepted that public relations and strategic communications have outcomes on the relationships and interactions of the donors. All participants of the research said that its strength boosts communications and interactions to donors by sending an annual report, quarterly updates, major news updates, board meeting minutes, meeting proceedings and financial reporting. They also believed that it 100% enables a humanitarian institution to send its donors and financial sources as well as partners updates, which incorporates media coverage the humanitarian institutions have received – negative or positive information. This provides a positive relationship with major stakeholders, partners, concerned bodies, donors and beneficiaries.

On the other characteristics of public relations and strategic communication impacts in donor interactions all the participants of the research said that it allows the society to familiarize to the growing demand for information and stakeholder insight through policies of consistency, that is, by validating all communications and interactions by following consistency in everything they say or perform.

The research result showed that the relationship and interactions of the media in the humanitarian institution progression is mainly the message the organization designed to put through to the intended target audiences because it motivates the humanitarian institutions to call all the media companies for press- releases which helps the humanitarian institutions to exist on news media wires to publicize the society news and anything else that belongs to the citizens. The intention helps the humanitarian institutions to use a variety of media, including blogs and internet communication as well as Social Networking Service's such as websites, banners and sponsored online communications. The result of this research showed that it motivates media personnel to contact senior administrative and leadership bodies for interviews that offer awareness and understandings into the latest experiences in their humanitarian institutions and that media relations and interactions boosts impactful content planning and dissemination of the institutions websites and/or other external touch points.

Therefore, the collected data showed that impact of donor relations in organizational performance is that it enhances communications to donors through annual reports, quarterly updates, board of trustees meeting minutes and financial reporting.

The result of this research showed that the position of the humanitarian institution in the relationship and interactions of donors is to integrate the economic resources, political support, and special knowledge each partner's offers, moving it into financial and social prosperity, neither it is socially responsible to do so, nor because it provides better engagement and benefits to the target population. The Ethiopian Red Cross Society's public relations department plays a crucial role in managing relationships with donors and stakeholders by communicating effectively, building trust, and highlighting the organization's impact and needs.

Maintaining strong donor relations through regular communication via annual reports, quarterly updates, board of trustees meeting minutes, and financial reports enhances organizational performance by fostering transparency, demonstrating accountability, and building trust with donors.

The public relations department's role in donor relations is crucial for leveraging economic resources, political support, and specialized knowledge offered by stakeholders, transforming them into financial and societal wealth through effective communication, relationship management, and showcasing the impact of their contributions.

One suggestion for the Ethiopian Red Cross Society's public relations department to enhance the organization is to focus on proactive and transparent communication strategies. This includes regularly updating stakeholders on the organization's activities, impact, and needs through various channels such as social media, press releases, and newsletters. Additionally, fostering stronger partnerships with media outlets and establishing formalized communication protocols can help amplify the organization's message and build public trust. Finally, investing in ongoing training and development for PR staff to stay abreast of evolving communication trends and technologies can further strengthen the department's effectiveness.

4.5.1. Donor Relations and organizational performance

Table 4. 17

The Donner relations and organizational performance

Doner relation and organizational performance	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	29.0	72.5	72.5	72.5
No	1	2.4	2.5	75.0
Maybe	10	23.8	25.0	100.0
Total	40	95.2	100.0	

The table displays the frequency distribution of responses regarding the impact of donner relations on organizational performance and communication methods used with donners. Hence, the data indicated that 72.5% of the respondents believe that donor relations impact organizational performance positively, as they respond “yes”. The way of communication would be writing annual reports, quarterly updates, board of trustees meeting minutes and financial reports.

Only 2.4% responded “NO” to the question, indicating a minority view that donor relations do not enhance organizational performance. 23.8% responded “may be” suggesting uncertainty or a neutral stance regarding the impact of donor relations.

This data suggests that a significant portion of respondents perceive a positive impact of donor relations on organizational performance, highlighting the importance of effective communication with donors through various channels such as annual reports, quarterly updates, board of trust meeting minutes, and financial reports.

The qualitative study result showed about the uncertainty and neutrality of the donor impact on the performance of the Ethiopian Red Cross Society is that as it is explained on the media relations and crisis communication management the society public relations and strategic communications department gives emphasis and especial attention for only the out-side public. The internal public communications strategy is very weak as it is explained by the research participants.

4.5.2. Public relations and financial and social wealth of the Ethiopian Red Cross Society

Table 4. 18

The public relation and its financial and societal wealth.

PR and financial, social wealth	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	32	76.2	80.0	80.0
No	2	4.8	5.0	85.0
Maybe	6	14.3	15.0	100.0
Total	40	95.2	100.0	100.0

The table presents the responses to the question regarding whether the role of the public relation department in donor relations plays a crucial role in transforming economic resources, political support, and special knowledge offered by stakeholders in to financial and social wealth.

Most respondents (80.0%) indicated "Yes," suggesting that they believe the public relation department plays a crucial role in this transformation process. The respondents also reason out that proper reporting process both financially and technically would be the significant activity and evidence of the donors to create a continual and an honest relationship.

Only a small proportion (5.0%) answered "No," while 15.0% responded with "Maybe."

This indicates a consensus among respondents regarding the importance of the public relation department in leveraging stakeholder contributions for financial and societal wealth.

Chapter Five

5. Conclusion and Recommendations

5.1. Conclusion

According to the general objective of this research, the study intends to evaluate possible impacts and effects of public relations and strategic communications on organizational progression with a specific attention on the effects of bad information and negative image and reputation handling, humanitarian institution integration, rapport with the media, and donor interaction that may lead to improved humanitarian institution progression.

The study result shows that in crisis communication and misinformation management, public relations and strategic communications improves deliverance of stakeholders and beneficiaries provision by considering the community feedbacks, comments, suggestions and complaints, reduced disintegration between the humanitarian institution planned build a good image and identity features and strength and build of trust with internal communities such as all level of the employees and the administrative and leadership bodies as well as the external communities by the name concerned bodies, stakeholder, beneficiaries, by having a strong commitment to good practice and societal considerations.

Moreover, the research result showed that communication and interaction with the target community to handle disinformation and image distortion need to take immediate and strong measure on time by using different media outlets and channels. Nowadays, the social network services are easing the burden of the public relations and strategic communications practitioners.

Additionally, the findings of the research for handling misinformation that can cause institutional image damage and negative reputation indicated that the understanding is

that it prevents further damage to humanitarian institution image, enhances donor reliability and trust plays a critical part in building, maintaining, and protecting humanitarian institution reputations and keep the Ethiopian red cross society image positive before any catastrophic effect because of the misinformation.

This is because of the handling of the bad information which helps in enhancing reputations of the humanitarian institutions, a tool used as an overall assessment of humanitarian institution by their partner's and donors and the perception of the partner's being aggregated by the financial sources of a humanitarian institution ability to accomplish their destination. The research found out that, in crisis management, public relations and strategic communications enhance deliverance of the project activity by giving an answer to the audience comments and complaints, reduce differences between the humanitarian institution desired identity and image features and strength trust with the target audiences, citizens, donors and beneficiaries with institutional censorship, by having a strong commitment which leads to great societal acceptance.

Regarding the effect of strategic public relation and communication in the organizational integration and cooperation, the research result showed that public relations and strategic communications makes the communication purpose useful and effectful in the systematic administration and leadership process through its strong attention on communication with planned partners and donors. In addition, integrating communication purpose to the humanitarian institution mission and visions, which helps to increase the mobilization of internal and external support for the humanitarian institution. in addition, it keeps employees to aware about internal appraisal opportunities, activity implementation movements and best practices through its concern with learning, showing the humanitarian institution to itself and as a role model of the humanitarian institution for both external and internal environments and having a dominant role in achieving the humanitarian institution progression, securing the employees of the organization and helps the employees as a messengers of the organization.

The research result also emphasize that the public relations and strategic communication department only focus on the external public. Hence, a significant number of the employees of the Ethiopian red cross society are not aware about the organization communicational activities.

The other segment which this study focus was the media relation of the Ethiopian Red Cross Society. As the result of this study showed that the public relation department of the Ethiopian red cross society is working closely with the media organization in addition, the research result showed that it allows humanitarian institution to call all the media organization for a press release which helps the humanitarian institution for publicity both for the internal and external targets.

The last important area which this study gives focus is on the area of the public relation and strategic communication in donor relation. Hence, the result of this research found out that humanitarian institutions in donor relations secure the economic resources, political support, and special knowledge each stakeholder offers, transforming it into financial and social progressions.

5.2. Recommendations

The Ethiopian red cross society is the oldest institution in the country. Most of its systems are traditional including the public relation and communication department. The public relation and communication face different obstructive factors to build the image of the society and its reputation keeping the value of the organization as its age and expected by the public.

The Ethiopian Red Cross Society must work aggressively to save the lives and livelihood of people affected by the crisis. Partly by modernizing its public relations and strategic communications department.

Currently, the public relation and communication department only achieves in promoting to the public to know about the ERCS ambulance services, creating knowledge about other health and societal focused interventions and other humanitarian workers.

Consequently, I suggest the ERCS to transform its public relations and strategic communications department and increase its media marks to promote the organization mission, vision, its values. Currently, the position of ERCS in the society is depraved, assaulted and failure of maintaining its humanitarian principles in its work internally as well as externally.

To create impactful and efficient public relations in crisis information management and image management, the Ethiopian red cross society need to frame a new strategy in public relations and communications strategy since the current communications strategy is a bit out of date. Because of the dynamic features of the existing environment in the country, that can be used as a pro-active potential to adapt the organization changes in stakeholder expectations and opinions.

The Ethiopian red cross society public relations and strategic communications department

must ensure for immediately updating the defamatory information on the society social media pages and its timely update is supportive to build positive image of the society. For this the Ethiopian Red Cross Society should follow different steps. In addition, effective usage of social network services is mandatory for the Ethiopian Red Cross Society existence.

Since the nature of the crises is not similar the public relations and strategic communication department should follow the below steps which are articulated below.

- First, the Ethiopian red cross society during crisis should be prompt, proactive and timely in informing and elaborating about the issue to the public immediately following the discovery of the crisis.
- Second, if the Ethiopian Red cross society would be in question should maintain honesty and loyalty to the public. Because most of the time the public is more willing to exonerate a mistake which is made unintentionally than a misleading information. Furthermore, the Ethiopian Red cross Society already have a positive public image. Hence, the community is willing to forgive about the negative information of the society if it addresses timely and professionally.
- Third, it is important to be more informative because the social media and the mainstream media as well as the public will create their own speculations and can broaden the gap if no response and information is given to them by the humanitarian institution in danger because of miss- information. Rumors and missing information can cause drastically more damage and a bad reputation to the organization than the exact information.
- Next, it is important to show for the public your humanitarian institution is more concerned, and you should show to the public you care for the population because citizens will be more forgiving if the humanitarian institutions care about those affected by of the crisis and the organization should show that even though, this crisis happens, till the organization is loyal to the public.
- The last point is that, keeping two-way interaction. This is mandatory because the humanitarian institutions can understand a lot about the conditions and directions of public view by listening and open for the feedback.

Therefore, the public relation and strategic communication departments should know and

also follow these five steps which are mandatory to manage any miss information that damages the reputation of the organizations public relations and strategic communications handling system. By considering these points, each bad information which damage the humanitarian institution public image and reputation is unique hence, because of this requires a specific response for specific bad information. There are also other methods which follow six types of responses, and they range on a continuum from defensive to reconciling those six steps are also articulated below.

- First, Ethiopian Red Cross society can outbreak the accuser trial to alleviate the attacker's trustworthiness.
- Second, Ethiopian Red Cross society can use a method of rejection it is something like rejection of claiming that no bad information exists.
- The third way of handling bad and negative information about the humanitarian institution is reasoning where the organization requested no serious damage was done or that the victim was in a good position.
- Fourth, the organization can use a method to give a kind of gifts for the public to reconcile the citizens, such as giving presents and other visibility souvenirs.
- Next, organizations can use corrective action to right their wrongs.
- The last method would be the humanitarian institution can accept the mistake and can request a complete apology enquiring for forgiveness for the mistake.

All the above six responses have been used in the past effectively and with a successful result. If the public relations and strategic communications expert select them carefully and implement them systematically, one of the six measures can help to alleviate and protect the humanitarian institution from bad image and damage.

To get an impactful of humanitarian institutions integration organizational integrations, a public relations and strategic communication planning, implementation and monitoring should be created and formulated by aligning the humanitarian institution vision, mission, end goal, policies and strategies but focus on an assessment of the external surrounding's. This enables the employees as well as the external audiences to understand the mission, vision and overarching goal of the humanitarian institution.

The Ethiopian red cross society should also employ qualified personnel who can easily understand the role of public relation department in organizational performance. Proper

detailed enquiries and request for coverage should be undergoing through the good rapport on media and public relations and strategic communications because it is the rational, the logic and the intention behind the public relations and strategic communications roles and responsibilities in planning and implementing what should be communicated rather than how it should be communicated that impacted the target population and the specific audiences. Furthermore, the Ethiopian red cross society public relation department should work with every government and private medias and timely update for the media organizations and the red cross society social media it mandatory.

Stakeholders donors or financial sources of humanitarian institutions have a greater demand of information and frequent update because of this the humanitarian institutions should prepare policies that should be consistent by formalizing all interactions and following consistency and uniformity in every information they would like to disseminate and an activity they wish to perform. This helps and strengths the capacity of the humanitarian institutions to identify the demand of integrated, balanced , and wide ranging stakeholder relationship administration way that requires actively interacting with all partners clusters upon which the humanitarian institution depends and not simply a receiver of finances or funds, this is the impact and consequences to create and implement of well-managed, sustainable, and consistent public relations and strategic communications agenda or initiative.

Public relation services are the backbone of any organization, facilitating its position in a positive light. As a humanitarian organization the Ethiopian red cross society relies heavily on maintaining a strong information reputation within the community to get support and mobilize resources effectively. While the public relations department plays a crucial role, further efforts are necessary to fulfill the organization mission allocating enough budget for the public relations and strategic communications department is the foremost start to upgrade the public relation department.

In addition, it is also mandatory for the Ethiopian red cross society public relations and strategic communications department to work aggressively on diplomatic public relation.

Even though, this research and its findings had some drawbacks and weakness, the result of this paper must be a main point of discussion and the results and reconditions will be

applied in other non-governmental and governmental organizations. From the perspective and angle of understanding of the paper, new research should do using new sampling methods and for other organizations.

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Appendices

Appendix A

Assurance of the Researcher

The undersigned agree to accept responsibility for scientific, ethical and technical conduct of the research project and provision of required progress report as per the terms and conditions of the research publication office of Addis Ababa University school of Humanities and language. Hence, I have duly acknowledged the materials and references I have taken from other sources.

Name of the student Eleni Adnew

Date..... Signature.....

Approval of the Advisor(s)

Name of the Advisor.....

Date Signature.....

Appendix B

Survey questions for Ethiopian red cross society head offices employees. This survey questionnaires pared to find out the effect of strategic public relation on organizational performance in the case of the Ethiopian red cross society: As the result of the research totally depends on your responses, you are kindly requested to provide your reliable and accurate answers to the questionnaires.

the first part of the questioners is asking about the demographic information. The second part is about the role of public relation in crisis management, third part is about organizational alignment. The next part is about the role of public relation in strategic communication for organizational performance and the last part is about the effect of donner relation in organizational performance. I would like to assure you that the information is used only for research purpose. Select your answer carefully and place it on the right.

Thank you very much for your cooperation!

Demographic information

What is your current age?

25-35

35-45

45-55

55-65

Which gender do you identify most with?

Male

Female

Prefer not to say.

What is your highest qualification?

Less than a high school diploma

High school diploma or equivalent degree

No degree

Bachelor's degree

Master's degree

How many years did you work for this organization?

6 month -2 years

2 years -five years

Five years -15 years

More than 5 years

Public relation in bad information handing

How would you rate the overall public image of the Ethiopian red cross society?

1 Very positive

2/ Somewhat positive

3/ Neutral

4/ Somewhat negative

5/ Very negative

why? -----

Have you experienced any bad or miss information as an employee of the Ethiopian Red Cross Society?

1/ yes

2/ no

3/ may be

Could you please provide a specific example if yes? -----

Do you think that public relation and strategic communications provided a crucial impact on in bad information and miss information handling and protects the organization from further damage because of the bad information?

1/ yes

2/ no

3/ may be

In what way?

.....
.....

Do you think the public relation department of the Ethiopian red cross society is proactive for managing a crisis?

1/ yes

2/ no

3/ may be

Could you please provide a specific example if yes, or no? -----

Public Relations in Organizational Alignment

Do you think that aligning the overall organizational strategy with the public relation department communication strategy can help the organization to perform well?

1/ yes

2/ no

3/ may be

Please explain how it could be helpful.

.....

Please explain how it if not.

.....
.....
Does the Ethiopian red cross society public relation department work closely with the management department for the performance of the organization?

1/ yes

2/ no

3/ may be

Could you please provide a specific example if yes, or no? -----

Do you think that a public relation department helps for the employs to understand the organization mission, vision and overall objective and goals of the organization and to help the individual perform well?

1/ yes

2/ no

3/ may be

Could you please provide a specific example if yes, or no? -----

Public Relations in Media Relations

Do you think that the Ethiopian red cross society work closely with the media?

1/ yes

2/ no

3/ may be

Please explain how, the Ethiopian red society works with the media.

.....

Please also explain it if not...

.....
.....
.....

Do you think that wiring press release, posting any information about the society in the organization web site, blog and other social media plat form can enhance the relationship with the media personals and motivate the media personals to invite the public relation department as a gust in their respective media and get the chance to promote the society activity

1/ yes

2/ no

3/ may be

Do you think that if the public relation department of the Ethiopian red cross society works closely with the mainstream media and the social media it would help to enhance the organizational performance?

1/ yes

2/ no

3/ may be

Public Relations in Donor Relations

Do you think that the Ethiopian red cross society public relation department plays a crucial role in the relationship of the Donner and stakeholder?

1/ yes

2/ no

3/ may be

Please give your explanation how, it could be helpful?

.....

Explain also it if not...

.....
.....
.....

Do you think that the impact of relationship and interactions of doner in the humanitarian institutions progressions strength and boosts communications to donners through annual reports, quarterly updates, board of trustees meeting minutes and financial reports?

- 1/ yes
- 2/ no
- 3/ may be

please explain how, it could be helpful.

.....

would you please explain it if not?

.....
.....

Do you think the role of the public relation department in donners relation plays a crucial role in the economic resources, political support and special knowledge each stakeholders offers, transforming it into financial and societal wealth?

- 1/ yes
- 2/ no
- 3/ may be

Please explain how, it could be helpful.

.....

explain also it if not.

.....
.....
.....
.....

Any suggestion for the Ethiopian red cross society public relation department to help the enhancement of the organization.

----- Thank you -----