

ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

AN ASSESSMENT OF PUBLIC RELATIONS PRACTICES:
THE CASE OF ETHIOPIAN FEDERAL POLICE
COMMISSION

BY

BINIAM KASSIE

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
REQUIREMENT FOR THE DEGREE OF MASTER OF ARTS
IN PUBLIC RELATIONS AND STRATEGIC
COMMUNICATION

MARCH, 2021

ADDIS ABABA, ETHIOPIA

ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

AN ASSESSMENT OF PUBLIC RELATIONS PRACTICES:
THE CASE OF ETHIOPIAN FEDERAL POLICE
COMMISSION PUBLIC RELATIONS PRACTICES

BY

BINIAM KASSIE

ADVISOR

DR. ABDULAZIZ DINO

PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS - AAU

A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE
STUDIES OF ADDIS ABABA UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF ARTS IN PUBLIC RELATIONS
AND STRATEGIC COMMUNICATIONS.

MARCH, 2021

ADDIS ABABA, ETHIOPIA

DECLARATION

I, Biniam Kassie, hereby declare that the thesis entitled, “An Assessment of Public Relations practices :The Case of Ethiopian Federal Police Commission ”, submitted by me in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Journalism and Communication to Addis Ababa University School of Journalism and Communication, Department of Public Relations and Strategic Communication, is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. This thesis has not been submitted for any degree in this or any other university to the best of my knowledge and belief.

Name_____

Signature_____

Date_____

ADDIS ABABA UNIVERSITY

**SCHOOL OF JOURNALISM AND COMMUNICATION DEPARTMENT
OF PUBLIC RELATIONS AND STRATEGIC COMMUNICATION**

This is to certify that the thesis prepared by Biniam Kassie, an Assessment of Public Relations Practices: The Case of Ethiopian Federal Police commission, and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

Examiner_____ Signature_____ Date_____

Examiner_____ Signature_____ Date_____

Advisor_____ Signature_____ Date_____

Chair of Department or Graduate Coordinator

Acknowledgements

First of all, I would like to thank Almighty God and extend my thanks to my considerate and unflagging advisor, Dr. Abdul-Aziz Dino. He helped me during the tough corona virus pandemic time. I thanked Dr. Abdul-Aziz for his priceless advice, comments and general assistance from the beginning to the end of my study which culminated in the submission of this document.

I am also indebted to the Ethiopian Federal Police Commission in general and its public relations staff members, print and broad cast journalists in particular for their willingness and inestimable commitment to serve me as my access data source during my study time. In addition, I would like to extend my thanks to public relations communication directorate director Jelan Abdi – EFPC, for his commitment to serve me as a gate keeper & one of the key informants, and for his recommendation of other informants among the communication workers.

Finally, I wish to thank my mother, W/r Tirngo Sisay, my brother Bayinessagn Kassie, my brethren Sisay Tessema and my best friends for their financial & material support, encouragement, and companionship during my study.

Table of Contents

Contents	Page
Acknowledgements	i
Table of Contents	ii
<i>Abstract</i>	vi
Abbreviations and Acronyms	vii
CHAPTER ONE.....	1
1. INTRODUCTION.....	1
1.1 Background of The Study	1
1.2 Statement of the Problem	2
1.3 Objectives of the Study.....	4
1.3.1. General objective	4
1.3.2. Specific Objective	4
1.4. Research Questions	4
1.5. Significance of the study	5
1.6. Scope of the Study.....	6
1.7. Limitation of the Study	6
1.8. Definitions of Operational Terms	7
1.8.1. Organization of the Study	7
CHAPTER TWO.....	8
2.REVIEW OF RELATED LITERATURE AND CONCEPTUAL FRAMEWORK	8
2.1. Introduction	8
2.2. The Concept of Public Relations.....	8
2.3. Public Relations as a Foundation to Police-Public Relations	11
2.4. Political Public Relations	11

2.4.1. What is Police -Public Relations.....	13
2.4.2. Public relations and politics	15
2.4.3. Activities of Political Public Relations.....	16
2.5. Police-Public Relations in Africa.....	18
2.6. Public Relations Practice in Ethiopia.	20
2.7. Interpersonal Communication.....	23
2.7.1. Elements of Interpersonal Communication.	24
2.8. Public relations tools and activities.....	25
2.9 Nomenclature, Establishment and Head Office of EFC.....	29
2.9.1. The Structure of the Commission	29
2.9.2. The Relationships of Federal Police commission and the Regional Police Commissions.....	30
2.9.3 Significance differences between the 2003’s proclamation of federal police commission and 2011’s proclamation of the commissions	31
2.10 Relationships of Public Relations Practitioners and Journalists	33
2.11 Police-public relations and community policing.....	34
2.12 What is community policing?	35
2.13 Police Innovation and Technology	36
CHAPTER THREE.....	39
3. RESEARCH METHOD.....	39
3.1. Research area	39
3.2. Research design.....	39
3.3. Research Approaches	40
3.4. Types of data.....	40
3.5. Data Gathering tools	41
3.5.1. in depth interview	41

3.5.2. Observation	42
3.5.3. Focus Group Discussions (FGD)	43
3.6. Sampling Method	43
3.7. Data Analysis Methods	44
3.8. Ethical Issues	44
CHAPTER FOUR.....	45
4. DATA ANALYSIS AND PRESENTATION.....	45
4.1. Findings	45
4.1.1. Background of the study Participants in the federal police commission (Head Quarter)	45
4.1.2. Background of the study Participants in the Ethiopian police college university.	46
4.2. In-depth Interview	47
4.2.1. Political intervention in the practice of public relations	47
4.2.2. The Public Relations integration work with different departments in the EFPC head office with in various departments and Police university college.....	50
4.2.3. Public Relations Activities.....	53
4.2.4. The public relations communication tools.....	55
4.3. Analysis of Focused Group Discussion	56
4.3.1. Analysis of Focused Group discussion with the group.....	56
4.3.2. Discussant views on the issue	57
4.4. Finding from The Federal Police Commission and Sendafa police college.....	62
4.5. Observations of the public relations use of communication tools.....	64
4.6. The Finding from The Federal Police Commission Public Relations Practitioners Observation	66
4.7. Observation public relations.....	67
4.8. Discussion on the Major Findings	69

4.8.1. Public Relations Political and Administrative influences.....	69
4.8.2. Public Relations Practice, Activities and Roles in Ethiopian Federal Police Commission	70
4.8.3. Integration	71
4.8.4. Communication tools	72
CHAPTER FIVE	74
5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	74
5.1. Summary	74
5.2. Conclusions	76
5.3. Recommendations	78
References	80
APPENDICES	83
Appendix 1 Interview questions for key informants (Public relations)	83
Appendix 2 Interview questions for key informants (radio journalists and print media workers)	84
Appendix 3 Interview questions for key informants (Television journalists)	85
Appendix 4 Interview questions for key informant (PRs leader)	86
Appendix 5 Interview questions for key informant (Radio leaders)	87
Appendix 6 Interview questions for key informant (TV leaders)	88
Appendix 7 Focus Group Discussion Questions for various communication workers (PR directorate, PR practitioners, journalists and one teacher from the police university college)	89

Abstract

Public relation is basically image building of any company or organization through various communication tools. The roles of public relations are establishing relationships with media organizations and, creating awareness to the public. Similarly, police institutions need public relations officers or directors to work with the public and other key organizations. And this practice of public relations is vital in pursuing their job well on both securing peace and stability and building the image of the commission. This study examined the issues pertaining to the activities of public relations practice in the context of the Ethiopian Federal Police Commission. A conceptual model derived from the review of literature that focuses on the organizational and public relations characteristics, communicators and public relations practice were used to guide this research. The qualitative approach was employed to collect and analyze data for the study. The data were collected through interviews with PRs Manager, media workers. The results of the data analysis showed that the practitioners are fairly trained. The PR department formed its own policy frameworks, regulations and communication infrastructures; however, there are some public relation activities practiced by the commission command unilaterally to serve different purposes particularly in communicating the public. As it was discussed under the conceptual model, the findings showed that the interaction between the internal and external environments on the communication activities seemed neglected. The practitioners are directly or indirectly have been influenced by senior or higher administrative staffs. For this reason, the public relations activities were not applied in accordance with the demand of the field public relations in the commission. Lack of man power (PRs) and financial resources are also the major problems for the communication aspects. As practitioners and journalists implied “Even if there were some documents which show outputs compiled by the organization within the past forty years, the amount is negligible and they were simply shelved and brought to Ethiopian broadcasting corporation. Recent documents are seen in the library. In addition, it is assumed that the commission was open for and ready to interact with outside nongovernmental and governmental bodies without any shared vision through the public relations; however, most of the available collaborators’ public relations do not align with the agenda of the commission's public relations and this caused the commission public relations to be challenged by improper professionalism and untrained manpower and communication gaps with other organization public relations. Moreover, the public relations activities and strategies well designed in a way that they either attract or accommodate any external co-workers and collaborators without any shared visions using various public relations tools. Implications and recommendations were suggested in accordance with the major findings.

Abbreviations and Acronyms

AAU	Addis Ababa University
COVID	Corona Virus Disease
EBC	Ethiopian Broad Casting Corporation
EFPC	Ethiopian Federal Police Commission
EMA	Ethiopia Map Agency
EPRDF	Ethiopian People Democratic Front
ERTA	Ethiopia Radio and Television Agency
Etc.	Etcetera
FBI	Federal Bureau of Investigation
FDRE	Federal Democratic Republic of Ethiopia
FGD	Focus Group Discussion
FPC	Federal Police Commission
FT	Feet
G5	Group Five (Sahel Regions)
HQ	Head Quarter
ICT	Information Communication Technology
INSA	Information Network Security Agency
MA	Master of Arts
NGOS	None Governmental Organizations
NISS	National Intelligence Security Service

P	Page
PP	Prosperity Party
PPR	Police Public Relations
PR	Public Relation
PRO.NO	Proclamation Number
PRS	Public Relations
VIP	Very Important Person
TV	Television
UN	United Nations
US	United States
WHs	Who, What, When, Where, Why, and How

CHAPTER ONE

1. INTRODUCTION

1.1 Background of The Study

Since there are many international crimes, frauds, money laundering, human trafficking, gender inequality and terrorist groups in the world, police organizations have playing an irreplaceable role in reducing those practices. To secure peace and stability throughout the world, it needs to integrate each police organizations institutionally. Since Interpol is global organization it can provide this platform for cooperation; enable police to work directly with their counterparts, even between countries which do not have diplomatic relations (INTERPOL 2019) (<http://www.interpol.in>)

According to Solomon (2000) cited by Zeray public relations practices in Ethiopia came to practice in 1960's in emperor Haile Silassie dynasty. Similarly, the firm was seen as a profession rather it was seen as a spokesperson the emperor.

In developing nations like Ethiopia, whilst many police institutions exist, skilled and professionally trained and skilled personnel have to be employed in such sensational institutions. Integrated works will have productive results in solving such an international crimes. Without effective practice of Federal police and other peacekeeping institutions in Ethiopia, ensuring the stability, peace, and advancement of the community is unthinkable. Thus, to integrate the community and the police organizations, there should be bridge between these bodies which is communication. The communication will also be initiated through communicators (PRs practitioner).

Although Federal police commission has a remarkable effect on the society economically, socially and politically, sometimes the practice of some police partners creates negative reputation behind the organization. The absence of information lets the Federal police commission members to be criticized .To fill the gap, the public relations practitioners need to work without the higher administrative influence and the police institutions structure could be detached from the PR practitioners working system. Traditional authority (sometimes called legitimate authority)is power based on long –standing beliefs about who should have control and is often vested in particular position within an organizational

hierarchy(Miller,1994). As globalization booms and the world becomes more interconnected the opportunities for crime grow commensurately. Unless the PR practitioners handle the information which is parallel to the current situations, the danger will follow it.

Federal police commission staffs like, administrators, public relation practitioners and other organizations need to develop structures which serve them as a tool to fight against the plotted crimes. AS technology grows, tremendous ways of committing crimes are flourishing these days. Even though Ethiopian government (Federal police commission) has been amending many bills, the crime has been increasing dramatically.

Thus, the public relation practitioners of Ethiopian federal police commission do more on technology to aware the communities how bad the criminals are in exercising technologically advanced tools. Sometimes getting technology to prevent crimes is difficult for developing countries like Ethiopia. Though nations use home grown techniques to predict the conspired crime and prevent the law using drone technology for a while as a cheaper alternative to helicopters in some roles (Howells, March 21, 2018)

In Ethiopia, from the crime prevention strategies, the PR practitioners use various tools to alarm the society before intended criminality transpire. Directly or indirectly community policing, foot patrolling, infrastructure protection, very important persons (VIP) escorting, etc. are used in the police commission to prevent devastating crimes. Here, directly or indirectly the public relations practitioners have a pivotal role in addressing the information to the community, however, the practice is downtrodden by various limitations and challenges.

1.2 Statement of the Problem

The history of Ethiopian police dates back to 1913. During the reign of Emperor Minilik II, the Ethiopian police was founded for the first time in the country's history. The police force was known as “ Yeketema Zebegna” or the City's Guard. Just before the invasion of Ethiopia by Italy in 1935, City (Arada) “Zebegna” (Guard) was founded to keep the security of the capital (Addis Ababa). According to a book by Brigadier General Moges B. entitled Policena Gize (police at different times) published, after the end of the invasion, all government structures were demolished and new ones cultivated by Emperor Haile Selassie by royal decree No. 6/1934.

After the downfall of the monarchic government in 1974, the military junta – the Dergu – that came to power enacted proclamation no. 10/1974 to provide for the nation's security and protection. No separate proclamation of the police establishment was enacted until the downfall of Dergue in 1991. (Ethiopian Federal Police Commission, 2015), ([Wwww.federalpolice.gov.et](http://www.federalpolice.gov.et).)

After the downfall of Dergue, the police force has been established to discharge its duties of enforcing the constitution of the federal Democratic Republic of Ethiopia. The current police establishment, the Federal Police Commission, was founded pursuant to proclamation no. 720/2004 based on the principles of non-partisanship, impartial service to the society, commitment to policing ethics, competence and quality of service.

Public relations is a new phenomenon that come into existence in 1960s in Ethiopia (Solomon, 2000). It has faced many problems and challenges through its development. As a result, the public relations are not distinctly functioning, but many organizations confuse with what it is all about and what it even does (Zemedkun,2015). Thus, that will be difficult to speak confidently, public relations practitioner plays pivotal role in securing peace and stability in the context of EFPC. May be the role for PR here is establishing (introducing) the profession in every sector throughout the country. The field public relations have been facing many problems. Lack of legal frameworks, political influence, and the absence of public relations association are among the dangers for the PR practitioners.

There are no reliable research works whose findings clearly show how the PRs is being exercised and what the ways forward should be in most public enterprise (Alemayehu,2006). The police organizations in the history of Ethiopia are more unsolicited than other organizations. Since Ethiopian Federal Police Commission operates its PRs in the same situations of the country's practice, I was interested to study the scenario in EFPC particular case so as to attain the following objectives.

In Ethiopian Federal Police Commission, there is a gap of knowledge in the PRs practitioner and police officers about the profession and its main purpose in the organization. This gap is manipulated by criminals easily. In addition, the attitude of the leaders of the EFPC to the public relation practitioners is not hopeful. They consider the practitioners as speakers without action. The leaders of the police organization do not consider public relations even as

a profession. The role for PR in the organization is to bring a MIC for their immediate bosses. Public relations practitioner role is not more than organizing an event. Leaders and members of the police organization imagine that PRs function in the police institution is like creating jobs for someone without role. Therefore, the aim of this thesis is, to assess the public relations practitioner practices in Ethiopian Federal police commission.

1.3 Objectives of the Study

1.3.1. General objective

This study aims to assess the practice of Public Relations in EFPC.

1.3.2. Specific Objective

The study uniquely seeks to address the following specific objectives.

1. Explore political activities in the practice of PR in EFPC.
2. Asses the communication modality of EFPC as a tool in addressing its mission and vision to the public
3. Assess the integration of the public relations practitioner and the police members in sharing information timely.
4. To examine the role of PRs, and the attitude of the leaders about the profession.

1.4. Research Questions

The study assessed public relations practice in the Ethiopian Federal Police Commission. It focused to answer the following research questions.

- 1) What are the effects of political activities on the practitioner's activity in EFPC?
- 2) What are the communication tools the EFPC uses to address its mission and vision?
- 3) How are public relations practitioners and police staffs work together (In integrated way)?
- 4) What are the responsibilities of PRs in the Ethiopian Federal Police Commission?

1.5. Significance of the study

This research assessed the practice of public relations in EFPC.

At this time, as crime increases in almost all regions in Ethiopia, it is unquestionable that EFPC is highly concerned to provide information which portends the general public if dangers come to the country. In the coming season the country's uncertain parliament general election will be taking place. Therefore, the federal police and various PRs practitioners in the organization will have important roles in providing fair information, and keep the public calm in any manners. Furthermore, Ethiopia has been facing many challenges religiously, ethnicity, politically and other issues.

Here, the PR needs to build the reputation of the organization. Research based information is crucial. The finding of this thesis therefore would help the EFPC to organize well functioned PR structures and would help the organization to ensure trained PRs and effective use of public relations tool to serve the society. In addition, the research will serve the EFPC as a working instrument for the whole administrative staffs along with important members as a reference frame to conduct further research on the practice of PRs in the police institution.

Therefore, this paper will have quadruple significances:

1. Theory significance: It indicates effective theories and models in mobilizing the public and raising their awareness using various communication tools.
2. Practice significance: The study focuses how the relationships should be established among journalists, publics and public relations and come up with effective public relations practice.
3. Research significance: Since the study involved both PRs and journalists, the finding of will help as an initial ground for other researchers (police member) who are obsessive to conduct a study on this area.
4. Policy significances: it helps the Ethiopian Federal Police Commission to review and redesign new strategies and structures to improve the implementation of the practice of PRs in the institution. It also opens discussion among academicians, communicators and public relations practitioners come up with policy options for the purpose of national security.

1.6. Scope of the Study

The scope of this study is delimited to analyze the public relations practitioners in the case of EFPC from 2018-2020. Specifically, this study assessed the practice of public relations, the role of practitioners in EFPC.

The study covered the PRs, radio and TV journalists, and leaders of these professionals' department head. The study is delimited to the assessment of public relations practice. Specially, the study took into consideration the PRs practice in EFPC in the Head Quarter which is, here in Addis Ababa. So as to trace the PRs practice in the police organization, the plans and practices of communication activities in the PR directorate of the EFPC which plans and monitors the general activities of PRs throughout the police organization in the country, was taken into consideration.

1.7. Limitation of the Study

First of all, there is no sufficient literatures in Ethiopian that would help to integrate the theories of public relations to the real practices on the ground. In Ethiopian Federal Police Commission literatures are inaccessible. Thus, the literature part of this study is more dominated by old and foreign literatures. Similarly, it is difficult to get adequate written materials including books, articles, reports, studies etc.

Lack of organized data from the Ethiopian federal police commission in the practice of the PRs and lack of related literature which is necessarily linked with the public relation practices in the organizations were challenges for the study. Though the public relations practitioners have an idea how to implement the basic PR principles, they practice it traditionally as they inherit the information from their predecessor. In the federal police organization people were not volunteer enough to get them for interview since they suspect the researcher is conducting something wrong (spying the institution). The novel corona virus was one of the major problems too.

The study is delimited to the assessment of public relations practice in the police organization. Due to the fact that the EFPC is highly tied with the country's security process; the information is released limitedly to outsider researchers. Thus, getting information in the organization was dangerous.

Since the commission is a security institution, the respondents are hesitant for recording purpose. Mainly, the practitioners and other staffs from the EFPC are not happy for recording and openly providing the information related the public relations work.

1.8. Definitions of Operational Terms

Public relation: is used in a huge range of industries and in each one slightly different skills and competencies have emerged among PR practitioners. As a result, there is no one universally agreed definition of PR (Grunig 1992; L'Etang 1996; White and Mazur 1996; Moloney 2000).

Research Practices: refers to habitual or customary actions or way of performing any kind of actions any possible opportunities that are needed to do research (John, Colin & Margaret 2003 Adane).

1.8.1. Organization of the Study

The study has five chapters. The first chapter comprises of general introduction about the paper that covers background of the study, statement of the problem, research question, objectives of the study, significance of the study, limitation of the study, and etc.

The second chapter covers review of literatures. Chapter three focuses on the methodology of the paper, and in the fourth chapter data analysis and interpretation practiced. At the last chapter (Chapter five), summary, conclusion, and recommendation is treated.

In the final report of this paper, the reference list and relevant annexes attached at the back pages.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE AND CONCEPTUAL FRAMEWORK

2.1. Introduction

In Ethiopia, people have been communicating with their monarchs and its organizations through traditional communication tools. Even people have communicated with the police institutions traditionally. These trends drive the people to feel that getting the middle person (PRs) to interconnect the society with the police institutions and personnel are paltry.

This chapter is dedicated to the presentation of literature that relates the concept of public relations and its role in changing the attitude of the leaders and assessing the practice of PRs. It also tries to assess the brief history of public relations and Ethiopian federal police commission in relation to the practice and noticeable theoretical foundation of the study. It begins with brief history of PR.

2.2. The Concept of Public Relations

It is believed that public relations begun in the late 19 centuries. Though the profession public relations started officially in various organizations lately in 1970s, it was in practice indirectly in many governmental and private institutions. The public relations practitioners were on duty by coincidence. The profession was galvanized, but states and organizations had not named publicly such communication practices as public relations. The public relations have not got recognition before 19s though the profession was practically on the ground.

In the international Encyclopedia of social science, Robert Carbon (1968:208) expounds public relations as the organized effort to communicate information and to modify attitudes and behavior on behalf of a client. Public relations are multi-disciplinary. "The discipline of public relations is frequently blended with related disciplines, most often journalism, advertising and marketing. This is especially true in some international settings, and the global practitioner must be prepared to explain patiently the factors that distinguish public relations from these other important discipline" (Freitag and Ashli stokes,2009).

Various social science scholars attempted to define the profession public relations, but they could not come up with the clear definitions and the area it covers. “As a result, there is no one universally agreed definitions of PR (Grunig 1992; L’Etng 1996; White and Mazur 1996; Moloney 2000; cited by Ralph, 2009) still there are no globally granted definitions of public relations. However, there is widely accepted consent regarding the significance of public relations in promoting and continuously developing an institution be it business or public organizations (Zeray, 2016v).

American Scholars in 1970s define, public relations are a profession which is part of social science that serves as a bridge among customers and organizations. They did not stopover finding the definition of PR. (Ibid)

They tried to define PRs further. According to (Ralph, 2009) Public relations is used in a huge range of industries and in each one slightly different skills and competencies have emerged among practitioners. Thus, they define PRs as a basic instrument for survival of any organization through receiving opinions and complain to use them as an input to further improve its delivering service and goods so that it can remain intact with its customers.

Some other scholars have the same kinds of definitions and aims to the public relations. According to Zeray public relation is a profession or practice of creating good will of organization, various publics (investors, customers, employees, suppliers etc.) usually through publicly and other nonpaid forms of communication. And public relations are about building reputation. That is why; people sometime globally become suspicions about public relations practitioner. They consider it as a broker. But the meaning broker is given to PRs negatively or unprofessionally by some client. People are nicknaming the PRs wrongly, and wrong definitions are adopted. Customers may conclude that public relations are the practice of lying on the behalf of the existed physical organization.

Many organizations need to build their reputation. Thus, the responsibilities of public relations is to convince the society about the organization’s service and goods. Therefore, it could be defined a discipline of social science, which keeps the reputation, with the role of getting understanding and support, and influencing the public opinion and behaviors. It is a mutual understanding between the intended community (most of the time clients) and organizations. As a public relations student I love the word “BRIDGE” since it joins the two

sides in the same empathetic or ground. Media relations is as specialized sub-branch of public relations primarily dealing with the process of recognition (Elspeth, 2005). The author also reflects three-step process that organizations listen to and understand public expectations, matches those expectations, and officially recognized as responsible (p. 145).

That is why political parties, governments, business organizations, universities, religious institution, NGOs and other institutions are employing public relations at this time. These institutions gather the information from the community or their customers they are serving for or representing. Therefore, the organizations tried to maintain their relationship with any bodies those they think significant for their activities through pen pal. The organizations attempt to identify their problems through their communicators who are typically public relations tirelessly.

Public relations serve as a mirror and bridge between the organizations and their customer (ibid). At this time, everything is tied to internet technologies firmly. But to access these technologies; it needs to get people who are responsible to deliver information which targets the mutual benefits of both the organization and the customer. If organizations need to introduce their program, product, opinion, and other interests, they will use public relations or other forms of communicators. They (both governmental and private companies) may not use the straight name of PRs.

As the technology fosters and advances, the way the organizations delivery system of the information to the public need to be fast and radical too. Public relations practitioners are such a fast communicator that they share timely information to their customers. If PRs do these, they will stand on the behalf of both their organizations and customer commonsensically.

Even though organizations have been using various communication tools through their public relations, currently there are many challenges of organizational communication. According to Miller ,four aspects of our world that were barely on the radar several decades ago but that today dominate much of our thinking –and our news coverage .These are globalization, terrorism ,climate change and changing demographics. If any organizations need to survive, compute, rush with the technology and address their opinion to their targeted community,

they shall use their own key tools by taking into consideration the above problems and challenges of today's organizational activities.

PR practitioners use different tools and techniques to get media coverage. These include press releases, press conferences, media briefings, embargoes, exclusives, non-attributable, off-the-record, surveys, news agencies, media monitoring and media research (Tench and Yeomans, 2017, p. 275-276 & Cornellsen 2014, p.213 -217).

Though organizations have their own customer, cultures, ways of communication, and tools; they use PRs in common. Thus, practicing public relations are used anywhere connately to resolve the misunderstanding /gap/ among the organization, Public relations themselves and customers.

2.3.Public Relations as a Foundation to Police-Public Relations

First let me define PRs again based on scholars thought. Public Relations refers to a management function of a continuing and planned character, through which public or private organization and institution seek to win and retain the understanding, sympathy, and support of those with whom they are or may be concerned by evaluating public opinion about themselves, in order to correlate as far as possible, their own policies and procedures to achieve by planned and widespread information, more cooperation and more efficient fulfillment of their common interests (IPRA at the Hague 1960 in Keghku, 2005).

Public relations entail the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and executes a program of action to earn public understanding and acceptance (Grisworld, 1977 in Keghku, 2005).

Black (2011) defines public relations as a practice and the art of analyzing trends, predicting their consequences, counseling organization's leadership, and implementing planned programs of action which will serve both the origination and the public interest.

2.4.Political Public Relations

Public relations are multidisciplinary profession. The field of Political Public Relations (PPR), however, applies PR foundations to aid political candidates, campaigns, parties,

governmental organizations, and judicial bodies in leveraging image maintenance and relationship management tactics to achieve strategic political goals, such as election or support for policy initiatives (Arceneaux, 2019).

Most of the practitioners or the traditional view of the public relations is just maintaining positive image on the behalf of a single organization. PR has many functions and it becomes more sophisticated types of profession in daily activities of human being throughout the world.

The practice of political public relations (PPR) is too young and new. But the practice of PPR is technically in application even in ancient political systems though the name is not called loudly. It was done indirectly. Public relations tactics to lobby the community in democratic election or other undemocratic regimes.

Public relations are used tactically in political campaigns. Communicators in any political party will have a pivotal role in addressing the program of the party they stand to defend from external outbreaks. Through media coverage the politicians and their speakers try to set agenda, and public opinion that is agenda-setting.

Political public relations is a managing process throughout which political actors for political reasons with the help of effective communications and activities, try to influence, build and maintain good relations and reputations with the target public in order to support the mission and achieve political goals (Kiousis cited by Zoran, 2011, p.8).

We could not get voluminous definitions about political public relations. According to scholars, public relation by it has not been defined clearly and scholars could not agree with some points as a social science is defined practically in various ways. Thus, the complexity of defining political public relations is more multifaceted than public relations.

According to Zipfel as cited by Kiousis, political public relations refer to strategic communication activities of actors participating in political process that aim at informative and as persuasive goals to realize common interests. Various scholars tried to define political public relations as tactics of media and information management whose aim is to ensure that the party gets maximum favorable publicity and minimum negative publicity.

The above definition is not parallel with contemporary understanding of public relations. Based on this view public relations mostly consists of media management, image management and information management (kiouisis ,2011, p.8). Though understanding public relations in this way is very unwise, it seems that public relation at this time is related with politics and political communication. This is a contemporary definition of public relations.

It indicates that public relations have many functions in today's world, especially in communicating politics. It is sophisticated kinds of public relations through which Politician and the audience meets somewhere in communal. Thus, public relation is not only relying on creating better images and reputation of an organization, but also it is an act of political communication. These all show that the communication of politics can play role in the purpose of politics.

As public relations have above 400 hundred definitions and it covers many disciplines, especially in the social science. Though public relations purpose is immeasurable in today's world, it gets into politics and other activities of campaigns. In our country context, various political parties are using public relations practitioners in order to introduce their campaign /programs/. In developing nation, politicians use public relations practitioner to promise the public something which is illusionary to achieve it within the five- or six-years term of their power. This means if politicians get elected once, they may deny what they have vowed during their campaign. They need extra time to rule; and the politicians may want another round of election. Thus, the public relations and the pubic /voter/ may not have upright tie because the public relations are not bookkeeping their promise because of their master /politicians/.

Public relations, the actual community, politicians and the government have not common ground in communicating among themselves because of communication barriers. These all job are given to the public relation practitioners though practitioners themselves are not walking through the path whose profession give them the right to practice professionally.

2.4.1. What is Police -Public Relations

According to Chukwuma cited by Mathias ,depending on the definition of public relations explained earlier, police-public relations is a management function of a planned and continuing character whereby the police as a public institution seek ways to win and retain

the understanding, sympathy, support, and co-operation of members of the public both as individuals and a collectivity towards effective discharge of their statutory responsibilities as a crime prevention and fighting outfit in society .

Here, the police and the public need to share information which is related to any criminology or rebels. The question is how to collaborate the public with the police to prevent any criminology.

The communication is key in resolving any dangers. In this context we have three key apprehensive bodies; these are communicators (PRs), society (Public) and the police organs. Relevant infrastructures need to be set to let these three organs work jointly. Bridge need to be built. This bridge is not the act of constructing actual bridges to join the community with other community, police, and other bodies. This is tried by the rulers of world powers though they are not successful incorporating the three strategic bodies listed above. The roles of communicators (PRs) need to be in practice because communicators are close to both the community and police organs than other parties. The nature of public relations practitioner is to serve as a bridge between the public and any organizations (in our context the police organ).

Thus, police and community must meet somewhere in common. The role of PRs is to mark a bridge for these two groups, and the communicator (PRs) will be the member of this structure. A police-public relation is expected to be a two-partite move towards cooperation and support for insurgency fighting and prevention of any social crisis. Despite the fact police and the public shall work hand to hand, without any communicator that is unthinkable to achieve the required peace and security.

To be successful in securing peace and immovability in the given community, mutual understanding and effort is rudimentary among the public, polices and communicators. Here the role of the communicator is more relevant than the two groups since the nature of the PRs is to harmonize the relationship of the clients and the projected organization. In our context, the intended organization is police commission and the clients are the insecure public.

2.4.2. Public relations and politics

Public relations and politics are naturally and inherently linked (Agudelo,2015). Too often political candidates support advertisements that push the envelope and attempt to smear opposing candidates 'campaigns. (ibid)Public relation is followed by various code of ethics and it is credible to communicate with others. According to Agudelo it is true that public relations pros have been called spin doctors and flacks thanks to the careless decisions of a misguided souls and poor practitioners, yet most PR professionals are just that: professional. The public opinions and decision can help a given organization or country to shape the preexisted law, legislation, operation, and other important working environment. Three key areas in which public relations plays a role in politics are

1. Awareness

Unless someone has an awareness that individual is running for election or other political activity, he /she will not cast a vote for him /her. Therefore, one of the main roles public relations plays in politics is the generation of knowledge about a candidate client (axiapr, 2015). The public relations practitioner may use media placement, events, or social media efforts, building awareness of the candidate's reputation /any political participants /, party, platform, and special areas of interest helps set his image in the minds of the voters or supporters'. This time if someone is lacking public awareness, certainly he/she will not have a chance to get a vote.

2. Education

Once voters have a general awareness of a candidate, the rubber truly meets the road (ibid). Here public relations professional must cultivate a person who is needed for the political purpose (convincing rivals, voters,) about topics, campaigns and, lobbies mainly related with the entrant.

The PRs must run to educate the public based on these questions:

1. What does the candidate stand for? What does she/he support?
2. What does she/he oppose? What is her/his background?
3. What are her/his affiliations and causes?

When the public relations doing all the above elements voters can more easily sort through the overwhelming amount of information, they are bombarded with during campaign season. This is how the PR ensure a well-informed decision at the polls.

3. Persuasion

Public relations professionals are integral to the process of persuasion during an election campaign. While we all hope for a charismatic, intelligent, well-versed, and candid candidate, some may always not come across as polished (Agudelo, 2015). Public relations teams work directly with candidates to help them sharpen not only their messaging platforms, but also their presentation skills, body language, tone, and tempo of delivery (ibid). Since Public speaking is challenging on its own, even the best public speaker needs support in the art of persuasive communication (rhetoric). PR professionals help candidates by making a list of rank most important topics. In the end, every candidate seeks to sway the polls in his favor and, to do so, he must be persuasive in the way he communicates his position on numerous issues, and he must do it in a way that endears diverse publics to himself (ibid).

But the public relation needs to be nonaligned from politics if they are not prearranged for explicit political matters. Though public relations are needed in political campaign, propaganda, persuasion speech, the profession by itself needs impartiality.

2.4.3. Activities of Political Public Relations.

Public relations have various functions in any governmental organizations and private organizations. Particularly governments have been employing public relations practitioners at every level. For instance, in Ethiopia, government assigns communicators from the federal (highest level) down to the lowest /kebele/ level. Its purpose is not to serve the community rather to introduce the party's program. Thus, it proves that the politicians used PRs to publicize their political campaign.

The government institutions are at all layers of the community. The public must be informed what their government is doing in the country. Most of governmental structures may be the foundation of every democratic society, but politicians must have an insight into public opinion.

Government or state has a chance to introduce any strange programs which are unfamiliar to the community strategically if they rumored the program is important. In this way the government may add its own flavor with the context of its country. The ruled may have faced such deviant programs that politically affect them. Here, the public relations are doing their work. State has more power than individuals to introduce strange programs.

Activities of public relations in modern political parties and governments are a mixture of marketing and propaganda (Baines, Jefking, 2004, p.379). As described earlier this view of PR activities means that political actors often want to persuade people in the sense of political ideas and contents by using a one-way manipulative communication process. He wrote as however, no matter whether public relations in politics is unidirectional or bidirectional, it should be emphasizing the public relations is a legitimate activity used for the purpose of expanding officials' politics to citizens and other actors in the political communication purpose.

At present, from the poorest nation to the most advanced nations government are struggling to convince the public they serve. The reason is to get the community they serve convinced about their (the rulers) command. Even in advanced world many governmental organizations face their daily duty in introducing the ruler's program through their service. Thus, communicators are key and referable for these purposes. Either the PR or other politically assigned practitioner may feel in the government organization, their status in the office is to serve the leaders despite the fact workers are there to the community. Since the community is voters, they do have a right to drop out some professionals via the ballot the government lets the people to get involved in elections. Thus, PRs have a role of compromising the gap between the government and the community; at the same time, the politically required conditions will be activated.

Obviously, government and the public may have different views. The voter may need something which must happen now, but the government may not have a capacity to do what the community needs to do now immediately. Thus, the gap may happen here. To bung up this gap the government or any parties may make public speech somewhere people gathered. The communicator may use musical concert or communicator's ability to aware the community.

The political actors use different communication mixtures to achieve the goal of political communications-the persuasion of the public. In this process of persuasion, the role of public relation is irreplaceable. Because the communicators are more skilled and charismatic than political actors. Here PRs know what the sensitive part of the community is and based on the reality which is now on the ground the PR attempts to match with the campaign the political party have. Before any political practice or election, persuasion is needed.

“A weak connection between citizens and their government are obvious: voter turnout is smaller at all levels public debates are often rough, humiliating, and fierce, the us vs them mentality meeting in city halls public hearings and other open forums. Public opinion polls show that more than 75 percent of Americans have little or no faith that their local government can solve problems. An even larger percentage believe that the government of their state or the federal government cannot solve the problems that affect their lives.” (Cutlip, center, Broom, 2003, p.513)

That why communicators face many vulnerabilities in the behalf of the political party they serve and the community they want to teach. In countries like Ethiopia whose communities are divided by their ethnicity, religion, political view and other kinds of cultural background the work for the PRs is burdensome. When the public relations tried to address the given community concern, the other society will raise the same issue. Then, the public relations practitioner might be obsessed areas since the practitioner cannot reach everywhere once. And technology may reach somewhere before the public relation practitioner happens physically somewhere. If the PRs rush with the technology timely, he /she shall see the appropriate communication tools to address their program. It really needs skilled and professional active public relations to address the program or any campaigns. In such advanced world, following the traditional way communication tools are not recommendable since rivals are on the spot somewhere you want to go.

2.5. Police-Public Relations in Africa

The role of police in securing peace and insurgent currently is not forgettable. In Sub-Saharan countries, experiencing crime is common; especially in the G5 Sahel region countries which are Niger, Mali, Burkina Faso, Chad, and Mauritania. Thus, the role of armed or civil police is necessary to defend against the act of terrorism and other kinds of

extremist groups in these areas ([Http//: bbc.com](http://bbc.com)). There, the Boko haram, Al-Qaida and IS groups are based. International governments and organizations including UN peace keeping forces have been trying to tackle the insurgent which are alarmingly happened in these zones. These countries (G5) and various international groups are not successful yet (ibid)

If these groups (UN, America, mostly France and the victim governments) are used technical communications rather than armed forces, they may stop the act of terrorists or other ambushes. Here communication is needed. These are achievable through public relations because world powers have been trying to invest on troops and arms, but the situations have become more byzantine. If world powers invest their billions of dollars on communication systems and communicators, the problem may get be resolved. Since communicators have a skill to understand and scan the environment where they live in easily, the needed information, evidences and other vital solutions will be on the hand of these powers through them (PRs or Communicators) from the community. But leaders undermine this rehearsal.

The role of any police organs in Africa and other worlds is publicly known. According to Zems, the public perception of the police is not shaped by the kind of job they are called upon to do but by the attitude of the personnel. In Africa, the police themselves know that they are not adored by the community. But the society knows plainly that the police may scarify his/herself (police staffs) to protect the community they serve. It is common to African police staffs to face dangers daily since the people are not well-aware about the crime and its effect. The police are at risk regularly. Police always rushes to façade the crime to secure the public while threat alarm is calling the police members.

The dislike or the disgusting attitude drives from Nigeria Police colonial history. Despite the fact the researcher focuses on Nigerian police colonial profile, it is common in any nations which were under colony of Europe. The police are conceived, not as a service organization for native, because of the use to which the colonial masters put the police that were harassing and arresting tax defaulters, brutalizing trade unionists and other nationalists, and torturing persons accused of criminal offences, nobody wanted to have anything to do with the police (Mathias, 2016). According to him, from the beginning, a serious communication gap was built between the police and the public and this mutual distrust rather than disappear has continued to grow wider.

The paper informed that it became fashionable for parents to threaten their troublesome children with police presence. This is not only in Nigeria but also in all African nations in Ethiopia too. These all-rhetoric marks dangerous images of police-public relations and public perception for the police in crime prevention. The police-public relations in Africa are not going likely. The police cannot succeed in their role of crime controls, preventions and enforcement of law without having a good relationship with the community in which they dwell (Aver cited by Mathias, 2011).

Due to thus, achieving mutual understanding between the police staffs and community might be exhaustive. “The police shall be employed for the prevention and detection of crime, apprehension of offenders, the preservation of law and order, the protection of life and property, and due enforcement of all laws and regulations with which they are directly charged and perform such military duties within or without Nigeria as maybe required of them by, or under the authority of this or any other Act (ibid).

As a researcher attempted to take Nigerian police-public relations as a better experience to correlate with Ethiopia. IT is not done unintentionally. The reason is that Nigeria has many nation and nationalities like Ethiopia. There are above 250 ethnicities in there. Ethiopia has also above 80 nation and nationalities. Taking the largest groups’ experience (250 groups) is better than taking small number of groups.

Similarly, Nigeria is rich in traditions, customs, cultures, and values; Ethiopia has these matters too. This drives the researcher emphasis on Nigerian police –public relations practice. Presently, in both countries religious difference and ethnic conflicts are on the ground. We can see and feel the danger which is really faces both Ethiopia and Nigeria. Therefore, to serve such the largest communities in the police world; using communication tools via Public relations are inimitable. But it does not mean Ethiopia has not alike cultures, social backgrounds, and community status with other African countries and the remaining continents.

2.6. Public Relations Practice in Ethiopia.

According to Solomon (2000) cited by Zeray a practice of PRs came to practice in 1960’s in Ethiopia. Public relations in Ethiopia emerged when the Ministry of Pen in 1940’s had been established by the then leader. At that time Radio, News Agency and Television services,

were under the administrations of Ministry of Pen (ibid). Since states in Ethiopia have a habit of *changing* the names of the organization to cup tie with their ideology, the ministry was replaced by the Ministry of Information and tourism in 1950's (ibid).The then newly established ministry had been given the responsibility to administer the media organizations and as its name shows it mainly managed the country's culture and the tourism sector. Actually these snags have not been resolved in Ethiopia, yet.

Again in 1960's the Ministry of Information substituted the previous ministry. Likewise, the responsibility of administering the media had been delivered to the new office too. These means, the profession PRs is coming along with media works. When the media had existed in the country, the public relations existed parallel or likely too ramblingly. The head of government public relations, around the final years of Emperor Haile Selassie, explained the practice at that time as routine occupied by activities, for example, gathering, and convention and, to some degree, caring for publications (Tesfaye ,20118). In an interview about the public relations practice at that earliest time, the former head of public relations told that strategies about how to promote the country also, building agreement were surprising(ibid). The content and the form of the practice of the PRs that came into existence during 1960s have remained unmoved.

As the governmental political ideology of the country's ruler at that time, the public relations practitioner absolutely was the communicator/implementer/ of the government agendas. This means they stand on the favor of their rulers. During those times, the public relations role was unprofessional; just to promote the royal families and other staffs who were around the regime. It was to safeguard the interest of the ruling class. The public relations at those times were unprofessionally practice validating a single group or organization. They could not coup up the dangers which were encountered the country. PRs were not responding to the actual jeopardizes on the spot literally.

To know the lifeless roles of the then public relations, it does not need to dig more details. In Ethiopian the leaders murdered people when the community or individuals had tried to resist the government administration. Here, the PRs were keeping silent to unveil the government's wicked practice. The professionals /public relations or communicators/ were highly linked with the notion of the rulers, and they didn't know what were their responsibility to the general public or a client. When their leaders had abused the community, the PRs stood near

to the victims and said you got the price. Thus, when we measure/ or stand on the foot of real professionals/ it in the weight of professional PRs, their role was nil.

According to Solomon (1998), the incident that might be the cause for the removal of Emperor Haile Selassie the first was the tragedy famine that happened in northern Ethiopia, in 1974. Everything was not publicly disclosed. The fatal deaths were handled in hush-hush nation widely and globally. Therefore, we may pose here, to ask about when the PRs profession comes into effect in our country.

Even at this time, the PRs are not engaged to the public they want to serve professionally. Obviously, they explain the profile of their organizations. They/public relations/ try to march on the line which the government marked for them to walk on; PRs do not keep an eye on the principle of their profession.

It is obvious that public relations emerge as a profession recently. Even though Ethiopia has a long history in the formation of state or government, the nature of the leaders does not allow the communicator to work apart from the system the governments had established once. As a long-existed country, it is not fair to practice communications erroneously. But many regimes in our country did not use PRs directly. On the other hand, states have been using various ways of communication methods to address the information to the public they abuse. The name PR might be odd to us but practically the profession PR had been implemented in Ethiopia.

In Ethiopia there are above eighty nation and nationalities. These ethnics had been communicating each other to share their information and to testify how their days went off. They (the then community) used to communicate for the sake of hunting, looking after their cattle, informing people when dangers happened etc. Thus, communication had been in practice since state was formed in Ethiopia. Because if there is human, communication must be there too. But it is currently being used and well understood PRs benefits by private and governmental organizations. Yet, it is still in its trimmed level when it is measured objectively from scientific point of view (Zeray, 2016)

According to Zeray, from the government point of view, public relation has two fundamental national missions: that is to create national consensus locally and building Ethiopia's good image in the abroad. Although Ethiopian government has these missions as a national level

policy, the profession PR is still too young. The attitude of the public to the PR is not moderate too. The government is attempting to use public relations as a tool to build better image but surprisingly, the PR profession has not legitimated association in the country. It was established to create awareness locally of the benefit of unity based on diversity and the need to intensify the democratic institutions and fair and fast economic development which are reportedly said pillars to save the nation from disintegration and engulfed by civil war (ibid). It is believed that the profession PR magnificently link Ethiopia to the foreign countries. This may help the country to attract tourists, investors, traders, and other business leaders. Because the government and the private sectors have been employing public relations practitioner to promote the nation and their organizations, respectively. Thus, PRs can surge the diplomatic ties of organization to organization, culture to culture, business to business (B2B), human to human etc. Now days, our world is driven by many rival groups. Mainly, our world is in trade war; this is economical war. However, Ethiopia is one of the worlds' the poorest nation, the PR can cooperatively work with the various nations' public relations practitioner professionally and equally since the profession itself communicates the practitioners. Therefore he/she (practitioners) may get a chance to promote what his/her mother land has.

It indicates that the public relation is helpful for both organizations and nations to sell their cultures and products in turn.

2.7. Interpersonal Communication

Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods. It often includes face-to-face exchange of information, in a form of voice, facial expressions, body language and gestures.

The level of one's interpersonal communication skills is measured through the effectiveness of transferring messages to others. Commonly used interpersonal communication within an organization include daily internal employee communication, client meetings, employee performance reviews and project discussions. In addition, online conversations today make a large portion of employees' interpersonal communication in the workplace.

2.7.1. Elements of Interpersonal Communication.

In communication theory, there are six key components of interpersonal communication.

1) The communicators

Communicator refers to both the sender of the information as well as the receiver. In interpersonal communication, there are at least two communicators involved in the conversation.

2) The message

One of the most important parts of interpersonal communication is the message. Message can be conveyed in many ways: speech, body language, tone of voice, gestures and other indicators.

3) Noise

Noise refers to the gap between the message that is received and what it sent. E.g., jargon, language barriers, inattention and more. Noise is the problem that many companies face in the workplace, and the reason why internal communicators are struggling to get the necessary employees' attention.

4) Feedback

Feedback is the response of the receiver. In other words, it's the message sent back to the sender. Feedback is important because it allows the sender to know whether the message has been received and interpreted correctly.

5) Context

Whether a message is received and interpreted correctly depends mostly on context. Therefore, interpersonal communication is contextual. Context is about the environmental factors that influence the outcomes of communication. These include time and place, as well as factors like family relationships, gender, culture, personal interest and the environment.

6) Channel

Finally, this interpersonal communication element refers to how the communication occurs. A message is sent and received through a specific channel, or medium. Besides face-to-face communication, some of the most common communication channels in the workplace include, emails and intranets. Identifying and understanding the performance of those communication channels is extremely important for employers. (<https://blog.smarp.com,2020>)

2.8. Public relations tools and activities.

PR tools are very cost-effective, and often give you a greater degree of control than more broadly targeted advertising campaigns (business Queensland, 2020)

❖ Media relations

Media strategies focus on circulating messages through media channels to manage how your business (organization) portrayed by the media (Ibid). PR practitioners use different tools and techniques to get media coverage. These include press releases, press conferences, media briefings, embargoes, exclusives, non-attributable, off-the record, surveys, news agencies, media monitoring and media research (Tench and Yeomans, 2017, p. 275-276 & Cornellisen 2014, p.213 -217).

A. Press release: The aim of press releases is to transfer news to journalists so that it can be made public. Press releases are more likely to be used and placed in a news medium when they refer to newsworthy events or items that are current and have a human interest or appeal, when the release is written in a factual (as opposed to judgmental) manner and with a clear heading and lead (first paragraph) into the topic.

B. Press conferences: Outside crisis management situations, large set-piece press conferences are now much less common than the public might imagine from watching television news. The key question with press conferences is „who benefits from holding one? “ if it is being arranged to satisfy the vanity of a boss or client, this may lead to problems. If it is being arranged to suit the demands of the media, then this is the right approach. There are (rare) times when the media demand for timely information is so overwhelming that a press conference is the best way to make this access possible.

C. Media briefings: A good alternative to set-piece press conferences is to arrange briefing meetings with individual reporters. If these can be detached from specific news announcements, then they are a good means of developing relationships with key members of the media and developing your media relations beyond a tool for one-way publicity.

D. Embargoes: Public relations news is often worked on for weeks or months before the agreed launch date. An embargo is a media relations technique for giving journalists the story in advance, to help them prepare and schedule their reports or packages, on the understanding that publication or broadcast will be held until the agreed launch date.

E. Exclusives: This is when a „story“ is offered first to one media outlet, while others are excluded from access to the story. An exclusive does not usually require a news blackout but is usually a question of timing. One outlet could be offered the story early – with all others being offered the story a day later. An exclusive is a useful tool for adding value to a PR-led story, but there are problems with using them. While one publication might welcome being offered, you’re exclusive, you risk annoying or alienating the others.

F. Non-attributable: Most often used in political communication, a non-attributable briefing is given on the understanding that the source’s name will be kept out of the story. This enables a journalist to write an informed piece of speculation using phrases such as „sources close to the prime minister confirmed ... “ it benefits the public relations practitioner by enabling them to preserve their good relationship with key members of the media while keeping their job and avoiding becoming the story.

G. Off-the-record: It is possible to mount a defense of off the-record briefing as ethical and professional, but the simple rule should be to avoid using this technique. Only discuss those things with a journalist that you would be prepared to see made public.

H. Surveys: Commissioning research and identifying newsworthy findings is a well-established technique for achieving media coverage.

I. News agencies: Smaller editorial teams mean ever more reliance on „wire stories“, so news agencies such as Press Association, Reuters etc.... should be included in media lists and should seek to develop relationships with the appropriate reporters and photo editors.

J. Media monitoring and research: The most common type of media research consists of monitoring media relations efforts. Two of the most used monitoring techniques are gate-keeping research and output analysis.

I. Gate-keeping research: A gate-keeping study analyzes the characteristics of a press release or video news release that allow them to „pass through the gate“ and appear in a news medium. Both content and style variables are typically examined.

ii. Output analysis: The objective of output analysis is to measure the amount of exposure or attention that the organization receives because of media relations. Several techniques can be used in output analysis. One way is to simply measure the total amount of news coverage (i.e., total number of stories or articles) that appears in selected mass media. In addition, it is also possible to examine the tone (positive or negative) of stories or articles. Many communication practitioners systematically collect press clippings (copies of stories or articles in the press) and record the degree of exposure in terms of column inches in print media, the number of minutes of air time in the electronic media or the number of sites on the web.

K. Online newsrooms: To connect different platforms and media content, corporate communication practitioners have also increasingly developed online newsrooms, as a dedicated part of the company's website. These newsrooms are a one-stop shop for media relations; they typically include standard reports, speeches, and press releases, but also tend to host dynamic content including videos, news feeds, widgets, podcasts, and searchable archives of content. The general advantage of these newsrooms is that they provide journalists with information when they need it; they also help drive traffic to the company's website

❖ Advertorials

These are advertisements in the form of news stories or reviews in new paper. It is used to associate our advertising with credibility of the newspaper. Many businesses employ advertising or marketing professionals to help them develop TV advertorials -which are commonly used as a form advertising and product placement (business Queensland, 2020)

❖ Social media

Social media lets you bypass the media and go straight to use your customers. Using social networking sites such as Facebook and Twitter allows you to follow and be followed by journalists, drive web traffic, manage issues by responding quickly to criticisms or negative perceptions, and increase exposure for your business brand (ibid). Currently, the world has been using many social media platforms. Organizations including police institutions are using social media for various purposes. In addition to Facebook and Twitter, organizations are using TikTok, Instagram, Telegram, WhatsApp, and other advanced social medias.

❖ Brochures and catalogue

Take home or mail out these tools makes our customer thinking about our business products, and service in special way. A brochure is a piece of paper, usually folded up, that informs new customers about your product or service (Kopywriting, 2017) (Hyperlink, 2017). Though the clients for every organizational interest is different, brochures have similar significance role in providing information.

❖ Newsletters

Print or emailed newsletters are a good way to promote businesses, communicate with customers and keep them informed of new product and service. A professionally written newsletter offers information of value to the client the organization serves.

❖ Community Relations

Building good relationships with the members of the community where a given company does business, help to build positive customer loyalty. Evolving local shares (decision makers, elderly, iconic people) can build the profile. It helps also to attract more clients through word of mouth and assuring the business interests are factored into community decision making. That is various construction organization in Ethiopia builds churches and mosques where they are engaged to work.

2.9 Nomenclature, Establishment and Head Office of EFC

Moreover, the Federal Police Commission shall be called the Ethiopian Federal Police (EFP). The Federal Police Commission is established as a Federal institutional organ having its own legal personality. Without prejudice to its legal and professional independence, the Commission shall be accountable to the Ministry.

As it is stated in the statement of the problem and the source NEGARIT GAZETA, the Head Quarter is, here in Addis Ababa. Surprisingly, the Police Commissions of Addis Ababa and Dire Dawa are under the system of Federal Police Commission. The Commission may establish the Federal Police Rapid Reaction Force, Crime investigation, and other organs that carry out the powers and functions of the Commission in any Region (Federal Negaret Gazeta, 2003)

2.9.1. The Structure of the Commission

As it is listed above the federal police commission is engaged in securing the power of the government directly or indirectly. The exhaustively listed power and the function of the EFPC indicate that it stands on the favor of the government. Practically, everybody knows what the commission is doing though some powers and functions show the police commission works tirelessly for the community.

At this time Ethiopia faces ample dangers related with the Grand Ethiopian Renaissance Dam, internal conflicts, religious and ethnicity cases, election, and political uncertainties. The commission's role to coup up these menaces is undeniable though teething troubles are on the ground.

Here let us see the Commission structures based on the Federal Nagarit GazitaA Commissioner, vice Commissioner, a management Council comprising the Commissioner, us, the Federal Police commission is functioned by such structures that serve the government, the organization itself and the community. Despite many internal structures, the main structures which are seen boldly at the commission is the listed one.

2.9.2. The Relationships of Federal Police commission and the Regional Police Commissions

- A. The commission shall work in cooperation and mutually supportive way with the Regional Police Commissions in the prevention and investigation of crimes. It implies that both commissions are working hand to hand to prevent any crimes. Here, the role of communication is needed. To get communication is done; the function of PRs is not replaceable.
- B. The Regional Police Commissions shall be accountable to the Commission when they prevent and investigate criminal cases falling under the jurisdiction of the Federal Courts in accordance with the delegation given to them.
- C. The Commission and the Regional Police Commissions shall hold joint meetings at any time fixed in accordance with their joint agreement; and the Federal Police Commissioner shall preside over such meetings.
- D. The Commission and the Regional Police Commissions shall each follow up the implementation of the decisions adopted by their joint Council.
- E. the Regional Police Commissions shall submit periodic reports and statistical data to the Commission on crimes, traffic offences and security conditions in their respective regions.

Uniquely, Addis Ababa City Administration Police Commission and Dire Dawa City Administration Police Commission that shall have powers and duties to be delegated by the Commission in accordance with the regulations issued in line with this Proclamation.

Though the federal commission has stated these all declarations, the concept is vague. Even the Amharic version of the proclamation is not clearly stated. This seems the proclamation is written for some groups who have a tip-off of the constitution because the proclamation is not eye-catching to read and understand the material easily. The proclamation does not take into consideration illiterate citizens, people who are unfamiliar with rules and laws of the then EPRDF and what we call it now Prosperity Party (PP), average people, and other non-native groups of the language (Amharic).

This Proclamation has come into force since February 2003.

2.9.3 Significance differences between the 2003's proclamation of federal police commission and 2011's proclamation of the commissions

Though there are many similarities between 2003 and 2011 proclamation, the 2011 proclamation included important points.

A. Detachment of political parties.

WHEREAS, it has become necessary to reorganize the federal police to enhance its capability of fulfilling its mission of ensuring the observance of the Constitution of the Federal Democratic Republic of Ethiopia and laws enacted in accordance with the Constitution, and thereby play its part in the national efforts to build democratic system, maintain peace and enhance development (Federal Negarit Gazeta, 2011).

WHEREAS, it has become necessary to ensure that the federal police institution maintains its impartiality towards political parties, serve the public equally maintain strict police discipline and deliver efficient and quality services;

Now therefore, in accordance with Article 55(1) of the Constitution of the Federal Democratic Republic of Ethiopia, it is hereby proclaimed as follows:

B. Definitions

According to Federal negarit gazita the definitions of both 2003 and 2011 proclamation the deference is only two important points. The 2011 proclamation added;

- “Weapon” means a pistol or a gun which fires a bullet or releases a ray through triggering of explosives and capable of causing death or inflicting bodily injury to person or damage to property and includes related items
- Any expression in masculine gender includes the feminine.

C. The Ethiopian Federal Head Office

The Commission shall have its head office in Addis Ababa and may establish branch offices elsewhere as necessary. In 2003 federal police commission proclamation the commission's head office is only in Addis Ababa.

D. The 2011's proclamation Powers and Duties of the Commission is forty, and the former one is twenty. 2003 proclamation refers to power and functions but the 2011 one power and duties of the commission.

E. Police Ranks

In 2003 federal police commission proclamation the ranks for police officer were avoided, but in 2011's proclamation the ranks of police officers shall be as follows:

- 1) Constable
- 2) Assistant Sergeant;
- 3) Deputy Sergeant;
- 6) Sergeant;
- 7) Chief Sergeant;
- 8) Assistant Inspector;
- 9) Deputy Inspector;
- 10) Inspector;
- 11) Chief Inspector;
- 12) Deputy Commander;
- 13) Commander;
- 14) Assistant Commissioner;
- 15) Deputy Commissioner;
- 16) Commissioner;
- 17) Deputy Commissioner General; and
- 18) Commissioner General

2.10 Relationships of Public Relations Practitioners and Journalists

Grunig and Hunt state the relationships between PR practitioners and journalist as media relations is a field of battleground. Journalists feel besieged by hordes of press agents and publicists – “flacks”, as they call PR people – who dump unwanted press releases on their desks and push self-serving stories that have little news value.

Public relations practitioners, on the other hand, feel they are at the mercy of reporters and editors who are biased against their organization, who know little about the complexities of their organization (1984, p. 223 -224). Though both PRs practitioners and journalists have differences according to their accountability serving a given community or specific organizations, they are inter-reliant. When the journalist seeks information from the organization, the front liner to stipulate newsworthy information is the communicator. PRs knows which should be news more active than any personnel in any authority or private company. Most of the time both are from social science experiences.

As quoted in Tench and Yeomans, Turk (1985: 12) summarizes that public relations practitioners use information subsidies to systematize their attempts, on behalf of the organizations and institutions for which they work, to influence media content and the opinions of those who rely upon the media for information (p. 22).

Since the PRs practitioner knows the significance of media coverage to endorse the organization, he /she works for, unloading information for journalists are not difficult there. However devastating news may be driven from the organization through the lenses of journalists, the PRs try to curtail the menace of the company. Quoting Blumler and Gurevitch (1996) Tench and Yeomans assert that in many modern societies the ability to secure media attention is a vital component of potential influence, so PR practitioners across various sectors, but particularly those who wish to influence public opinion on issues and policies, place a high value on publicity initiatives and building relationships with journalists (ibid p. 29). In some newsrooms, when danger is facing the TV /radio station (like manpower, lack of information, distance, contingent disease), PRs serve as a main source of news though it needs to balance the source as communicator. The covid-19 cases during stay at home and lockdown is the finest illustration.

Professions	Similarities	Differences
Public relations	Communicate with the public	Roles in the company
	Build trust	The audience
Journalists	Relay information in an easily understandable way	The freedom of expression or creativity
	Tell stories etc.	Objective vs subjective etc.

Both journalism and public relations have similarities and differences. According to the source <http://allenhallpr.com,2018> the resemblance and variance of these communicators are summarized in the table form.

2.11 Police-public relations and community policing.

I tried to elaborate what police-community relations mean, and PRs role in communicating the public and police members. So, no need to get explains it more rather than presenting the difference between police –public relations and community policing.

The police-public relations are attitudinal construct while community policing is a practical work of police officers. The police-public relations are intangible, but the community policing can integrate the public and other police organs to prevent delinquencies. Though the terms community policing and police community have ambiguities, their role is to lessen and avert dangers which faced or may face the public. Since community policing and police – public relations role is to prevent any crimes which may happen in the given community that is not unforeseen to get people who is in confusion about these terms.

Now a day, we can face many, racist activities, terrorism activities, extremist, twinkling, politics, economic problems, and global issues. To bundle such dangers, people must be well-versed timely because the information is delivered faster than the blink of an eye via technology. To do these, skilled and professional people need to be on their duty. Here, technologically aware, and skilled, professional, and charismatic kinds of communicator must

be on the spot. The role for communicator is not directly to involve in the job of police and not representing the community but acting neutrally and working for both sides to reach on mutual understanding. PRs are the unique entity; to play the pivotal roles of both the community and polices. This is to serve as a bridge to resolve the shared crimes and the planned criminology.

Unswervingly or meanderingly, these two parties have a function in resolving any problems which may face the society. But the one who can play these two groups role at the same time is public relations practitioner via strategic communication. Thus, communicator's role is fundamental in such an important institution. If Public relations, police-public relation, and community policing work diligently, any incidents will be tackled before these harms the residents.

2.12 What is community policing?

Community policing sometimes it is called neighborhood is a policing strategy and philosophy based on the notion that community interaction and support can help control the crime (community policing: Wikipedia, the free encyclopedia)

Community policing is mainly serving the community to steadfast the problem before it happens. It needs integrated kinds of communication between the police and the community, sometimes with reps of the given general publics. Currently, insurgents are increasing in our country as extremism and polarization are swelling up throughout the world. To avoid such kinds of activities as a precaution people need to be up-to-dated and tried to scan their village. This is common in our country. As pre-existed and indigenous states, Ethiopian peoples have various kinds of conflict management techniques culturally since they inherit from their predecessors.

Thus, the natural experience of the community will be apposite to the implementation of community policing. Since the community has its own technical processes to ease the tension, it will not be time consuming for the police or other legitimate body to share significant gen. It is just to add fuel to speed up the homegrown traditional practice of the community. It is not far-reaching to the police and other facilitators.

But here the focus of the police and other influential representative of the community shall be the recruitment of people who is capable enough to fight against any incidents in the given area. Zones, villages, kebeles, woredas and other districts which are highly exposed to misconducts and other illicit activities must be figured out first. Its reliefs the police to handle the crime which will be occurred in the community they assigned to serve. Even working in changing the negative intentions of the community to the legitimate police is one part of community policing daily tasks. The community policing helps both the community and the police officers to resolve the immediate cause of the conflict which may rise to the groups or community level. Therefore, community policing is so important at present to manage and minimize conflicts in the given society because group, race, gender, religious and other kinds of conflict are on the spot. This is the systematic partnership.

If the two parties (community and police) work tirelessly, the endangerment will be demolished before it comes into effect. But it is not always true to get truce between the police and the community. Their needs, attitude and other kinds of feeling are sometimes poling apart. Because the police always try to implement what is coming down from his/her immediate bosses politically. On the other hand, the public want to practice anything without political interference or a man/a woman who is the member of political party does not want the police. Here, the partnership between the community and the police will be broken up.

The question is who the middle person will be to arbitrate such political, ideological, attitudinal, and other alterations. Directly or indirectly these two parties need to be integrated by an active and convincing communicator. The communicator who is the focal person or representatives of the community.

2.13 Police Innovation and Technology

From drones and body-worn cameras to facial recognition software and artificial intelligence, the most important technologies that are equipping law enforcement agencies with new capabilities to protect and serve in the world. (ibid) Some police oriented technologies are :

A) Facial Recognition Software

One of the more controversial emerging police technologies involves the use of facial recognition software. Police are searching for a man or a woman alleged to have committed a

violent crime. To find him or her, they (the polices) feed a photograph into a video surveillance network powered by artificial intelligence.

A camera, scans the street, instantly analyzing the faces of everyone it sees. Though advanced forms of facial recognition offer “dazzling potential for crime prevention”, the report cautions that it is also “raising alarms” about the potential for mistakes and abuse since it could be used to secretly monitor the public. But this technology has its own drawbacks.

B) Robots

Many law enforcement agencies are now using next-generation robotic cameras to deliver visual and audio surveillance of potential crime scenes that may be too dangerous or too hard for officers to reach. Some of these devices are even “throwable”, powered by an electric motor and equipped with high-tech wheels that enable it to move, climb and explore even the most challenging spaces while being operated wirelessly by a trained officer.

Ever-expanding capabilities for robots to gather surveillance information, take police reports and provide communications in settings where human officers’ safety would be compromised. China has been using technologies for different purposes.

C) Thermal Imaging

Thermal imaging has become an important police technology tool that is especially helpful in dark conditions. Thermal image cameras, some available as small hand-held units, utilize infrared imaging to detect heat emitted by such objects as humans and animals, and to deliver a “heat picture” or “heat map” of the environment in question.

D) Artificial Intelligence

The ongoing expansion of the Internet of Things (IoT) means more data is being generated, collected and analyzed than ever before — much of which can be incredibly valuable in a law enforcement context.

But the process of deriving actionable insights from immense amounts of data is so incredibly time-consuming that it is not remotely cost-effective when performed by humans. That’s where artificial intelligence (AI) comes in. AI is used to support many other police

technologies, including some of those mentioned above like ShotSpotter, facial recognition and biometrics. It can also be used for crime mapping, crunching data that can be used to far more effectively pinpoint high-crime areas, so police can monitor them more closely and deploy additional resources.

E) Drones

Also called unmanned aerial vehicles (UAVs), drones are increasingly being used by police to gain aerial vantage points for crime scene work, search and rescue efforts, accident reconstruction, crowd monitoring and more. Some of the more sophisticated models can be equipped with thermal imaging or 3D mapping software to offer GPS-enhanced precision to the areas being surveyed.

F) Enhanced Body-Worn Cameras

Video of police officers doing their jobs in challenging situations used to be rare; today it is ubiquitous, as seen in a number of high-profile incidents that have drawn intense public and media scrutiny.

As more cities and communities choose to equip police departments with body-worn cameras, the ability of law enforcement supervisors, as well as the public, to gain a street-level view of on-duty police work has expanded dramatically — setting in motion an ongoing debate around the importance and the impact of this technology.

Police uses various sophisticated and advanced technologies to keep the community, but the police must get first information through various communicators.

CHAPTER THREE

3. RESEARCH METHOD

This chapter covers the organization of the study that comprises of research design, methodological approaches, and sources of data which includes primary and secondary sources. Furthermore, this chapter is also devoted to explaining the data collection tools or instruments. It discusses about the method of data analysis too. Hence, it presents the process or procedure of how the research was conducted.

3.1. Research area

The key questions for the researcher are how public relations works and what does it do in, to and for organizations, publics, or the public arena, in other words society. This study conducted in EFPC. The study area is the analysis of public relation practices in EFPC (Head Quarter), located in the capital city of Ethiopia. Addis Ababa's astronomical location is 9°1'48" North latitude and 38°44'24" East longitude (Ethiopia map agency [EMA], 2012). The city is located at an altitude ranging from 2,100 meters at Akaki in the south to 3,000(9,800 ft.) meters at Entoto Hill in the North (Ethiopia map agency [EMA], 2012). Ethiopian Federal Police Commission (EFPC), which is in Smuts Street adjacent to the Mexico Square, Addis Ababa (Adane, 2014)

Ethiopian Federal Police Commission has its own national goals. Therefore, to achieve the mission, which was set by the organization, the role of the public relations in the organization is irreplaceable. In addition, the vision of the EFPC is related to public satisfactions. To do these effectively, the active practices of the PR is essential.

3.2. Research design

The study aimed to examine the public relations practitioner activity in line with the media workers (the PRs focuses on the communication part) based on the available qualitative data .Therefore, the qualitative research design was used in this area of study.

A research designs are types of inquiry within one of the research approaches that provide specific direction for procedure in a research study (Creswell, 2007). Particularly, the researcher used qualitative method study design. The reason for using qualitative approach

helped the researcher to get in-depth and richer information on the assessment of public relation practices in EFPC. Qualitative methods are effective in identifying intangible factors such as: perceptions, beliefs, practices, and experiences of those who are involved in the research (Adane, 2014)

3.3. Research Approaches

A research approach can be chosen based on the philosophical world view (research paradigm), the nature of research problem, personal experience of the researcher and the audience for whom the research will be written (Creswell: 2017)

Qualitative research approach is concerned with subjective assessment of attitudes, opinions impressions (Kothari, 2019). The qualitative approach was taken place based on interviewer and direct observation of the investigator. Qualitative research explores relationships and perceptions held by affected persons and communities (Habte, 2019). This approach helps the researcher to obtain information from the participant flexibly. The approach allowed the researcher to ask questions like WHs'' why or how'' (Ibid).

Qualitative research is empirical research where the data are not in the form of numbers (Punch, 1998, p.4). Since qualitative research is involving interpretation and naturalistic approach to the interviewee, it helped the researcher to get the meaning from the facial expression of the participants. Thus, the researcher understood the environment to get plenty information from the members. The researcher used qualitative approach to apprehend the intention and the undetected facts of the study's concern.

3.4. Types of data

The study involved both primary and secondary sources to collect the data from the Ethiopian Federal Police Commission. The primary source comprised of information from the public relations directorate director including radio and TV journalists which was collected through interviews. Official documents, research reports, official letters, and websites were also used as secondary sources of data to assess the practice of public relations in EFPC from 2017 to 2019.

3.5. Data Gathering tools

During my study, qualitative method of data collection was employed to gain the attitude and opinions of the respondents to get necessary information for the study. Employing qualitative method helps the researcher to get information in different ways because qualitative research enables the researcher to solicit ample data using different instruments. Inflight of my study, Public relations are more of communication and understanding, expressing feeling and emotions so that qualitative method was desirable and opted to provide appropriate solutions to my research questions and objectives.

Retaining qualitative research methods, the researcher sought to undertake detail investigation the public relations practice in the Ethiopian Federal Police commission. The researcher uses both Amharic and English languages in order to collect the data. Thus, the following data collection tools were used during the data collection.

3.5.1. in depth interview

In -depth interviews are a qualitative data collection method that involves direct one-one engagement with individual participants (colson, Steber, 2003). Interviews used depend on the information the researcher needed to get from respondent. Interviews can be divided into three. These are: structured semi-structured and unstructured interviews (ibid).

A. Structured interviews

A structured interview is fairly quick to conduct which means that many interviews can take place within a short amount of time. Interview's schedule has a standardized format which means the same questions are asked to each interviewee in the same order (McLeod, 2014). The interviewer asked a set of standards, predetermined question about particular topics in specific order (ibid). The respondents select their answers from exhaustively listed options. Accordingly, the researcher framed structured interview questions that enabled to get data on the PR practice of EFPC.

B. Semi-structured interviews

Here, the respondents use their own word. This structure is used when the interviewer wanted to gather in depth information in systematic way from the number of respondents.

The researcher employed open ended semi-structured interviews for gathering primary data. This data thematically categorized as data focuses on the practice of public relations in EFPC.

C. Unstructured interviews

The researcher or interviewer has no specific guidelines, predeterminations, and restrictions. It may be conducted informally. This is helpful for interviewers to get vibrant information about the topic since it is going to be conducted pliantly. It helps to get some mysterious information behind the interviewee.

According to Adane, unstructured interviews have the most relaxed rules of the three (structured & semi-structured ones). According to (Wayne, Gregory & Joseph, 2003), such kinds of interviews are most often used in case studies with small sample size (types of qualitative studies). This was used for all important informants (PRs) to get detail information.

3.5.2. Observation

Observation is an excellent tool for collecting data in a variety of situation, and it requires a good memory and extensive note taking .Observation is an excellent tool for researchers to have to enable them to collect data (Kawulich, 2012). Observation is Qualitative research method where researchers gather data by observing people's behavior or events in their natural setting (<https://humansofdata.atlan.com>, 2018)

Here the researcher used observations as a tool to collect data from the public relations, radio journalists and TV journalists during the assessment of the public relations practice in EFPC. The researcher observed various tools which both the public relations and journalists use to broadcast information (News, social media platform, print Medias etc.)

Similarly, the researcher went to the studio (radio, TV) with the public relation who was assigned by the public relations head for the purpose of the research. The observation was made at the end of the working days though the practitioners named Friday their busiest day. The researcher made an observation during recordings and test the recording materials either they are functional or not. And the personal interaction of the practitioners and journalists was observed. The way they communicate and the mood of the participant during recordings

were observed too. The researcher has observed the natural behavior of the participants specially their communicational behavior while they have a meeting with their counterparts.

At the end of the observation, from August 21 /2020 to September 12 /2020, the researcher compiled the reports and tried to rewrite the actual observations made in EFPC. Then, the reported copied in to the study in proper way.

3.5.3. Focus Group Discussions (FGD)

Focus group discussions are another common qualitative research method. In focus group discussion an interviewer talks to a group of people about their perceptions, opinions, beliefs, and attitude towards an idea, concept, service, product etc. <https://humansofdata.atlan.com,2018>).

A successful FGD requires a skilled moderator. The researcher as a moderator tried to ensure all participants comfortable to the topic, and tried to engaged with participants though there were many challenges to appear closely with them because of the corona virus. The researcher first develops key questions and agendas for the participant. planning how to record and took a note were the researcher's firsthand work. Since there were many challenges to get the respondents in the research area, the researcher managed a group with the precaution of covid-19. To manage the group and reduce the risk of the virus the researcher formed a single group. The group comprised only six participants who took a seat 2 meters apart. The researcher took notes from the participants to triangulate the data which was collected through the above data gathering tools (Interview and observations). Detailed report prepared after the session is finished. All observations were noted and included in the report.

3.6. Sampling Method

The subject for this study was the practitioner of public relations In Ethiopian Federal police commission therefore the sampling population for this study was 16. It comprises, all communication actors I. e Public Relations practitioners (4) including Public relation director (head) (1) and vice, PRs in the police college (1), radio and television journalists in the commission (8), non-professionals (specifically crime prevention members of the commission (1)).

The researcher used purposive sampling method to select key actors and informants too. In applying purposive sampling method, the researcher took into consideration the key informant's experience, knowledge, and exposure in the public relations practices. The data collected through the interviews, document mining forms and even questionnaires were used to triangulate the validity of the information.

To produce a sample that can be logically assumed to be representative of the population, especially in the communication. The researcher's sample of element that represents a cross-section of the population in EFPC. One of the reasons to use this sampling as a researcher is to access the particular subject if the people as all participants of a study are selected because the participants fit the profile. Since the study is not statically representative of the greater population at hand, purposely getting the above populations were the most appropriate method. While the findings from purposive sampling do not always have to be statically representative of the greater population of interest, the public relation practitioners and other communication workers qualitatively generalized.

3.7. Data Analysis Methods

As discussed above the researcher employed qualitative method approach. Thus, for this method (qualitatively collected data) the researcher used coding, transcribing, and categorizing the data thematically.

3.8. Ethical Issues

The researcher, first of all, has received a letter from his department (School of journalism and Communication) to the EFPC for the sake of informed consent; met PRs of the Commission and discussed on some ethical issues with him. After mutual agreement and understanding on the researcher's topic, the researcher recruited a key informant which is more concerned to public relation practices. Since the organization is a security institution, there were many ethical issues. Then after, he recruited the researchers to conduct interviews with them. All respondents have participated in interviews. For the sake of security of the individuals, the participants were nominated with their own codes like: P = PR, RJ = radio journalists, RJ 1=second interviewed radio journalists, TJ= television journalists, TJ 1=second interviewed TV journalists, P1= first interviewed Public relations directorate, TL=TV leader, PT=print journalists, PR=Public Relations in the police college university, T=police college teacher during the analysis of data.

CHAPTER FOUR

4. DATA ANALYSIS AND PRESENTATION

In this chapter, the data collected from the study participants and the researcher observations are presented and analyzed so as to answer the basic questions of the study. This chapter comprises two main parts. The first part deals with the analysis of data collected in accordance with the conceptual model and the second part discuss the findings based on the analysis of data.

4.1. Findings

4.1.1. Background of the study Participants in the federal police commission (Head Quarter)

Foremost, the commission has about 75 directorate and all directorates convey necessary information through PRs. There are three public relations department in the head office: communication affairs directorate which is mainly the head of all three PRs department, second crime prevention department PRs (under which 30,000 police officers) and crime investigation department PRs. The three mediums (Public relation communication, Television and Radio) are located in the head office (sixth floor), at Mexico in the capital Addis.

All the PR practitioners are Males. No, single lady is there and most of the respondent is degree holders and few are MA holders .The target population of this study is comprised of all public relations in the Ethiopian Federal Police Commission from both the head office (founded in Mexico, Addis Ababa region) and the police college university (based in Sandafa Oromiya Regional state), broad cast journalists, and the public relations directorate who were assigned by the commission on the communication and awareness creation aspects of the organization.

Although the public relations have a key part in the commission, the PR is not the companion of the management. The public relation directorate is not directly partaking in the decision of the commission's higher bodies counting the commissioner general.

In addition to their communication duties, all the PRs and journalists were assigned as a police officer, a teacher and have a police personality, and they espoused constabulary training. They must be garbing even military uniforms. In the federal police commission, only one of the public relation directorates has received MA degrees in 2020. Though the practitioners have first degree, two of them did not attend public relations rather than other literature related courses. In the police college the PR practitioner and communication has a MA degree in public relations.

The P 1 graduates from Addis Ababa University this year (2020) in the Strategic communication and public relations though he had graduated in chemistry department before.

4.1.2. Background of the study Participants in the Ethiopian police college university.

The college is bent as a division from the federal police commission. There are public relations coordinators' offices.

1. Public relations coordinator
2. External communication coordinators and
3. Teams under those departments (coordinators)

All the coordinators and team members are not the graduates of public relations. They are from other upbringings. One of the coordinators graduated history and heritage. One of the members of the team is graduates of Journalism and communication. These two members are little bite has a proficient relationship with the field public relations.

Alike the federal police commission public relations practitioner directorate (head quarter), one of the communication workers in the police college graduated Strategic communication and public relations practice this year (2020). Though this PR practitioner receives MA degree in Public relations, still the frontrunner of the department is from literature background and first-degree holder in literature. Then again, the print media is located in the place where commonly called Tekle Haimanot area.

4.2. In-depth Interview

The focal determination of this in-depth interview is to draw a full image on the public relations activities in Ethiopian Federal police commission. It (in-depth interview) was usually conducted face to face. Because of the unprecedented of pandemic, COVID- 19, the interview was conducted via telephone with the Federal Police commission Public Relations Directorate and broadcast journalists. One communication director, police college teacher from the police college and one police devotee were interviewed face to face.

The reader should bear in mind that the sample for the study is small (16 participants) and it was not constructed to achieve a statistically representative sample. But observation from the public relations and broad cast departments are applicable. The results of the study are reported in general terms like few, some, several, most, all or nearly. Applying percentages is not appropriate to infer conclusions about the precise number of participants in the organization who would share the same attitudes or behaviors.

4.2.1. Political intervention in the practice of public relations

For the items which are interconnected with politics both the Ethiopian Federal Police Commission Public Relation practitioners and the police university college PRs agreed that political influence is seen on their duty though the EFPC public relations directorate director tried to provide vague kinds of information and the researcher transcribed the idea of the respondents from Amharic in to English as a following.

In EFPC, the PR releases any information very cautiously. Though no one interferes on your work, you cannot publicize the information you get immediately. You can broadcast the information when the commissioner general allows you to do. (P1: On 16/7/20)

Similarly, (but with some difference) the other interviewee from the public relation practitioner states as following:

As a principle, army and police institutions should be impartial to politics. The indoctrination department works on image buildings, internal communication, constitutional affairs and other concerns in our institution. The department took the PR works. This is political guidance to me. Thus, I could say that the PR is affected by the indoctrination department. (PPR: On /16/7/20)

In order to substantiate the data gathered through content analysis technique, an interview session has been held with the police university college interviewee and the researcher transcribed similarly from Amharic into English and the respondent articulated the following

I am informing you the truth; public relations practitioners are predisposed by political activities absolutely. Since the institution is established for the military and security determinations, the public relations activities are directly weighed by higher staffs. This implied you that the PRs were engaged to political agendas. (T=7/7/20)

Almost all of the researchers recounted directly or indirectly political intrusion is seen in the run-through of public relations. The remaining five of them expressed what they felt about politically related intervention in the PRs practices that:(Transliterated from Amharic)

The burdens are very tough. The managements always want to disclose the carefully chosen data only. Even though there are no life-threatening kinds of pressures, the practitioners consider the loads as the features of the police media briefing. But we don't know either the managers embroil or not on it. According to the temperament of the EFPC, you cannot practice against your institution like the foreign PR practitioners. The editorial is used to build the reputation of the institution. (TL: On 16/6/20).

TL: On 16/6/20 states again broadly:

Your task is evaluated in this routine. There are international police guide lines which shows that police should be out of political domains. Police should not be led by political leaders. As a police I am incredulous on some issues. But there is external pressure from the community. The community needs to get only criminology issues, on the other hand the commission wants to broadcast information only for the purposes of image building. Since the commission has been given national responsibility, of course, you cannot be impartial as a PR. The PR is working throughout the country's police institutions. Since it is a military institution, the PR activities in EFPC is different from other civil organizations' practitioners.

And other communication workers replied that there is some political sway on the practice of public relations as "No external influence but there is internal pressure. The professionals lack a skill and the management hinder it. Managements who are not the member of the department will change even the content of the news story." (PT: On 21/6/20)

The other respondent replied; lack of knowledge may get-up-and-go the practitioners to join in to the political issues. I do not think the practitioners are objective, unswervingly, or circuitously they could join to political matters. It has an impact on the practice. The PR may not practice his duty generously workwise. These kinds of people could not coup up their onus deftly. I don't think all are free, I am tell-tale you my own. (RJ: On 12/6/20)

Though it is itemized down based on Federal Negarit Gazeta (2011) in chapter two that it has become necessary to ensure the federal police institution maintains its impartiality towards political parties, the researcher's respondents stated there are political influences from the commission. Literatures and the real practice in the EFPC is incongruous in this view.

The respondents of the study use the statement “ I am notifying you my own proposition recurrently. This obscure the researcher that the respondent may face political pressure from their immediate boss or workmate. In addition to this, the respondent asked the researcher “Have you been speaking with the Public relation directorate about the issue.” The respondent underlined these two ideas throughout the researcher’s interview. These all signposted there are many political defies. It implied the researcher there might be political factors which made respondents skeptical about politically related questions.

In this regard, Bailey (2018) argues that Public relations are the discipline which looks after reputation, and is the planed and sustained effort to establish and maintain good will and mutual understanding between an organization and its publics. Even though many public relations and other social science scholars suggest PRs is dedicated to maintain good will and mutual understanding between the organization and the public, the Ethiopian Federal Police commission public relation practitioners have not this familiarity. Even the reputation of the commission is atrocious outdoor in the public. These all suggest that the participants from EFPC PR, police college PR, other communicators (Journalists) and a teacher perceive that the Federal police commission public relation practitioners are fully and partially influenced by politicians with the framework of the country's command political view.

“The field of Political Public Relations (PPR), however, applies PR foundations to aid political candidates, campaigns, parties, governmental organizations, and judicial bodies in leveraging image maintenance and relationship management tactics to achieve strategic

political goals, such as election or support for policy initiatives’’ (Arceneaux, 2019). In this regard, if the PR is prejudiced by politics, it will be acceptable. But the EFPC public relations devotions are not to serve the political parties. Its aim is to serve both the organization and the public.

4.2.2. The Public Relations integration work with different departments in the EFPC head office with in various departments and Police university college

Evidences revealed that the public relations practice in Ethiopian federal police is seems inexpertly practiced compared with the actual discipline of public relations. And the communication gap needs to be filled through various departments. The commission’s PR uses governmental information to address the community unilaterally but rarely the PR receives information from the community.

The state of public relations practitioner amalgamation among various departments and throughout the commission is concisely explained under the following section.

Integration

In this section organizational integration is achieved when organizational goals are aligned between the external and internal influences (Habshaw, 2020)

The first thing among the issues to be is organizational alignment promotes collaboration and team work across all expanses of work internally within the organization. One of the informants view transcribed from Amharic into English as it is;

The public relation is not the part of the managements. The PR has a single means to work with the commissioner general. When other commissioners are on the duty of press release, they would let me know what has to be said. As both PR and Journalist, I am going to filter out erroneous information. Unless communication is on the table, the commission will be motionless. (P1: On 16/7/20)

Other informant states that "When we see the commission, relatively the PR works better. In the commission you may have a supervisor whom you cannot communicate with. There are only two professionals, others come from various backgrounds " (TJ 1: On 16/6/20)

Yeah! There are vivid compressions from innumerable commands. The possible way the PR to work with other security institutions externally is when they dispatch information that must be addressed to the public immediately. The request is to come through letters and other formal ways. Then the media workers or the PR itself will rewrite the information to the media formats and it will be broadcasted. Secondly, because of the security issues the information might be disclosed for few staffs. It will not be the duty of the PR as a communicator. Here, The PRs responsibilities is to get media coverage solitary (TL: On 16/6/20) replied.

"The PR is not working together with the print media. When we need information we cannot get. We do not have a chance to work together. There is no work in interrelated way. You are playing double personality, and here, you are police and journalists or PR." (PT: On 21/6/20)

Most of the key informants indicated that the public relations are working with various department in different ways internally in cohesive way. The public relations is not part of the board. Thus, that will be difficult to practice any charge in integrated way. Though some respondents, especially the federal police public relations replied "we work with the commissioner general in unified manner" there are many security issues that never lets him to work with various departments. What should be delivered is worked by different departments. When the radio or the TV journalist needs to convey a current issue to the public, they will acquire the permission from the military staffs.

The second issue to be considered under the organizational integration is external influence on organizational integration that affect politics, sociocultural trends, economic condition and etc. In this regard, one of the public relations practitioner mentioned that there is no reliable integration between the PRs in both the college and the EFPC with the public in various ways and replied "That is difficult to say both the police university college and the commissions PR (head office) are working hand to hand .But there are some occasions" (PPR: On 16/7/20)

Similarly, (TL: On /16/6/20) stated about the public relation works with various departments and the publics in the way that in integrated "they send (police college PRs) works whom they work with the community .I think they are better. Of course, it is difficult to say professionally it is integrated. Even though the public relations theories in the universities is totally odd on the ground practically, after the reform (new Prime minster) professionals are joining the department

“Yes, public relations works are practiced in the police related matters, to deliver police and criminal based information to the public many works are on load. Activities of police are reported to the public by both journalists and Public Relations” (RJ 1=On/21/7/20)

"Ethiopia police university college PRs and the federal police commission PRs are working together. The Ethiopian police university college has a PR. When they want to broad cast news that they are doing as a college they bring the information to us (to the PR department) since they do not have their own media "(RJ: On 12/6/20)

It is amusing; public relations practitioners are working unlikely. The PR practitioners engaged to serve the federal government unilaterally. The Public relations practitioners throughout the institution work divergently. Rather they work hand to hand with other political staffs including the commissioner generals. I want to declare you that they are working in crumbled manner. (T=On 7/7/20)

According to Mathias (2016) from the beginning, a serious communication gap was built between the police and the public and this mutual distrust rather than disappear has continued to grow wider in Africa. Ethiopian federal police commission is a security institution, and the same police trends are on the ground as literatures suggest that the public especially in Africa fears them. Most of the respondent suggested that the PRs are not working with external bodies together. A few informants expressly media workers suggested that the PRs are working in unified manner.

Grunig and Hunt state the relationships between PR practitioners and journalist as media relations is a field of battleground. Journalists feel besieged by hordes of press agents and publicists – “flacks”, as they call PR people – who dump unwanted press releases on their desks and push self-serving stories that have little news value.

Literatures show that the police organization including the personnel has not positive relationship between the public and other civil organizations in Africa. It is coincided with EFPC practice. That is why the PR practitioners act as police uniquely rather than fit in the institution and the civic as a public relation.

“The police cannot succeed in their role of crime controls, preventions and enforcement of law without having a good relationship with the community in which they dwell” (Aver cited by (ibid).

4.2.3. Public Relations Activities

According to the interview response of the P1: On/16/7/20 the activities of the public relation are stated that "Any information is processed through me. Every information either he will be delivering or not should be set out and rectified by me. If something must be edited, we will call inner and outer journalists."

PPR: On 16/7/20 explained about the public relation activities in the commission as the following (Converted from Amharic)

The public relations activity is very shabby. They engaged on activities like graduation ceremony, conference and symposiums. It might be grim to claim the PR works suitably and jobwise. When we compared the real responsibilities of the PR with other departments in the EFPC, they do not exercise it professionally. The public relations responsibilities are overtaken by other departments. (PPR: On 16/7/20)"

The practitioners mentioned some doings of the public relations. P1 tried to divulge the activities of the public relation in professional way. The public relations role in communicating both the commissioner general and the intended community is actually perfect. On the other hand, PPR started answering the question "the PR activity is very weak. “The public relations are not acting professional and will be on the duty during some occasions.

I am amazing that as ordinary police, the PR always works the police tasks parallel. Whatever you face you cannot raise doughs. Whenever you are requested to be on the duty anytime at night, on Saturday or Sunday, you cannot say it is my off day. Because you are under the police institution system TL: On 16/6/20 also noted the daily activity of the public relations.

TJ 1: On 16/6/20 responded for the same matter is " building the reputation of the institution, working to maintain the psychology of an army, strengthen the repression between the army

and the public, more we focus on the process of security issues to assure the stability and safe keeping of the country, promote the outlook of the society to the army might be the duties which are given to the public relations."

As PT: On /21/6/20) answered the question that "The PR uses four, mediums .The PR administers the four medium, provide directions, evaluate and correct the weakness, organize the meeting, training, additional education for poorly performing staffs."

"More we are focusing on image building mostly. We emphasis on what is the organization activities in every year, tasks which are done as an organization, replying questions related with the affiliates" (RJ: 12/6/20)

As the researcher transcribed it from Amharic in to English:

There are four mediums in EFPC. In addition; the PR is developing website; you tube and social medias to reach the community. Sometimes to identify the reaction or emotion of the society about national issues, critical security affairs and management complications, public opinion will be gathered. These opinions shall be delivered to the public over again. More activities are practiced in rendering with the process of building the image of the institution. (TJ: On 21/6/20)

I saw them when they organize annual graduation ceremony event. I am sarcastic that the police college PRs are acting professionally. They may deliver information through the mini-media internally. I have not seen perceptible PR works. But in my assumption, in the commission the PRs practice more professionally than other departments. (P: On 7/7/20)

Most of the participant explained the public relations practitioners' activities positively. Some also suggested that the public relations are not acting as a PR profession lets them to act. The public relation is acting as police in rare case. Though the public relations have some duties that must be adept as a PR, they are seen acting as supplementary professionals. A few interviewees have also some carps whether the public relations are working with free environment as a professional. As all of the respondents suggested, however weak the communication tools, the public relation practitioners play the role of the communicators.

4.2.4. The public relations communication tools

PR tools are very cost-effective, and often give you a greater degree of control than more broadly targeted advertising campaigns (<https://www.business.qld.gov.au>, 2020).

One of the major unruly is the PR uses police TV programmers in very limited way weekly. The notice board, and mini media are used to share information internally. There is no organized communication tools and teams who will work on separated platforms like website, social media etc. (PPR: On/16/7/20) replied.

The second interviewee replied that "We use telegram, newspaper (police and remejaw), website, social medias, press conference, you tube, e-mail. We use these all until now."(P1: On 21/6/20)

Differently the interviewee from the print answered "There is no materials which will help for the real service of PR. Nothing is there to make effective the PR activities"(PT: On 21/6/20)

Most of the time the PR organizes the event. The collected information from various social medias and other institutions those thought to be worthy for media inputs would be broad casted. It is not deniable the TV is audio-visual tool. And I think, it covers many parts of the country. (TL: On /16/6/20)

PR practitioners use different tools and techniques to get media coverage. These include press releases, press conferences, media briefings, embargoes, exclusives, non-attributable, off-the record, surveys, news agencies, media monitoring and media research (Tench and Yeomans, 2017, p. 275-276 & Cornellsen 2014, p.213 -217).

The other key informant suggested " Newspaper, brusher, Radio, TV, Social medias (you tube) are used. Police and Remejaw which is published once in two weeks. The newspaper has scored many years for almost 50 years. The newspaper has many columns including, law, health staffs, any activities practiced in the institution"(RJ: On 12/6/20).

Social media lets you bypass the media and go straight to use your customers .Using social networking sites such as Face book and twitter allows you to follow and be followed by , drive web traffic ,manage issues by responding quickly to criticisms or negative perceptions ,and increase exposure for your business brand(ibid).

“The PR is using social Medias recently, but don’t think it uses befittingly the social media in addressing the needed information and as a social media markets need.” (TL: On 16/6/20)

Moreover, most of the communicators including the public relations agree on the idea that the PRs uses the communication tools and few of them stated that even if the PRs use communication tools they do not apply as the profession requires to be done.

"They use the TV channels programs. But the Public relations may send information once in a six month or a year. They organize press conference, meeting or other events. They use mini-media for internal communication purposes. It is not enough for me". (T=On 7/7/20)

Most of the researcher’s respondents reacted that the Public relations use all public relations tools though they have different notions to what extent the PR uses them (the tools).A few respondent suggested that the public relations practitioner need to do more ;and must rush with the time. Since everybody is using social media everywhere on his or her phone giving more focus for social media plays pivotal role in addressing information gaps between the commission and the public. Currently world has been using many social media platforms. Organizations including police institutions are using social media for various purposes. In addition to face book and twitter organizations are using tik tok, Instagram, telegram, what’s up, and other advanced social Medias.

4.3. Analysis of Focused Group Discussion

4.3.1. Analysis of Focused Group discussion with the group

In this research, Focused Group Discussion (FGD) was held as a second qualitative data gathering technique. There are a single group of Focused Group Discussions made by the researcher. This group is journalists from the Federal Police Commission journalist, and public relations practitioner, who are totally six in number.

That was difficult to hold another group from the Federal Police commission communication directorates of the institutions and other journalists. The group respondents are requited from different departments. It is for the diversity purpose. Journalists (two reporters and one vice producer), threes PRs were involved in the group. All of them are in a position of from a reporter, vice producer, and to vice public relation practitioner. Here no junior participants. Issues like the presence of any influence or pressure from the outside or inside on what to

include and what not, by whom it should be covered and other operations, as well as competency topics, are raised in detail for discussion.

4.3.2. Discussant views on the issue

First, the moderator (the researcher himself) ensures the objectionable, sensitive, religion specific, caste specific things etc. are not spoken about. The researcher ensures participants who have already made their points stay inaudible for a while when others made their points about the issue. Similarly, most importantly the moderator had his own point of view as well and contributed to the discussion with relevant points.

To begin with the intervention of administrative or political activities of the public relations practitioner to deliver the information for the targeted community freely, the discussion participants were asked to explain to the researcher if there are the platform that obliged the practitioners including other communicators whenever they publicized the information to the public to stick firmly on the governmental view or commissioner general point of view. Most of the respondents agreed on the absence of any governmental influence on the communicators' way of delivery of information. But they repeatedly urged the researcher the content must be assessed on the need of the commission.

Participant three of the group forwarded an inclusive response by saying; Since I have been assigned to this organization, I have not experienced such things that influenced me to practice my daily task in this mannered deliver current, timely, and relevant information to the public according to our profession allows us to do so. I did not remember the time when we had suspended the news or other information that we must post it on social media or other platforms. But we are needed not to unveil inaccurate evidence. As a communication worker when we need to gather information from the public or any organization that we like to use inputs for our news, whether Saturday or Sunday I can meet my guest. I myself there is no influence from my bosses. I am doing by my own interest and willing.

Respondent two of the group agreed to the previous issues too and added more that sometimes there might be some cases that public relations and other communication workers in the commission are obliged to act as a police tough without their willingness and there are some military missions in the commission that might be the reason for it. But it is not clear

for me either it is a political influence or not. I could say the political influence is the rare case in the organization.

In relation to the public relations working culture especially practicing the roles of the department in integrated way all participants of the group provide the researcher more professional, skillful, critical, and genuine. The participants were scanning the environment of the public relations practitioners in the institution and other backgrounds of the public relations. The idea of the respondents of the group summarized how the public relations work with various departments both internally and externally. The idea played the pivotal role to the researcher to go forward and back. All points have been touched.

The practitioners by themselves have a problem because they betrayed their oath during their communication class or public relations training program. They are needed to serve both the organization and the public without ignoring the command they received from the commission. We know Ethiopian Federal Police Commission is a military institution; due to this, the public relations have some influences to act like other institutions. The questioning is why they are voluntarily influenced and associate things that they are assigned to act unilaterally on the behalf of the organization. It might be the matter of being professionalism though they have a communication background. The public relations and the journalists are going to seek information only for the security oriented news. We have not been experiencing the public relations use various departments in the commission including both the print and broad cast media to publicized information rather the practitioner might post the information on their face book page or somewhere they want to unveil. How could we say the public relations including journalists work with other departments hand to hand? You may see some works which are being worked with various departments, but these could be considered as on and off kinds of cooperation.

In contrast, a fifth participant of this group (Respondent five) discussed to the group that the respondent worked in the police college for almost eight years since the graduation and witnessed the public relations work with various departments. However, in such large institution and a security organization, it might be difficult to cover all departments. The public relations always try to work with various departments both internally and externally. The number of public relations is very few. That might be a problem for the public relations to address every information to the public or any other organizations. It is unthinkable to

expect from these few public relations everything will be done professionally or timely; they cannot reach all departments in a given interval of time. And the organization has various departments. These all departments seek to get public relations, communication workers, and even Medias. Though the public relations need to cover the whole departments' communication needs and gaps, they will not be there in mean time because their limited number and the mission they receive from the organization.

The public relations in Ethiopian Federal Police Commission have many activities when it is compared to other journalism departments including both broad cast and print Medias. The public relations activities are measured through the parameter of various tasks, management staffs etc. It is seen through the lenses of the commissioner general, journalists, and public relations. The practitioners' activities are more of communicational and building images of both the personality of the commission and the army.

The activities of the public relations in the commission to act as a real public relations in various issues and departments in the organization and the focus is given to the public relations in various activities as a general communicator was raised in the discussion for this group . The first speaker of the group mentioned that

Regarding the activities of the public relations of the commission for me, is a model for other departments in the commission as well as other governmental public relations throughout the country because the public relations have an experience to get more sensitive information than other practitioners. The practitioners handle the information secretly and provide information for the organization's Medias like radio, TV and newspaper. Until the information is needed to be revealed the PR waits the order of the commissioner general. It is a great capacity to keep the company's secrete as a public relations. Even the public relations allocate the news to these Medias. I used to work in this way. They deliver and receive information at the same time. In these manner every communication workers raise necessary and tangible issues based on the command of the public relations.

Others also stood on the side of the first Respondent that is in its provision of public relations activities issues with a special view. Though few of them suggested on the public relations activities issues by saying it could be very difficult to provide critical and vivid information whether the practitioners act perfectly or not. Speaker six of the group raised another

argument and questioned what is popping down on his mind that it is essential to take into consideration to the case of the integrity of our department and community if there is enough communication or not. Majority of our community does not know either the commission has a public relations or not. The communication staff commonly appear in the media weekly. Most of the program is Saturday and Sunday. Thus no one is preferring to watch the hardship talk of the program rather people are happy to watch entertainments. Again he argued the newspaper also could not distribute timely because of transportation and the illiteracy of our rural community should be under quotation. The PR does not fix all these.

Respondent five of this group also commented on the public relation activities on the scope of security. One program per a week is nothing. It does not address the targeted audience. The public relations task is to build an image of the organization and to link the community with the commission. But the public relations in this institution is not to deliver information openly rather to make it secret. I have a question myself here, why the public relations are here. Only one directional. It is the watchdog of the commission. As a security institution it is correct to keep in calm for the sake of the country peace and stability, but as public relations practitioners totally unacceptable. Or the public relations activities should be transformed into other forms. But I do not mean that the PR needs to be disclosed for all. Since it is the police institution everything has to be acted skeptically.

Despite, the group members, mention their arguments in their own angles and perspectives especially in the public relations and security lenses, their discussion implies both the success and familiarity of the practitioners. Many practices of the public relation in the police commission is different from ordinary public relations. The responsibilities of the practitioner is not only on the eye of public relations but also needed to scan the environment on the tone of the security. Therefore, evaluating the public relations regular activities as public relations real personality is sometimes would be difficult. Sometimes the practitioner tried to balance the profession as the institutions military responsibility. Thus, little is done accordingly.

In relation to the use of communication tools those practitioners use during the time the commission needs the information that must be unveiled internally and externally; the entire group participants of the group agreed on the use of the tools. They informed the researcher that the public relations use as much as possible the communication tools like television, radio, newspaper, social medias, youtubes, website, bruchers, flyers, noticebords. Inspite

of they agreed the public relations use the communication tools ,they have a difference to what extent the practitioner used all the listed pivotal tools. Some says the practitioner tried to deliver the information mainly on television program few says also the public relation uses the only tools radio and television; the remains also discussed the public relation uses social media rarely. They have various kinds of suggestion how much the communication actors; especially the public relations use the platforms.

On the other hand, participant three(respondent three) of the group raised the unique ideas as a response to this question saying that the public relations use only the communication tools during meeting .The communicators intention is to focus on commission agenda and deny to the general public who needs updated information from the commission. The practitioners daily activity is only engaged on censorship of what should be aired to the public .Though the public relations are needed to play double personality; voluntarily they focus on the commission administrative tasks.

The directorate does not send a correspondent or journalists for the public purposes to gather information through various communication tools. Always uses a single tool for a single issue. When the public relations send the representative for any public events, the angel or the direction is given for the representative to cover stories related only the administrative purpose. Though the journalist or any representative needs to cover information which is related with economy, social, political and other issues, PRs tries to handle things only on the purpose of the commissioner general. If the public relations publicized given information on social media once in a week, they never uses other tools. Similarly, if the information is unveiled on television channel, they never use other communication tools. Thus, they cannot address different audiences at the same time .How many of the public relations and other communication personnel of us are covering odd story, untouched and strange to the public? We just engaged to the job of someone, but I do not know who it are not diversified their tools .Even any communicators never use other tools including their own social media pages.

This group finalized its discussion suggesting points that the public relations in the commission do not work professionally in using communication tools as a public relations ,and have not even a decision maker role in their department though they are not the member of the management. Their participation as a communication workers are not considerable. The public relations are not fully represented in other divisions to practice a communication

tasks. The public relations are required more to be act as a police. The group has set out four reasons for these. First, the presence of few professionals or many workers are from other field of study, second the reason for this institution establishment is security issues not for the communication purpose, third the public relations are not acting based on the right their profession already awarded to them, finally the role of the communication is not vibrant in the institution.

4.4.Finding from The Federal Police Commission and Sendafa police college

University Public Relations Practitioners Observation in relation to political or administrative influence. The researcher made observation for few days to collect significant and perceptible information by presenting himself in the research field. It was done for days to assess the practice of the public relations in the study area exclusively. In addition, the researcher observed necessary activities while he was going for other data gathering tools. When the researcher went for interview and document analysis, at the same time observation was made. From my observation I able to perceive actions have been taken by the public relations in the communication directorate department to strengthen the analysis of the public relations in the Ethiopian Federal Police Commission in relation to the political, the use of communication tools, Public relation's activities and integration of communication workers integration that would enable coordinated work among stakeholders (the police and other institutions).

Regarding integration which becomes standard at this time socially, economically, politically, and in other institutions of the state, few awareness creation practices are given to the various levels of communication workers including the public relations, radio, print, television journalists, and other concerned departments which are needed to work with these departments.

However, there are still hitches and defies on the practice public relations, like unprofessionalism and interactive participation, inaccessibility for and weak capacity of the public relations. From the researcher's observation I able to observe that there is no legal backgrounds which backs the public relations impartial practice as a communication workers like other organizations. Furthermore, the researcher able to access the non-separation of

public relations practitioners from other police staffs and departments, disrespect of the profession and practitioners themselves in the research area. The role of the practitioner is being evaluated how much they are reporting activities to the commissioner general rather than for both the community and the commissioner general.

In the study area the researcher got a chance to observe weaknesses in participating female practitioners. Though the international public relations and the true nature of the field public relations favor female public relations in any organizations because of their communication skills, maternal characteristics, diplomacy in convincing others on the given issues, the Ethiopian Federal Police Commission has not even a single female practitioners. The researcher observed zero female practitioners in both police University College and EFPC. Similarly, the international police profession backs female police personnel in order to meet its goals due to the naturalistic skill of females' communication and convincing abilities. But in the Ethiopian Federal Police Commission above 70 percent of the police staffs and departments are dominated by males. Even in the television departments there are ten journalists and only three females are represented.

The researcher interviewed one public relations and two journalists to share their observation on the performance of public relations and their freedom in acting in the commission. Based on that, all (the three) of them described the public relations as some practitioners have a passion to work in the profession. They are also observed that there are many public relation practitioners who directly need to be predisposed by the administrations and driven gladly. And there are very rare tough practitioners who want to practice their professions without any influence.

Despite the above constructive and deleterious observations have made, almost all agreed that on most of the public relations they observed a number of challenges. And they believe these weaknesses were driven from the practitioners themselves, the mission and the vision of the organization as well as the awareness of the whole staffs about the profession in general. Among the snags observed are professional attitudinal, skills, and knowledge.

Here again, the absence of practical guidelines and detailed rules in allowing the public relations practice in the Ethiopian federal police commission freely also observed by the researcher in the study area. The study area has not detailed rules and regulations in which

the public relations practitioners are to run-through in the communication and image building tasks. The organization fails to specify the responsibilities and the platform which lets the public relations to act out of the perspective of police. Generally the practitioner's practice is pre-occupied by such scenarios. Several studies shows that, the public relations practice in Ethiopia also lacks detailed rules and guidelines on the application of its practice and tasks. As a result the practitioners are influenced by administrative tasks and other governmental oriented tasks unprofessionally and easily. In other words, the challenge creates uncertainty, predicament and confusion resulting in public relations being impacted by the police officers unprofessionally.

4.5. Observations of the public relations use of communication tools

The researcher took a note when important observation is made at the commission. Since the institution is keeping away the researcher from some important areas which are allowed only to staffs, the researcher wrote a not as much as possible to hold very decisive moments there. I also tried to talk with the Federal police March band in order to observe materials which the public relation uses during a campaign or other educational situations. When the public relations show the public relation practitioners materials, the researcher dedicatedly took a note exhaustively, and all observation made by the researcher had been compiled at night after

Correspondingly, the researcher made observation for a few days to collect information by presenting himself in the research area. The researcher observed indispensable practices how to use communication tools. Brochures, newspapers, and manuals are observed on the tables of the public relations. But these tools are not remitted to the community and internally for the other parallel communication departments. Noticeboards are also used as a tool to address information internally like a call for meeting, press conference, and other emergency meeting. The communication tools are applied inappropriate way. The organization and the public relations directorate use the tools for a report purpose only. The tools, the researcher observed specially the above listed communication tools are circulating within the organization especially in directorate levels .Since Ethiopian federal police commission is a security institution the target of these communication tools are updating information to those higher security officials. Most of the information is secret there.

The public relations also custom communication tools like radio, television and newspaper to get informed the community the security related news. Though cameras, video editing computers, televisions, TV stands, nick mikes, studios, are found in the head office; most of these communicational tools are crucial materials are traditional and partially in use. After the information collection process and some productions completed, the radio and the television journalists go to Ethiopian Broadcast Corporation for transmission .This must be done once in a week. The television program released on air every week Sunday 12:00 am to 1: PM for an hour.

Here all media practitioners specially the public relations is more interesting in using television channel programs so as to broadcast weekly information to the besieged audience. Since the television has a good background from the beginning like police and the community programs on Ethiopian television the public relations passionate to follow this way. Still they prefer television that might be effective way to address the practical problems and communication gaps. The researcher saw the public relations practitioners cross checked information, and tried to send the news to the television journalists for media consumption. But the researcher did not observe public relations that use other communication tools to send and receive information.

From my observation in Ethiopian Federal Police Commission, I saw public relations using the term propaganda technically .Though public relations are commonly engaged with persuasion and propaganda, the term propaganda is used in Ethiopia rarely. At this time, the police commission used the term propaganda in various contexts. Some public relations practitioners do not want to use this term. Their intention was that the term propaganda had been used regularly by the previous government, the military junta Dergue. This expression drove the researcher back to the Dergue regime and to think that the profession public relations were used at that time even.

The researcher observed the public relations use several kinds of public relation tools for the information delivery purposes. But some is on the table for sample and report purposes. Press conference is organized by the willingness of the commissioner general and the role of the practitioners is not directly evolving on the issues rather they deliver water, mike and other ordinary works there.

4.6. The Finding from The Federal Police Commission Public Relations Practitioners Observation

The researcher made observation from the institution public relations activities and practices. In the study area the practitioners appeared that they are stick for some works. From my observation I able to assess activities which are really related with the profession public relations. The researcher saw many tasks which are typically going with police, military activities and security matters. The practitioners wore police or military uniform and they are obliged to act like other police staffs mostly. The communication purpose is additional and secondary issues there. More of they are police. The researcher observed practitioners whom they took military training, scan the environment, receive information from the public and within the organization, report what is going on in the country specially information related with social medias.

Regarding the public relations activities the researcher observed when the PRs exchange letters with other organizations especially with Ministry of Peace about the security and stability of the country. The communication directorate went to the field specially around stadium and tried to persuade the pedestrians to be aware of traffic accident and the pandemic covid -19. Though the public relations are more dependent on the commissioner general during any event than by themselves as a public relation practitioners, they have some chances to announce at least who would be the guest and the next speaker at the conference. The researcher tried to notice these. Similarly they always confront with the task of what the federal police have done daily, and report it to the commissioner general.

The researcher also obliged to observe communication workers, arranging the speech for various directorates, and an event for media or propaganda consumption. Furthermore, the researcher assured the public relations tried to update information as much as possible to build the image of the institution and the whole police personnel. Similarly by using the Federal police march, they attempted to reach the community about various issues especially when something happen in the country urgently. The practitioners exchange new information among various departments orally, by noticeboard or knocking each and every offices door.

In the research area when guests come for media coverage purpose first he or she might be sent to the public relations and similarly they (PRs) send the guest back to appropriate media

houses like prints ,radio or television. The researcher observed the team of public relations and some journalists sitting around the table to evaluate the information, the news, and other media related sensitive tasks which have already broadcasted. Sometimes they tried to evaluate information before it went out. But as a researcher experienced from their briefs the public relations sit for the solution if some complains come from their immediate bosses and sometimes from other analogous security organizations.

The public relation directorate round the sixth floor to plaid either the public relations wear a military uniform or not in the research area. Though the practitioners have a responsibility to appear in the office wearing their uniform, the communication directorate is needed to pledge it. Then the daily chores of the public relations might be billed and the communicators confront their tasks that include scanning the environment, gathering information what is being yakked by the general public, the interest of the people and the security issues of the country especially in the capital. As the researcher observed each public relations has a responsibility to practice the above duties at least once in a week.

The researcher found that the communication directorate was searching for new letters from various departments internally, other organizations including security institutions. In the research area the practitioner was organizing the Monday morning briefing for all communication workers including the public relation members, radio and television journalists. The communication directorate sat in front of others apart from the ordinary members, and the participant hold their seat at least two meter apart from each other based on the guideline of the covid-19 health expert. Once the summit opened by the public relation practitioners head, then all of the participant needed to hiss them. In the research field the researcher over saw when people were lying, the other member raised their hands and after they were allowed to talk they showed military greeting .And then they evaluate, correct, hiss any one they thought taking false claim.

4.7. Observation public relations

The researcher made observation for some days to collect related information by presenting himself in the research area to perceive in what extent the public relations works with other departments, organizations, security institutions, police College University and other institutions too. It was done for days to assess the practice of public relations activities in the

study area. From the observation I able to see practices which have been exercised by Ethiopian Federal Police Commission public relation practitioners in line with other departments. The public relations are on calling to toughen the relationship of the organizations with other similar and different institutions. The public relations tried to tie with human resources ,engaged institutional restructuring and prepare conditions that would enable coordinated work among stake holders (the federal police ,public relations, journalists and other institutions). Here, the researcher observed the communication directorate preparing the letter to send for INSSA and Ministry of Peace. Similarly the public relations went out for field work with traffic police and aided the police during the rush hour especially when civil workers are coming back to their home after work.

Though there are many encounters which restrained the integrity of the public relations with other institution, as a practitioner they wanted to communicate with other security institutions, none-governmental organizations, universities, and defense ministry of Ethiopia. Once in a month at least a practitioner might be sent to other federal police organization so as to share experiences. The researcher observed when the practitioners had gone to Kenya for the purpose of experience sharing and to learn how Kenyan police communicators report the miracle of the army.

Internally, the department has good manner of communication with other departments since these departments consider the public relations department as a vocal to spread information better than other legal departments there. Mainly the PRs exchange daily news with both broadcast and print Medias. Similarly, the communication directorate has a daily contact with the commissioner general regarding to the censorship of the speech for the public events. From my observation I abled to observe there is limited access to legal, psychological and attitudinal support to the public relations in the study area. Furthermore, the researcher got an opportunity to observe the public relations relationship with other departments better than others. Since the duty of the public relations is for the communication tenacity, they could have a casual to share information closely in the research field.

In the study area the researcher able to observe the weaknesses of the public relations in addressing letters to the commissioner general apt. The letter which was sent to the commissioner general that must pass through the public relations head was put folded under the table of the public relations office. The letter was seen with the color of dust. The envoy

for the ministry of peace also sent daily to cross check what has been done in the commission and in the office of Ministry of Peace. When the envoy had arrived in the Ethiopian Federal Police Commission head office, the bulky task is given for the public relations. As I observed the report, and the activities of the commissioner general are filed in the same binder. Then it was given for the charismatic man sent by Ministry of Peace. The researcher saw the representative of the commissioner general screamed at the public relations for delaying the letter. Even he was not taking a chair while he was yelling at them.

The Ethiopian Federal Police Commission structure of power or working system is not letting the practitioners to be the member there. Exclusively, the public relations are not the member of the management, but try to integrate the higher managers' task with the lower. The public relations took a memorandum note during the meeting of the whole staffs sitting beside the commissioner general.

As a researcher I saw files which they sent and received from the army generals. They organize the event for the army especially for annual military summits, programs, holidays like Christianity and Islam, for national rituals etc. The practitioners have done many things with various security institutions starting from Woreda level to the Federal level, but they could not show the tangible evidence what they have done. Nothing is recorded there except some. Rather the public relations narrate a story for the researcher orally.

The study area does not have detailed and exhaustively listed platforms how each and every public relations act and work together with other institutions. Indeed practicing public relation activities in the commission is somewhat tough, because the civil organization does not have any intent to work with the security public relations practitioners. Several organizations experience shows that, the police PRs are due to work with some spy kinds activities. Due to this, they do not have a passion to work with the securities public relations. These are what I observed from other organizations too.

4.8. Discussion on the Major Findings

4.8.1. Public Relations Political and Administrative influences

The major concerns which were highlighted by the findings concerning the interference of politics in Ethiopian federal police commission are stated as follows:

The public relations practitioners agreed that there is administrative sway that hinders the public relations practice in the commission and the communication directorate or the public relations head said no one is involving in his tasks; however, most of the radio and television journalists agree on the idea. Almost all of the respondents suggested that the public relations department is partial to political activities across the commission but sometimes the public relations evaluate their works and decision making process on the communication pieces. In addition, it is disappointing to note that the human resources policy of the communication directorate requires the members to possess different qualification. But any practitioner needs to fulfill the police personality and has to take military training at Sendafa Police University College.

The majority of responses to the items which are related to the impact of administrative pressures on the practice of the PRs indicated that the EFPC is not unprejudiced, and does not allow the practitioners to act in accordance with their professions. The daily routines of the public relations are pertaining with more administrative activities (such as: reporting the daily activities, the declaration of the government, case-based investigations not related with PRs task), and the military operations of different divisions are also reported by the PRs only to the commissioner general. The directorate simply sent evidences to him (commissioner general) not for the public or other internal departments. Very few respondents implied that leadership bodies of the commission have not a significant role in influencing the communicators but the PRs themselves are favorable to be dependent on the political view of the commissioner generals, and are unswerving to facilitate the political process knowingly or unknowingly.

4.8.2. Public Relations Practice, Activities and Roles in Ethiopian Federal Police Commission

Highlights of research results pertaining to the public relations actor's practices, activities and roles are mentioned as follows:

As to be a governmental organization, that all of the communication actors of the Commission are of government bodies who is under the duties and powers of the Commission in general and under the public relations or the communication directorate in particular. Most of the times, security related issues are decided and monitored by

government's top leaders in the commission and the public relations department has not a right except performing the duties assigned by top-level managers including the commissioner general. The public relations may have a chance to be engaged in to event organizing processes to the commissioners. As the observation made by the researcher, the commission possesses its own legal framework which is issued in its establishment proclamation in order to govern all departments.

All respondents implied that the commission's public relations play a pivotal role mainly to address security and peace related information to the public in different levels. Though there are many activities which are carried out by the public relations, to provide timely information throughout the country some challenges are on the table. Since there are only three public relations in the head office, the practitioners could not manage all communication tasks for such a large- scaled police and security institution. Lack human resources affect the commission's endeavor of addressing its communication projects. Almost all of the respondents were agreed on this issue.

The respondents were also divided in their own point of view that the public relations department activities as information seeker, MIC provider, technical and evaluation

Supports in communication-related issues to the commissioner generals. A few respondents in contrast indicated that the public relations round up information from the internal and external bodies for the commissioner general's consumption.

4.8.3. Integration

There are some major issues to be highlighted by the findings concerning the cooperative relations throughout the commission and outside world:

- Responses indicated that there are about three public relations practitioners and more than 21 journalists assigned in all communication departments but the number of the public relations is the smallest comparing to other staffs particularly to the related departments. In accordance with the activities of the commission's public relations, it is difficult to work with other teams in integrated way because of human resources
- All the practitioners are qualified with social sciences fields but they lack communication skills. Three of them cannot communicate perfectly in both Amharic

and English. However, literatures indicate female practitioners are required for better communication and smoothly integration, no female PRs in the commission.

Evidences which are closely related to the field of public relations noted that the practitioners' engagement is based on art of speech, skills, communication experience of exposure, and attitude of the individuals towards the public relations profession. Few of the respondents replied that the public relations in the EFPC have not these qualities. Thus, the communication process faced challenges in working hand to hand with other departments both internally and externally.

In regard to the past trends of the commission's particularly the PR, almost all communication outputs are results of team work. In this regard, the most influencing factors on the number of communication outputs are lack of trained manpower and adequate communication infrastructures to work with other partners as a PR professionals.

4.8.4. Communication tools

The public relations used various communication tool in order to address the needed information to the public. All communication tools are used in different levels common tools in traditional manner.

Here, the researcher focused with the print since these are historic and available for the community easily. There are two types of organizational publications such as: a newspaper entitled “police ena ermijaw” and a quarterly comic book entitled “tewerwari Kwakiut”(both are in Amharic) in order to indoctrinate the police, the community ,communication workers themselves and other public throughout the country with the wider contents about the police & their work; and HIV/AIDS related issues respectively. Now a days its column also comprised COVID-19 issues.

Again it is clear from the responses and archival evidences that the internal communication audiences of the commission are decision makers and top-level managers including the commissioner general; and the external audiences are the commission’s regulators, the federal state offices, regional & city administration police commissions and the wider public. Moreover, it is clear from the responses that the outputs of the commission are disseminated

to different audiences in written report of, its newspaper & weekly television, radio programs and other conditional workshops. Different kinds of researches disseminate in this way too.

Finally, Ethiopian federal police commission's policy change, legal frame works, focusing on security issues. Organizational reforms, newly introduced rule and regulations, variable pro.(proclamation changes) are influencing the overall organization, Communication directorate and other communication related departments.

On the other hand, there are some challenges as noted by the respondents; shortage of trained manpower in the public relations department in contrast with many activities of the commission across the country in the communication aspects. This is indicated as one of the determining factors of the commission to address the real figures and information in accordance with the national demand and the profession public relations require.

Furthermore it was indicated that the commission has no positive relation with external collaborating bodies because of most of the collaborators and their policies do not fit with the national mission of the EFPC related with the security issues. In order to reduce such types of challenges, the practitioners noted that the commission is on its way to reorganize the public relations department with adequate human resources and attract external communication collaborators who possess similar policies in communication and image building related issues.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The final chapter of this thesis restates the research objectives and reviews of the findings of the study. The major sections of this chapter summarize a number of important conclusions that can be drawn from the discussion of findings. Furthermore it provides possible recommendations for the improvement of the public relations practices and minimization of the challenges stated in the discussions.

5.1. Summary

The objective of this study was to assess the public relations activities in Ethiopian federal police commission in the context of the country's security and backgrounds of public relations. With this general objective, the study was expected to answer the following research questions such as:

The effects of political pressure on the public relations activities in Ethiopian Federal police commission, the communication tools the EFPC uses to address its mission and vision, how public relations and other communication departments including the police officers work together (in integrated way), and the activities and the roles of the public relations in Ethiopian Federal police commission are seen throughout the study.

A qualitative research approach was employed to collect, analyze and interpret the data. The interviews were used to generate data from the public relations practitioners, communication directorate (PRs head), both print and broadcast journalists and police college teacher, communication workers meshed in image building and communication related activities in the EFPC. Observation was made by the researcher, and Focus Group Discussions were practiced too. A conceptual framework driven from the literature part was also used to guide the study.

Analysis of data indicated the following major findings:

Firstly, about the impacts of politics in the public relations activities, they (PRs) were not performing as expected in large-scaled federal security institution in accordance with the

department's guide lines in terms of impartiality, professionalization and privileges as an image builder teams. Even if there are some tasks which are undertaken by the organization's communication workers for the past forty years and other departments which also took the propaganda or entertainment parts of the commission but these all departments were derived by political elites. Even the previous two years public relations practitioners activities are more of political and the PRs themselves are political nominees and are designated politically by the then EPRDF and current PP under the government of FDRE.

Secondly, the trends about the use of various communication tools with in the past two years was very insufficient and modern tools are even rarely used. These are not used with technologically advanced manner. PRs were been influenced by the low availability of ICT technician, manpower's and, and other communication sources; the types of the communication tools used for internal and external purposes were both field and some are put under the desk of the practitioners; there is no at least recognition for those tools used during various activities of the general organizations and rewarding for the producer of the tools (PRs) except verbal rewarding; and addressing the demand of the commission through the public relations communication tools rate is very poor or deprived. However, some tools are in practice for the communication purposes, the practitioner themselves prefer to use common and traditional tools.

The third question was about how much the police officers, public relations, different journalists are marked by the unified control of all aspects of the communication process in the organization's public relations activities. To some extent, the police services are influenced by the awareness creation through various speakers. This study revealed that public belongingness and cooperativeness on the police services is decreasing because of poor image building processes by practitioners. People feel insecure while looking for federal police uniforms rather than feel safe though as a watch dog police need to be respected. In addition, the commission is on the way of expanding the utilization ways of knowledge of modern technologies in all sectors of the commission through the public relations. Social Medias and other communication tools are being used so as to build the bridge of communication between the practitioners and the public including the police officers.

Thus, it is understood that has its own share on influencing these changing faces of the commission throughout the past years; however it has to be needed improved as a security

institution and regulator of the country's daily peaceful or unlawful activities in the manner of integration.

Moreover, the commission has no coherent relation with other nongovernmental and governmental collaborating bodies because of most of the collaborators and their policies do not fit with the national security policy of the EFPC.

Finally, there are some factors that influence the roles and activities carried out by the public relations. The lack of trained practitioners and man powers, communication infrastructural facilities in the organization, the security point of view of the commission and political motives restrained the activities of the public relations. Attempts have been made to indicate that public relation practices in the commission may be either loosen or hindered by such kinds of determining factors in the EFPC.

5.2. Conclusions

The result of the study implies that, there are public relations activities which are carried out in the EFPC and to some extent the institution used public relations practitioners for the communication matters though it is not more than organizing an event. It's been about more than two decades (almost above 25 years) since the EFPC was founded as a federal organization having its own licit personality. The commission has also various communication workers since it has been formed by the government newly. But the institution has not professionals at least who have a public relations backgrounds from other related fields; it assigned an experienced public relations for the previous two years, particularly this year (2020). And there were few public relations practices engaged within the last two years even. However, the PRs activities were not extended in accordance with the national interest of the commission and the platform the department of the communication directorate already set. Even if there are practices which are on the table by the organization's public relations within this year, their acceptance in the commission is very controversial in contrast with its stay of decades and they are simply posts meeting dates on notice board which is called by the commissioner general and unveil information on the public relation's official face book page.

The EFPC has not adequate infrastructural resources for public relations which are installed to support its major functions, as well as, facilitate the public relations practice. Though there

were some determining call in (factors or challenges) that affect the public relations practices in Ethiopia, in the EFPC the situations are getting worse there. Lack of adequate human resources are one of the factors for it in EFPC. Communication activities need well trained, skilled experienced, convincing, charismatic, passionate, professional practitioners; however, the commission, most of the time lacks such kind of professionals in the public relations department. It is assumed that the number of public relations in the PRs department in contrast with the other departments in Ethiopian federal police commission is disproportionate .There are only three public relations in the organization. Though public relations advocates female practitioners for the smoothly communication ,the EFPC has not female practitioners; and when the researcher see it in the communication aspects the three public relations are not capable enough to communicate either in Amharic or English. They lack communication skills. These were indicated as one of the challenges affecting the commission's public relations department so as to address the public timely information as a field of public relations demand the practices of the practitioner and reputation building processes.

Secondly, the most dangerous determining factor is scanning the environment including the communication processes through an angle of both intelligence and security of the country. Public relations practices are designated in this aspect too; therefore, the findings show that it is not comfortable to practice public relations professionally with the reference mark of security issues. The public relations activities of the commission with limited freedom and censorship do not allow the practitioner to focus on the communication and image building roles rather than focuses on what should be secret. It withstands (contrasts) with the reality.

Regarding to collaborative relations, the commission seems closed or fenced for outside world i.e., its integration with various departments both inward and outward, to the other nongovernmental and governmental bodies on the communication aspect sounds lousy.

Even if some external bodies want operational work with EFPC in sharing information during security threats both within the country like the former INSA and the current NISS and internationally like FBI, the commission does not let the public relations practitioners to exchange ideas with their partners since everything is seen secretly.

5.3.Recommendations

Thus, the researcher pointed some contingent efforts that have to be practiced to allow the practitioners to focus on professionally based tasks stated in the findings and extend the public relations activities in the commission and across various institutions which have the same legal personality at least.

They are stated in conformance with the roles that different communication partners can play as follows:

A. For the communication directorates (PR heads or managers)

They are expected to:

- Revise or redoing the strategies and guidelines implemented in relation to security and professionalism development programs for the public relations practice.
- Design new public relations policies and strategies in a way that the field public relations require to communicate both the organization and the public by taking into consideration the interest of the commission.

B. Journalists

The journalists as a communication worker are also expected to:

- Organize experience sharing events for public relations and other communication professionals in order to build their relationship with the public relation practitioners and in collaboration with other interested security organizations.
- Increase daily contacts with the PRs for the purpose of organizational goals ,especially in the process of changing the public relation practitioner's rule and regulation to meet the real practices in the area of the information delivery within a possible time interval to address the needed public and learning opportunities of the practitioner's acceptance across the Ethiopian Federal police commission.
- -Invite other governmental and private media workers who are not working in any security institutions, and public relation practitioners to share their experiences; and let them to produce their studies to fill the communication gaps among in the police

journalists, police and public relations based on the image building process of the federal police in general and the public relations practices in particular.

- Attempts to be made by journalists to create good reputation of organizational setup in a way that they build collaborative relationship with internal and external environment. This might show the commission the intimation to reorganize all communication workers, both the PRs and Journalists activities so as to achieve the real mission and goal of the institution.

C. Public relations, Public relation department (Communication directorate) and other interested communication Organizations

Public relations, Public relation department (Communication directorate) and other Interested Communication Organizations are expected to:

- Show their interest to work with the commission more on public relations and communication development activities with shared communication, reputation buildings and professional vision rather than the security concerns.
- Work with the commission's public relations and the commission itself on the endeavor of improving the integration among various departments, as well as using the practitioners for building the bridge between the EFPC and the whole public freely from any pressures, Conduct further studies that may fill the gap of the PRs activities in the commission, using various communication tools to address the public and other related ideas or issues that were not covered by the current study.

References

- A peace Career Center product (2020). Retrieved from [https:// www.gostudy .net](https://www.gostudy.net)
occupation- public relations practitioner
- Adane Hailu (2014, June). *Research Practices at Ethiopian Federal Police commission: Status and Challenges*. A thesis submitted to the School of Graduate Studies of Addis Ababa University in Partial Fulfillment of the Requirement for the Degree of Master of Arts in Educational Research and Development
- Alemayehu G (2016). *The Structure and Performance of Ethiopia's Financial Sector in Pre and Post -Reform Period with A Special Focus on Banking Research Paper No .2016 /11* UNU World Institute of Development Economic Research ,Helisinki.
- Aver, T.T (2011). *Assessment Of the Performance of Police in Crime Control in Nigeria: A Study of Benue State Command Makurdi -Nigeria* Saarbrucken, Germany: Lab Lambert Academic Publisher.
- Baran (2004). *Introduction to Mass Communication*: New York McGraw .Hill Company.
- Belayneh Sisay (1996). *Communication Strategies of Public Relations*: Unpublished Thesis Bahir Dar University.
- Black, S. (2011). *Introduction to Public Relations*: Lagos West African Book Publishers Ltd.
- Brigadier General Moges Beyene (1972). *Police Ena Gize (Police at Different times)*, Addis Ababa.
- Bureau of Justice Assistance (1994, August). *Understanding Community Policing: A Framework for Action* .Indiana Avenue NW., Washington, Dc.
- Creswell, J.W. (2007). *Qualitative inquiry and Research Design*: Thousand Oaks: Sage Publications.
- Dominick (2005). *The Dynamics of Mass Communication*. New York: McGraw, Hill Company.

- Duzier ,D.M.,& Broom,G.M.(2006).The Centrality of Practitioner Roles to Public Relations Theory .In C.H .Botan ,& V.Hazleton (Eds).Mahwah,NJ:Erlbaum.
- Ermias Ayalew (200).Public Relations Activities and Services: Addis Ababa University Unpublished Thesis Master of Arts in Educational Research and Development.
- Elsbeth Tilley (2014, May, 20). Media Relations. Retrieved from <http://www.researchgate.net>.
- Ethiopian Federal Police Commission (2015). Retrieved from <www.federalpolice.gov.et/web/guest
- Gruning, J., E & Gruning, L.A. (1992).Models of Public Relations and Communication: Hillsdale Erlbaum
- Habtenegus Alemu (2019) .An Assessment of The Practice of Situational Crime Prevention: In case of Federal Police Peace and Law Enforcement Directorate Division Major Two Major Two, Ethiopian Police University College: Unpublished.
- Howells (2018). Retrieved from <https://www.orangebusiness.com/in/blogs/how-technology-helping-fight-against-crime>
- Interpol (2019).What is Interpol: retrieved <http://www.interpol.int>.
- James E Gruning and Todd Hunt (1984). Managing Public Relations. New York: CBS College Publishing.
- Katherine Miller (1994).Organizational Communication Approaches and Processes: Publisher Lyn Uhl.
- Kahsu Tesfaye (2018) .A Thesis Submitted to The School of Journalism And Communication: IN Partial Fulfillment OF THE Requirements FOR THE Degree OF Master of Arts in Journalism AND Communication
- Keghku .T (2005).Public Relations and Nigerian Economy: Makurdi Aboki Publisher.
- Stormback, J. (Ed.), Kiouisis, S. (Ed.). (2011) .Political Public Relations: New York: Roughtledge,<http://dig.Org>

- Kothari, C.R (2004).Research Methodology: Methods, Techniques (2nd. R.ED).New Age Publishers. India.
- Philip Arceneaux (2019, July).Political Public Relations: Published Articles .University of Florida.
- Punch (1998). Qualitative Research: retrieved <https://www.simplypsychology.org/qualitative-html>
- Queensland Government (1995-2020).retrieved from <https://www.business.qld.gov.au>
- Ralph Tench and Liz Yeomans (2009).Exploring Public Relations (2nd Ed .I): Pearson Education Limited.En
- SP.Zems,Mathias,PHD(2016,November).Police -Public Relations as a Potent Tool for Combating Crime, Insecurity ,and Social Disorder in Nigeria: The University of America
- Wayne C. B., Gregory G. C. & Joseph M .W. (ad) (1995). The Craft of Research. Second edition. The University of Chicago Press.Chicago & London p.181-346.
- Wendy Bulawa Agudelo (2015, August 13).When Public Relations Meets Politics: AXLA Publications.
- Zarefsky (2005).Public Speaking: New York Pearson Company.
- Zeray Hailemariam (2016).PR and Media Works: retrieved from <https://hornaffairs.com>
- Zemedkun Tekle (2014 June).The Practice and Challenges of Public Relations in Ethiopia Federal Government offices’ thesis Submitted to School of Journalism and Communication of Addis Ababa University in Partial fulfillment of The Requirement for The Degree of Master of Arts in Journalism and Communication.

APPENDICES

Appendix 1 Interview questions for key informants (Public relations)

In Ethiopia, in many institutions the public relations practitioners are criticized in exercising their duty unprofessionally. They are always accused of being partial to governments or mainly for the organization's purpose they stand for. The practitioners are sometimes employed in order to uphold the political view of the governors or a solitary party rather than the need of the public.

1. What do you think the reasons behind it?
2. Do you think that EFPC public relations practitioner works independently?
3. How could the public relations practitioner communicate with the public?
 - 3.1 How the organization achieves its mission and vision through public relations practices?
 - 3.2 Which communication tools are used by the practitioners?
 - 3.3 How do you see the success of the PRs in communicating the public?
4. How the practitioners of the Federal Police Commission integrate their tasks with the police college counterparts (PRs)?
 - 4.1 To what extent the practitioners tried to bond his or her daily tasks with police personnel?
5. Do the practitioners run the program in line with the personality of both professional public relations and police?
6. People in Ethiopia imagine that a person who works in the federal police commission is either politician or the enthusiast of the ruling party.

What is your opinion about this issue?

7. Politics, media works and public relations practice in developing nations are used interchangeably.

What about in EFPC?

8. Though the public relations practitioners have their own paths to get the community easily, sometimes the rule and the regulation of the given organization averts their real purposes. What about PRs in the EFPC?

Appendix 2 Interview questions for key informants (radio journalists and print media workers)

1. Do the Federal Police Commission public relations practitioners, the police college practitioner, the radio journalists and the police staffs have common guidelines in sharing information among themselves and to the public?
2. Who are highly exposed for administrative sway? The FPC public relations or the police college practitioner? And why?
3. What is the exact role of these public relations in the organization; and do they have common future platforms as a single organization? (Take into consideration the relationship with your department)
4. How was the public relations recruited by the commission? Professionally, politically, based on educational background or any? (Remember the time either the announcement was broadcasted on air or not by your department)
5. What is the sentiment of the higher bodies of the commission towards the public relations profession?
6. How the commission and the public relations use the radio in order to deliver the information? Which communication tool is preferable by the PRs?
7. What is the role of the PRs in the commission and how it tries to set its future plan, especially using communication tools?
 - 7.1 How the department (PRs) is integrated with other departments?
 - 7.1 In what way the PRs work with the radio to achieve the mission and the vision of the commission?
8. What is the problem to practice public relations in the organization? If you have some experience, explain it, please.

Appendix 3 Interview questions for key informants (Television journalists)

1. Is the field public relations encompassed in the working environment of the television in convincing the higher bodies of the organization to create positive attitude to the PRs?

A. If so how?

B. If not why?

3. How the commission communicates with other partners which have the same background?

3. 1 is the public relations interacting to various kinds of departments including the television department?

4. Which communication tools are used in the entire commission commonly?

5. How do you describe the activity of public relations in the commission?

6. Is the public relations facing external and internal pressures in playing its role in the organization?

7. To what extent do you think the public relations aware of the use of communication?

8. How the public relations react when incidents happen in the college or in the community?

9. Is there any administrative influence on the practice of the PR in the college?

10. Does the practitioner play the role of the police in resulting peace?

Appendix 4 Interview questions for key informant (PRs leader)

1. How the public relations fit into the required personality of the EFPC?
2. Do the commission's administrations interfere on the role of public relations?
 - 2.1 What is the main problem in practicing the profession freely?
- 3 What is the public relations responsibility in the commission and in which way the PRs communicate with other departments?
 - 3.1 Which communication tool is used mainly by the PRs?
4. How the PRs work in line with other departments or the entire organization?
5. What is the importance of communication in achieving the mission and the vision of the public relations?

Appendix 5 Interview questions for key informant (Radio leaders)

1. Is the radio department works hand to hand with the public relations department?

A. If so how?

B. If not why?

2. Which communication tool is used to communications both the public relations and the radio department?

2.1 What is the role of the radio department in succeeding the mission and the vision of the PRs?

3. Is the public relations practitioner facing administrative pressure?

3.1 If so how

3.2 If the PR is not influenced, justify the condition.

4. What is the obstacle to PRs in using communication tools?

4.1 Has the PR all the necessary materials to communicate with public and the community of the organization? As a radio department leader how would you evaluate the communication process of the PRs?

5. What are the roles of both the PR and the radio department in achieving the mission and the vision of the organization and the PR department?

Appendix 6 Interview questions for key informant (TV leaders)

1. What are the communications tools the public relation use to deliver information timely?
2. Does the PR work friendly with the TV departments and other departments of the commission?
3. Is the public relations practitioner works freely without the influence of the higher administration staffs?
4. What are the major roles of the PR in communicating the mission of the organization?
5. Is the television program preferable by the public relations practitioner to deliver information?
 - A. If that is true, do you have some solid evidence about it and explain.
 - B. If not, discuss the reason that you may have in your mind or something on the ground?

Appendix 7 Focus Group Discussion Questions for various communication workers (PR directorate, PR practitioners, journalists and one teacher from the police university college)

1. Do you think Ethiopian Federal Police Commission communication directorate and other communication workers play their own significant role in addressing the timely information to the public?

If so how?

If not explain your reason.

2. In accordance with the profession public relations, to what extent the practitioners communicate with other organizations.

3. How are the public relations practitioners using various communication tools so as to achieve the goal of the general organization?

Which tools are more popular in the EFPC?

4. In EFPC, more security based activities are practiced. How are the public relations working based on their department platforms in accordance with the international context of PRs practice?

5. What are the impacts of administrative pressures on the daily practices of public relations?

6. How the public relations fit with the legal personality of the institution?

7. What should be the role of the public relations in building the reputation of the institution?

How could the public relations change the threatened culture of the commission?

8. What are the daily activities of both the public relations and journalists?

9. To what extent the public relations and other communication workers practice their communication in integrated way? Could they address the information both to the public and the commission? Or could they deliver information unilaterally to the commission?

11. Public relations are more favorable for females. But in the EFPC no female practitioners.

What is the reason for it?

12. What should be the role for the journalists and the PR in order to fill the communication gap between the public and the police staffs?

13. How the government affects the task of the public relations in EFPC?

Observations check list

1. Observe the treatment of the commissioner general's secretary during exchanging materials related to security.

2. Observe the communication processes including the usage of the communication tools

3. Observe the facilities and the integral work of all communicators with the PRs head i the study area.

4. Observe how the communication directorate properly carried out his work in the study area

5. Observe the situations for activities of the whole organization in particular their related works with the public relations or not?