

ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

DEPARTEMNT OF PUBLIC RELATION AND STARTEGIC COMMUNICATION

ASSESEMENT OF THE COMMUNITY RELATION PRACTIES AND CHALLENGES:
THE CASE OF PUBLIC RELATIONS DEPARTEMNT IN THE SELECTED SUB CITIES OF
ADDIS ABABA CITY GOVERNMENT

BY

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DECLARATION

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This is to certify that the thesis is prepared by Ashagrie Molla entitled the assessment of community relations practices and challenges: The case of PR department in the selected sub cities of Addis Ababa city government “ and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Public Relations and Strategic Communication. It complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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DEDICATION

To my mother Agrietu Belay, she passed away without seeing the successful accomplishment of my livelihood, while she had always wished to be successful and never hesitated to offer her support immensely.

ACRONYMS/ ABBREVIATION

AAU: - Addis Ababa university

AACG: - Addis Ababa City Government

PR:- Public relations

CM: - Community Relations

PRSA:- Public Relation Society of America

BPR: - business process Re-engineering

EPRDF: - Ethiopian people's Revolutionary Democratic Front

ECA: - Economic commission of Africa

FDRE: - Federal Democratic Republic of Ethiopia

GCAO:-Government Communication Affairs Office

OAU:- Organization of Africa unity

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ABSTRACT

At this time community relations are an overall strategy that not only supports the business of organizations but also contributes to organizational efforts to meet its responsibility to support the interests of the community. The main aim of the study is to identify the community relation practices and challenges the case of public relations departments in selected sub cities of Addis Ababa City Government. The researcher used mixed (quantitative and qualitative) methods and questionnaire and in-depth interviews were used as the data gathering tools. The finding of the study indicates that most community members have not idea about the community relations practices the case of PR departments. Therefore the PR departments did not focus on community relations practices especially its social and economic function, to create mutual understanding with the external publics. Moreover, the two sub cities PR departments did not use varieties of PR tools to reach community, all PR departments have no written PR strategies to address community and the PR offices were not structured and organized professionally by skilled human power and there exists lack of infrastructure. However the PR departments practiced specific community relations such as telling the activities of the organizations, to gather public opinion and PR activities. Therefore, the selected sub cities PR departments needs to have a new PR structures, so that it solves the limitation of skill human resource and help practitioners emphasize professionalism of practitioners. This can be taken as good strategies for improving effort.

CHAPTER ONE

1. INTRODUCTION

This chapter included background of the study, the statement of the problem, The Objectives of the research, the research questions, significance of the research, the scope of the research, limitation of the research and structure of the research.

1.1. BACKGROUND OF THE STUDY

Public relation has wider functions, one of the most important is community relation. According to PRSA (2011), Public relations (PR) help an organization and its public adapt mutually to each other. PR broadly applies to organizations as a collective group, not just business and publics encompass the variety of different stakeholders. So, community relations develop strong relationship to the organization and the community. Because of many members are fascinated and distracted by this new tactical approach to communicate. Some of its critical elements are building image, maintaining and repairing community relationship.

In addition, Littimore et al (2004), state that community relation (CR) as public relations function is an institution's planned activity, within a community to maintain and enhance its environment to the benefit of both the institution and the community. As to the scholars, the common expectation are usually in terms of provision of regular employment for members of the community, consider the local people in the award of contracts and exhibit a realistic sense of some social responsibilities.

CR is one of the most recent departments of the modern firm, consequence of mass communications and the greatly increasing wealth and power of the corporation in society. The subspecialty in Management and Leadership of Community Relations Management is a very rewarding practice area for those drawn to communications and strategy that will benefit the firm's stakeholders and community, improve the public face of the organization, and create opportunities to build lasting relationships and loyalty. In addition to public relations, it often works to employee engagement with the community and to broadly instill principles of corporate social responsibility. Public engagement by large firms was limited mainly to corporate communications, public

relations, and philanthropy, typically via one-way, firm-to-public interactions. But the web's growing social and mobile technologies now allow far more two-way interactions between firms and their communities (Kerpen, 2011)

Communities are many functions in government and non-government organizations, which practice public relations. Not only do communities represent geographic publics, they also encompass key constituencies that share a relationship with local organizations and organizational sponsorship of community activities and events, investment to the communities, infrastructure, and support for educational initiatives and so on. But also the relationship is mutually dependent, it is not necessarily mutual beneficial. Managing relationship for the benefit of both the organization and the community is the base of modern community relations. In addition, CR is an institution planed and continuing participation with and within a community to maintain and enhance its environment to benefit of both the institution and community (Heath, 1994).

Therefore, today community relations has money functions. Especially in government organization contributes to organizational efforts to meet its responsibility to support the welfare of the community , creative community relations programming and execution , Community events (grand openings, anniversary and milestone celebrations, customer loyalty and appreciation programs, etc.), Non-profit “matchmaking” and strategic interactions. But on the researcher view this activities are not practicality at this level.

Then, the researcher focuses on the assessment of community relation practices and challenges of the case of PR departments in selected sub cities of Addis Ababa City Government. The city of government organized by AACG charter proclamation No 87/1987 divided into 10 Sub-City levels, in addition the city government communication Bureau organized by proclamation number 15/2009. It is known as Addis Ababa City Government communication Bureau and it has vertical relation to the Federal Government Communication Office and under control Sub City Communication Office. Addis Ababa city has influenced time to time by dynamics internal and external factor. Such as, political, economic, social and technological factors. Then the city government rearrange by Proclamation No 64/2011, Addis Ababa City Government is organized in a new structure. Now a day's Addis Ababa City Government Communication Bureau restructured as new press secretariat under Addis Ababa Mayor Office. This structure applies in

the sub cities communication offices as a communication department level under chief executive office (AACG Mayor Office PR directorate, 2018).

The research area selected represents the total sub cities of Addis Ababa city government, by population, economic, social, historical, human way of life, etc . Therefore, the research focuses on the practices of these communication departments by targeting three selected sub-cities of Addis Ababa City Government PR departments. These are:-

1. Yeka Sub-City Administration . It has included 13 woredas formed under the sub city. According to 2007 census more than 400,000 people live in the sub city. In Addition, Yeka Sub -City has different community members participating in different social and economic activities. The farmer, lower income of the publics, different religions house lives in this area (Addis Ababa year book, 20018).

In 2018, communication office formed new public relation department. It has one head, two PR officers, two website reporters, one press editor, one press reporter, one web design, two photo and camera person and one data base admin total 12 employees assigned (Addis Ababa Mayor Office BPR document, 2018).

2. Arada Sub-City Administration . It has included 10 Woredas formed under the sub city. According to 2007, census more than 250, 000 people live in the sub city. In addition, Arada Sub-City has different community members' participating in different social and economic activities. Historical place, higher education, center of city government included this area (Addis Ababa year book , 20018).

In 2018, communication office formed new public relation department. It has one head, two PR officers, two website reporters, one press editor, one press reporter, one web design, two photo and camera person and one data base admin total 12 employees assigned (Addis Ababa Mayor Office BPR document , 2018).

3. Bole Sub-City Administration. It has included 14 Woredas formed under the sub city. According to 2007 census more than 420, 065 people live in the sub city. In Addition Bole Sub-City has different community members participating in different social and economic activities. Ethiopian international airport, lives different foreign peoples, more of high capital income people's lives in this area.

In 2018, communication office formed new public relation department. It has one head, two PR officers, two website reporters, one press editor, one press reporter, one web design, two photo and camera person and one data base Admin total 12 employees assigned (Addis Ababa Mayor Office BPR document, 2018).

1.2. Statement of the problem

The purpose of this research is assessment of community relations practices and challenges in the contact of public relations department in the selected sub cities of Addis Ababa City Government, CR is social programs corporations establish to build relations and credibility, as well as foster an understanding of the role and responsibility of the selected sub city of Addis Ababa City Government. Therefore community relations practices are important for the benefit selected sub cities and the community.

But on the researcher view the community relations are not practices as this level in the selected sub cities PR departments and the structure of communication office formed to a new communication departments' under chief executive office. In addition the researcher did not find study conducted to assess CR specifically in relation to Addis Ababa city government.

However, there are studies conducted on the topic elsewhere. For instance Wilson and Jibrin (2014) studied community relations in education institutions and found that it is an impetus to academic growth and development in the academic institutions; it is effectively attached. They showed that, CR helps to connect educational leaders' growth of psychological training, mutual respect among staff and students of institutions and develops cultural events that would involve the host communities as some of the most useful ways of enhancing interrelationship in the community. In addition, Crabtree (2011) studied the importance of community relationships between small-businesses and the community. He explained that it is important to develop relationships as essential to the continuation and growth of a business and the business is located in. These are focused on community relations develops culture event, psychological training in the higher education and growth of business.

Almost all the above researchers were not made assessments on the PR practices. Such as, image building, media relation and consultant etc, and also, the assessment of community relation practices and challenges are not assessed in the case of PR departments the selected sub cities. They are also not specific to City Government. Therefore the researcher were pushed assess these problems and fulfill the gaps of the research in assessment of community relations practices and challenges the case of PR departments in the selected Sub-Cities of City Government.

1.3. Objective of the study

1.3. 1. General objective of the study

The main objective of this study is to identify the community relation practices and challenges in case of public relation departments in selected sub cities of Addis Ababa City Government.

1.3.2. Specific objectives of the study

The specific objectives of the study are to:-

1. Describe the practices of community relations in the selected Sub Cities of Addis Ababa City Government.
2. Identify the strategies and tools used by public relations of Addis Ababa city government PR department in the selected Sub City for community relations.
3. Find out challenges of public relations practitioners in the community relation practices in the selected Sub Cities of Addis Ababa City Government.

1.4. The research questions

1. What are the community relations practices in the selected sub cities of Addis Ababa City Government?
2. What are the strategies used by public relation practitioners for community relations practices in the selected sub cities of Addis Ababa City Government?
3. What are the challenges of community relation practices in the selected Sub Cities of Addis Ababa City Government?
4. What are the public relations tools for community relation practices in the selected sub city of Addis Ababa City Government?

1.5. Significance of the study

The purpose of this research is assessment of community relation practice and challenges of the contact of PR departments in selected Sub-Cities of Addis Ababa City Government. So this study hoped to provide insight to the community relation practices and challenges of public relation of the city government. In addition, it may help other researchers to study this research in-depth, and may help policy makers, to prepared different community police to use the research finding and recommendations. May help journalist produce different media program and to design PR

strategy PR officers and government leaders to develop the community relations in selected Sub-Cities and City Government.

1.6. Scope of the Study

This research focus on one of public relations functions known as community relations practices and challenges the case of public relations departments in selected sub cities of Addis Ababa city government. The sub cities are selected; they are Yeka Sub- City, Arada Sub-City, Bolie Sub-City. It does also not coverer the other Sub-Cities in Addis Ababa City Government. It does not include other PR practices of City Government.

The research design of this study uses exploratory study and the research approach is designed on both qualitative and quantitative method.

1.7. Limitation of the study

This research has faced different limitations including lack of access to resources from different responsible organizations and persons. Even if, the researcher challenged such problems, all most all the possibilities assigned politically, the structure of PR offices are not organized, covid_19 , PR and CR practices are included one to other. The study is only limited in the selected Sub-Cities. The other Sub-Cities and PR activities were not included.

1.8. Structure of the study

This research is included five chapters, chapter one would cover introduction, background of the study, statement of the study, objective of the study, research question, significant of the study, scope of the study, limitation of the study. Chapter two includes review of literatures and chapter three would cover research methodology of the study. Chapter four assigned to data analysis and presentation while chapter five designed to major finding of the research conclusion and recommendations section.

CHAPTRE TWO

2. REVIEW OF RELATED LITRATURE

2. 1. INTRODUCTION

In this section review on definition of public relations, major strategy and practices, Public relation theories, PR in government and in Ethiopia are discussed. In addition, explanation on the community, community members, community relations practices and theoretical frame works of the research are presented.

2.2. Public Relations Definition, Practices and Strategies

2.2.1. Public relations definition

There are many definitions of public relations that have been documented by many scholars. In this study, it is important to only focus on some definition of public relations. Public relations is a distinctive management function, establish maintain between an organization and publics, it is helps management to keep informed on and responsive to public opinion, emphasizes the responsibility, serve the public interest(kayoed, 2014). Other definition of public relations is planning character, through which public and private organizations or institutions seek to win and retain the understanding and evaluating public relations about themselves, in order to correlate as far as possible, policies and procedures to achieve by planned and wide spread information more productive cooperation and more efficient fulfillment of their common interest (PRSA,2009).

2.2. 2. Public Relation Practices and Strategies

2.2.2. 1. Public relations strategies

Thompson (1995), defined strategy as a means to an end when he wrote, ‘The ends concern the purposes and objectives of the organization; there is a broad strategy for the whole organization and a competitive strategy for each activity. Functional strategies contribute directly to competitive strategies.’ In addition, Benne (1996), described strategy as the direction that the organization chooses to follow in order to fulfill its mission. But globalization has changed the face of managerial texts on the subject. Therefore, public relations strategies will aid you in reaching your organization goals within short time duration.

Therefore public relation scholars are always expected to develop the new tactic concerning the organizations communication towards to the public. According to, Oliver (2004), advised to achieve the result of PR professional four strategies. These are Research, action plan, communicating and evaluating.

1. **Research.** It is practitioners should define the problem they have to analyze and solve the conditions based on the information found. Detail observation and listening are primary methods to defining the cause. In addition, the interpreted information guides to validate the statement of the problem, and the analysis shows the way of the plan.
2. **Action plan.** It is defining the goal and objective, preparing plan of action will make in order to achieve the plan. Identifying target audience, preparing key message and media strategy, including time, budget and other essential resources should incorporate in the action plan.
3. **Communication.** It is to communicating the message in a smart process is fundamental to get a successful outcome. Hence, internalizing the objective, fitting with the need and expectations of our audience, the message plan and being aware of the situation in which the communication takes place. Remember that, the goal is to change the thought and behavior of the target audience.
4. **Evaluation.** It is the effectiveness of the effort has been done to achieve the plan will be measured. Main points are awareness of target audience which is expressed by attitude and behavior change. The criterion and evaluation methods must be determined as the program is planned and as it evolves. Interview, questioner etc. with target audience will be methods of data gathering for the evaluation process.

2.2.2.2. PR Practices

Public relations are doing different activities in government and nongovernment organizations. It is management function, consultant, media relations and includes media interviews, press releases and editorials, workshops, seminars, social media marketing, special events, and public speaking engagements, produce features either news or stories in magazines, radio programs, newspapers or television. In addition to, distribution press release different media house, websites, relevant blogs (Benn, 1996).

2. 3. Public relations in government organizations

A government communication or government public relations is not simple. A lack of consensus exists in the scholarly literature regarding definitions of public relations. For example, simplistic views of government public relations may only emphasize news management and media relations as core aspects of this field. As ,Canel and Sanders, (2011) explained government communication refers to the goals, role and practice of communication and public relations implemented by executive politicians and officials of public institutions in the service of a political rationale, and that are themselves constituted on the basis of the people's indirect or direct consent and are charged to enact their will.

Organizations goal at acquiring legitimacy for their activities, and therefore need to be willing to participate in dialogue with stakeholders and be held accountable for the decision they would make (Luoma-aho, 2013). Public relations service interventions are the desired course of actions planned the organization to achieve public relations goals. Banik, (2002) stated the need for public relations service interventions in government is required to achieve the organizational goals. In addition to, public relations in public and private sector, the public relations management has to enlist the perception and support of its workers to realize its objectives wining confidences and trusts of its shareholders, clients and suppliers and the public at large thereby full filing its internal and external obligations.

2.3.1. Government public relations tools

Public relations tools implemented by the government public relations departments serve as to have two-way communications with the target audiences or customers. Based on the very nature of activities and different target group, various tools can be used (Banik, 2004). So, there are different kinds of public relation tools. Some of are:

1. Mass Media

The mass media (newspaper, radio and television) are among the most tools used by PR professionals, because they can enjoy many people easily (Jefkins,2004). PR professionals should always know exactly which mass media use as a tool for what message. By the way, the electronic media holds a strong impression of both the illiterate and the community that can read and write. However, the budget and focus groups need, the message prepared to communicate determines the selection of channel for PR professionals.

2. Social Media

Now a day the world is symbolize as a small village because of internet expansion. Globalization and growth of social media played a key role in the fastest socio-economies growing (Quesinberry, 2009). Facebook is one of the main social media having nearly seven million members worldwide. Many people, especially young generation, spend their long time on this social media. They write and discuss what they see and hear in the community. Developed world PR professionals wisely utilize the social media as a primary tool to smarten up their business. Some ways are, making the news release and article readable through interesting headlines, concise and jargon-free words and active voice with keen proofreading before posting. PR professionals should network themselves with social media friends particularly with mass media persons without waiting request for friendship (Polarde, 2010). This eliminates the budget and cost of spending used by ordinary media. A systematic PR expert follows the cost-effective way of communication, social media is one of the easiest ways to achieve organization`s goal.

In addition PR expert use Webpage, it is one of the expansion of internet worldwide, many organizations and individuals use own web page to communicate with stakeholders. Website potentially enables to distribute information globally within a fraction of seconds, to delivering information has been simultaneously accessing video, audio and text message with low cost. Websites with attractive format tend to be more readable than any newspaper, radio and television station. Quite busy audiences who cannot access the information from the regular mass media announce time can find the information easily anytime (Jefkins, 2004).

PR professionals are also becoming increasingly popular among those who use the web page for strategic communication. Many business enthusiasts also have a web page specialist and reporters who are keenly interested in photography and video clips along with the short and clear text. As a result, websites are widely used by different business organizations and companies particularly in civilized countries.

3. Speech

Speech is one way of communicating a message to the target audience. PR professionals apply the speech in two ways, delivering it on different occasion on behalf of their organization and preparing it for those who speak out on different events.

Persuading based on truth rather than demagogue and propaganda is one of the basic characteristics of responsible speech. Always considering honesty, accountability, good faith, commitment to the public interest and truthfully with a genuine concern for the well-being of listeners is liable nature of verbal communication. Identifying the need for diverse listeners, understanding the demographic and psychological background and examining own motives and commitment to respectful dialogue are critical for ethical speakers (Esenwein, 2005). Speakers carefully research topics and present their motives accurately before they deliver to the audience. Honoring the rights of the listeners to raise questions, suggest alternatives, or even disagrees based on the past and coming conditions are highly advisable for delivering a successful speech.

4. Press Release

The news release is fundamental in the day-to-day activity of PR. News release predominantly intended to get non-paid space on newspapers and an airtime on radio and television stations as well as on web page of famous national and international media. News releases are news written by the PR that information about the organization's success, promotion, new product and other events prepared to different media. In fact, media editors reject most news releases, because they are either more exaggerated or self-promoting than having news value (D.Smith, 2002). An energetic PR produces their news release which facts and supported by memorable photograph and video. Irrelevant, overloaded, boring, and wrong addressed news release is always make the PR to lose the non-paid publicity. Relevant and newsworthiness, therefore, seem to the central requirement of the press release (Jefkins, 2004).

A well-prepared news release can catch the editor's attention and has the opportunity to publicize as prior news of the night on a television station. As the result, the organization can communicate with its targeted group of people to achieve its goal and objective. To the contrary, a weak news release cannot be used by any mass media. Rather, it will reject by the news editor and it is wasting time for the PR professional. It does not add any value to an organization business. Thus, critically understanding each media nature, the news style has been use and the work pressure of journalist is highly expected from the PR professionals to prepare best news release.

5. In-house Magazine

Magazine is immediacy and frequency than newspapers. Stories written until when the magazine is distribute to audiences. Magazine producing style varies from posters and brochures. The

information to be extract is different from daily quotation and designed to contain a broad range of concepts. In addition, this is one of reasons magazine retention from newspapers (D.Smith, 2002). Magazine produced within a week and one-year intervals. Mostly PR agents' magazines are not prepared in attractive ways because of its artwork, decoration and other relevant information. However, allocating enough budgets, assigning qualified human power and material needed to develop the magazine in eye-catching way. Moreover, it should focus more on imperishable information rather than timely news and news

6. Lobbying

Lobbying is monitoring public policy making for the whole people interest; building a case in favor of that interest; and putting it privately with varying degree of pressure to public decision makers for their acceptance and support through favorable intervention. It is a modern business expression of the right to petition the independent and to seek remedy, and if done ethically and within the law, it is extremely acceptable for organizational communication. If an organization faces problem on practicing the PR advised to try persuading the government to make policy against its core values. PR lobbyists should seriously understand how specialized and extensive their knowledge is in the areas and to persuade where the government to makes strategy adjustment (Oliver, 2004).

2.4. Public relations in Ethiopian Government Organizations

PR in Ethiopia the press and information desk was established during the reign of Haile Selassie I (HSI) under the Ministry pen after a brief occupation of Fascist Italy, 1941/42. At time both print and electronic media in the country. So, HSI government strong censorship control creates much influence on the growth of PR activity including the media. However in 1972 the government took a major initiative to establish Ministry of Information and after two years the ministry restructured and included tourism works. In 1983 the military government (Dergue) again restructured the ministry and named it Ministry of Information and National Advisory (Getasew, 2018).

This new ministry was given an authority voice of and responsibility to supervise the following governmental offices. Ethiopian News Agency, Revolutionary Ethiopian Radio, Press Office, Public Relations Office, Newspapers and Magazines Distribution Agency and Censorship Service. This structure was visible until the Dergue removal in 1991 (Getasew 2018).

With the coming to power of Ethiopian People's Revolutionary Democratic Front (EPRDF) the transitional government merges Ministry of Information with Ministry of Culture. Later on, these ministries again separated and become independent entities. By the Council of Ministers Regulation No. 158/2008 Government Communication Affairs Office (GCAO) was established under the Prime Minister Office and beginning from December 19, 2008, it took most duties and responsibilities of Ministry of Information. GCAO had a responsibility to assign the communication leadership and supervise all governmental PR functions. In addition that October, 2018 GCAO become defunct by proclamation No. 1097/2018 and a new press secretariat formed under the Prime Minister Office (Getasew,2018).

2.5. Public relation challenges in Ethiopian government organization

The challenges of public relation in government organizations are wide; one goal is that of settling what kinds of institutions count as governmental in the diverse settings of politics (Sanders, 2011). Furthermore, the complex and organizationally diverse nature of government communication is a crucial factor in the complexity of understanding government communication needs, goals and resources. There are some challenges facing that diverts the PR professions to act against the mutual benefit of the organization and the public. Some of these are;

1. Social Media

Now a day, number of social media users reached to more than 3 billion worldwide. In addition, information posted on social media becomes more complex and controversial than ever (Quesinberry, 2009). Scholars agree that it happened due to the diversity of attitude, knowledge, and demographics of the social media community. It is very complicated to measure the impact of social media on PR professionals.

2. Budget

Budget is also mostly challenging setback during implementing PR activities. Adjusting the need for budget ahead of starting implementing the plan and lay down pragmatic expectation based on applied programs. Also looking to external budget sources is an action of wise PR (Joseph ,2017).

3. Lack of Credibility

In any part of the world, the PR profession is seen as a “propagandist” or “spin doctor”. Even in our country context both the employer and the professionals themselves take PR activity to stand only on the organization’s side. In reality, public relations communicate based on truth with key audiences who affect business results, such as customers, shareholders, media analysts, policymakers, policy influencers etc. PR professionals should work to change the public’s wrong perception on PR by showing practically they stand equally for their organization and public mutual interest (Johnston, 2017).

4. Managing Crisis

The world is dynamic, different events happen within a minute interval. It is difficult certainly to predict why, how, and when crisis will happen in an organization. However, PR professionals should never sleep to save their company from disasters by predicting their consequence earlier than the problem happened (Peter, 2008).

2.6. PR theoretical perspectives

2.6.1. Public relations theories

Theories in PR come from the communication field. According to Lattimore et al (2004), public relations from the point of view of mass communication, psychology and sociology, they are classified into three main theoretical fields. They have accepted Uses and Enjoynments Theory, Framing Theory and Agenda Setting Theory as the theories of mass communication; Social Exchange Theory, Diffusion Theory and Social Learning Theory as psychological and behavioral theories. In this research the theories that are relevant are:

1. Systems theory

It looks at organizations as made up of interrelated parts, adapting and adjusting to changes in the political, economic and social environments in which they operate (Lattimore et al, 2004). So, according to System Theory, PR is a subsystem in organizations adopted as a social system. Role of public relations is affected by the definition of an organization in the social system, in other words perception of the organization relating to its role in the society (Miles, 1978).

Systems theory to organizational activity is not new. Although its use is widespread among many organizational theorists, it has only recently begun to receive active consideration from public relations theorists and researchers. Most applications have been limited to a narrow aspect of PR such as Heath's (1990) treatment of issues management. Its potential use for the development of comprehensive models and theories remains largely unexplored. To understand Systems theory is a structure of science, it has no substance by itself and must be applied. Systems analyses are abstract. They deal with symbols that stand for aspects of real objects and interrelationships. Systems approaches are holistic. Systems are dynamic and researches emphases are aimed at the behavioral change, i.e., observations are made across time. They are concerned with how tasks or functions are performed. Finally, they permit interdisciplinary viewpoints.

Although many perspectives exist, General System's theory portends promise as a meta theoretical approach for organizing public relations phenomena. As is the case with public relations practice, General Systems theory is multi-disciplinary, i.e., not context specific, and assumes multiple, simultaneous cause-effect relationships among variables. When public relations activity is conceptualized as action of a system, scholars and practitioners proceed with consideration of subsystem interaction and variation across situations in order to derive useful, generalized public relations principles that are not limited like those derived from anecdotal, situation-specific analyses. Overall Systems approaches emphasize consideration of input-transformation-output cycles between the system of study and its transactions with the environment.

2. Social perspective

PR defines its role according to the activities in the social system. However organizational perspective to PR defines its role according to the contribution to achieving organizational objectives. PR is a field that practitioners have been faced role multiplicity and role conflict at the same time. PR is a dynamic and rapidly growing field. Whether you're developing the public image of an organization, dealing with the society, media or managing issues for a large company, you need strong communication skills and a sound understanding of public relations processes as well as social and organizational systems (Johnston, 2009). Then theories of public relations helps PR practitioners explain and predict human behavior and communication. PR practitioners can make campaigns and to continue to develop messages

more effective using theories. In addition, theory may be a starting point for describing the key activities and different roles of PR practitioners in the organization and also society.

2.6.2. Public Relations Models

According to Grunig and Hunt (1984), public relations models are divided into four models. These are based on, one-way or two-way communication between the organizations and publics. These models are defined as the press agent/publicity, public information, two-way symmetrical and two-way asymmetric.

1. The Press Agent (Publicity) Model

The PR professional uses persuasion to convince the thoughts and opinion of their target audience, this model named also rhetoric form, highly accurate is not necessary and propaganda. The organization never listens to the stakeholders respond or comment, and no need of audience feedback analysis and research. Top to down form of communication, and tends to propaganda technique used by media outlets. Mainly persuasive skill has been used to influence the public opinion for hundreds of years in ancient India, Mesopotamia, Greece and Roma.

2. The Public Information Model

This model also called journalistic model of PR; it is a little far from manipulative technique and more targeted on dissemination of information. However, the communication strategy is one way and no audience satisfaction examination made to guide the communication strategy.

3. The Two Way Asymmetrical Model

In this model PR practitioner aimed and follows scientific strategy to persuade target audience of the organization. Conducting research for better understanding to know the audience's attitude

Two-way symmetrical models (emerged around 1990) and though, which help to create the message designing strategy. Persuasive communication is used, but more tends to be in favor of the organization benefit-oriented, rather than the client.

4. The Two Way Symmetrical Model

This model is taken as a best, and PR should act as a liaison between an organization and its publics, rather than persuader. Its purpose of communication is creating common understanding. The nature of communication used is balanced effects and mediates the benefit of all parties, not

siding with the employer or any other party. Symmetrical term is attempting to create mutual beneficial relation among the organization and the client (Theaker, 2012), Dozer, 2002) and (Yeomans, 2006).

Some limitation of such PR model is that it might work to confuse the lines of command in an organization. A lower who is given the chance to give a lot of feedback might come to think that they are as high up in the hierarchy as their top leaders. The direction that they are being consulted and allowed to communicate their opinions may erode their willingness to accept being told what to do by those who are above them in the hierarchy (Notes, 2012).

In addition to that at certain crisis communication times it can slow down time-sensitive procedures because of an extended two-way conversation. As Grunig (2001), explained that public relations is asymmetrical nature. Persuasion is still relevant in the symmetrical model. Public relation professionals some time persuade the public and other times they must persuade senior management.

2.7. Community relations practices and challenges

Community defines indifferent ways. According to , Townley et al (2010) community are usually make reference to constituent common component elements and the processes that occur among the component of psychological, social and cultural aspect. So, these indicated that community are, a group of people organized network with a common agenda, cause, collaborate by sharing ideas, information and other resources. Therefore these are a key of public for organizations that practices strategic of public relations.

2.7.1. Community members

As Natasha (2017), explained community members are a small society. It has included of people adopting different roles to ensure that everything runs smoothly. So, community members are the key components of community forum process. The community member will be able to speak about the impact from their perspective both as an individual and a member of the community.

According to, Natasha (2014) community members are divided in to four groups. These are Community manager or formal leader of the community, the Dominators or the active core of all community interactions ‘familiar faces’ and overview of the on goings in a community, the lurkers

or the content consumer the community: They aren't an active part of the community and The Newbies or the new member of the community. These are the representative of the community.

2.7.2. Community practice

The term 'community practice' was explained by Wenger(2002) to describe a group of people who share a concern a set of problems or a passion about a topic, and who deepen their knowledge and expertise by interacting on an ongoing basis. So, Community practices are mutual learning, sharing practices and developing expelling ideas. In addition to, there are different types of group's participant in community practices.

Community practices applied in different organizations concern to the goals of the organizations. As Etien (2002), explained community practices are applied in different organization. These are in business organization, government, education, professional associations, development projects and civic life. Then, Community practices helps to knowledge sharing the international communities, solving social and economic activities such as education, health and security that require coordination and knowledge sharing across level of government. There are also communities practice holds assure of enabling connections among people across formal structures.

2.7.3. Community relations practices

Community relations given by many scholars and documents, According to Peak (1998), a community relation is described as "an institution planned activity and continuing participations with a community to maintain, and enhance its environment to the benefit of both the institution and community". In addition, community relation is seen as a way in which to redress organizational wrongs, as a means of demonstrating support for communities and vehicle for gaining official and public support for organization (Wilcox, Ault and Agee, 1998).

According to ,Fraser (1992), community relations practices in government organization are many function these are inform the community about the operation of firm, correct misunderstandings, gain the favorable opinion of the community, inform employees and their families about company activities and development, find out what resident think about the company, established a personal relationship between management and community leaders, support health programs through contributions of both founds and employee services to local campaigns, contribute culture by providing funds art exhibits concerts and drama festivals, aid youth and adult educations by

cooperating with administrators and encourage sport and recreational activities. Then most of community relations practices are a public relations function as an institution. But CR Practices focused on like economical support, culture development, social and economic support, fund finding, sport and art development.

2.7.5. The roles of PR in government organization's community relationship

The role of PR in government organization's to develop community relationship with the government. PR in government organization's community relation are providing to official of the organizations with information on the status of community relation, Representing the organization in all sorts of volunteer activities , including fund drives and getting employees, managing contribution function giving donation if a corporation, raising fund it a nonprofit organization, contributions of employee as a voluntary workers or board members, arranging for use of facilities and equipment by community groups, Planning and helping to implement special events such as ground breaking or dedication of few facilities ,change in location ,anniversaries , reunions, contentions or exhibitions and Preparing publications for distribution to resident groups (Jackeson , 2003)

Community relation is the core of public relations program. Because of it is sets of the tone of what an organization stand for not in words but in actions. The level of community relations programs are three. These are defensive, Proactive and maintenance the community attitudes. On addition, two levels of community relations programming emerge. These are standard community relations involve basic arm-length" good corporate citizens" create awareness and planning and decision making network desirable (H.centet and Jackeson, 2003).

2.8. Theoretical framework

The theoretical framework of this study is social exchange theory. Social exchange perspectives suggest that social relationships involve the exchange of resources such as status of information, Goods, services, money, secretive and love (knapp, 1984). Other hands organizational perspective to PR defines its role according to the contribution to achieving organizational objectives.

PR is a field that practitioners have been faced role multiplicity and role conflict at the same time. PR is a dynamic and rapidly growing field. Whether you're developing the public image of an organization, dealing with the society, media or managing issues for a large company, you need

strong communication skills and a sound understanding of public relations processes as well as social and organizational systems (Johnston, 2009). According to social exchange theory use of social exchange theory also views inter personal relationship as deal in the same way as they consider a work place.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. INTRODUCTION

Methods are appropriate for the development of knowledge in given study. This chapter discusses the research methodologies and design including research strategies. In addition, it explains the sampling techniques, data collection and analysis methods.

Research design is the logic or master plan of the research that throws light on the study is to be conducted. It shows all major part of the research study samples or groups, measures, treatments or programs, etc work together in attempt to address the research questions. As to Moutom (1996), research design serves to “plan, structure and execute” the research to maximize the “validity of finding”. So the researcher selected descriptive research design. And the research approach of this research is mixed methods (qualitative and quantitative).

According to Minchiello et al (1990), quantitative data is information about quantities and therefore numbers and qualitative data is descriptive and regards phenomenon which can be observed but not measured, such as language. So, Creswell (2009), the uses of combined methods of study understand the research of the problem and explain our build of the result of the research by triangulating different qualitative and quantitative data source.

As to Wimmer and Dominic (2003), qualitative research favors a flexible question approach. Although a basic set of questions prepared, the researcher can change questions or ask follow-up questions at any time. Appropriate for qualitative research to achieve its objectives there are four primary data collection methods it depend on Marshall (1999). He put four data collection methods as follows: these are participating on setting, observing directly, interviewing in depth, and analyzing document materials. But the researcher used in this study is mixed research data gathering methods. These are interview in depth, and questionnaire.

3.2. Sampling techniques

In order to answer the research questions, it is doubtful that collect data from all cases. There are different types of sampling method, but this research used purposive sampling methods. Taking a subset from chosen sampling frame or entire population is called sampling. Sampling

techniques can be divided into two types; these are Probability or random sampling and non-probability or non-random sampling (Taherdoos, 2016).

Then the researcher used in this study non random sampling techniques. It is more associated with qualitative and quantitative research. With regards to the latter, studies tend to focus on small samples and are intended to examine a real life phenomenon, to the wider population (Yin,2003). A sample of participants or cases does not need to be representative, or random, but a clear rationale is needed for the inclusion of some cases or individuals rather than others. The researcher used to this study is purposive sampling method.

Purposive sampling is a strategy in which particular settings persons or events are selected deliberately in order to provide important information that cannot be obtained from other choices (Maxwell, 1996). It is where the researcher includes cases or participants in the sample because they believe that they warrant inclusion.

In this research participates 7 different community leaders with questioners. These are sub cities council members, Regional leaders, youth Association leaders, women association leaders, different political parties' leaders, business leaders and expert association leaders to participants in the each selected sub city. The total participants' to questioners are 147 community participants. In additions, 6 PR department heads and experts participate in depth interviews with the qualitative questions in the selected sub cities. Then, the total participants of this study were 153 community members and PR professionals in the selected sub cities.

3.3. The Source and data collecting tools of the study

The data for this study came from primary data. These are the first source of data collected from selected sub cities of Addis Ababa City Government public relations departments heads, PR officers and community representatives from selected sub cities.

3.3.1. Primary data sources

Primary data have been collected from three sub cities through in-depth interview with 6 PR department heads and officer; questionnaire from 147 community representatives' participants.

1. Interviews

Interviews are methods of gathering information through the oral quiz using asset of pre-planned core questions. According to Shneiderman and Plaisant (2005), interviews can be very productive since the interviewer can pursue specific issues of concern that may lead to focused and constructive suggestions. This was done as per their recommendation to ease the interview process and let them prepare for interview. Those selected informants took their share of questions claiming that some of the questions did not fall under their specific job or department in which they belonged.

Therefore, the researcher made In-Depth Interview with three public relation officers and three PR heads .

2. Questionnaires

Questionnaire has the advantage of taking it to wider audience compared to interviews, but has disadvantage of not being possible to customize it to individuals as it is possible with other methods of data collection. There are 150 questionnaire distributed to gather information from each sub city council members additional responsibilities committee members.

3.4. Methods of data analysis

This research applied descriptive research design. Both qualitative and quantitative approaches were used to analyze the data. Interviews, and questionnaires were prepared to community representatives and used as data collection methods. Furthermore, the justification for each of the data collection methods used in the study was discussed. According to Brogdan and biklen (2003), both qualitative and quantitative (mixed) methods is important to descriptive and analysis it.

Therefore, qualitative data was analyzed through organizing issues into themes and searching for patterns. The aims of analysis of qualitative data are used to discover patterns, concepts and meanings. And the quantitative data were reported using percentages and frequencies and displayed using tables.

CHAPTER FOUR

4. DATA PRESENTATION AND ANALYSIS

4.1. INTRODUCTION

The aim of this study was to assess the community relations practices and challenges among in the contact of PR departments in the selected sub cities of Addis Ababa city government. To achieve this aim, research questions were posed. In order to answer the research questions mixed research methodology was used. Both quantitative and qualitative approaches were used to analyze the current community relations practices and challenges in the selected sub cities. Questionnaire were also used to analyze the community relations practices and tools to understand the perception of the community members and In-depth interview was used to assess the community relations practices and challenges, PR tools to reach community, PR strategy with the PR heads and experts in the selected sub cities of Addis Ababa city government.

This chapter presents the quantitative and qualitative data. The responses to the research questions are presented in three themes. These are data obtained from the community members, public relations heads and senior public relations experts of the PR departments of the selected sub cities of Addis Ababa city government has also been analyzed.

4.2. Respondents profile

The profile of the respondents in this research included Sex, Age, and Educational level and work conditions. In this study, 147 respondents were participated. But 140 respondents fill the questioner and return. The following tables show SPSS software output of sex, age, educational level and educational condition.

A. Sex

| Sex | | Frequency | Percent |
|-----|--------|-----------|---------|
| | Male | 76 | 54.3 |
| | Female | 64 | 45.7 |

Table 1, Information of sex respondents

Table1 above shows profile on sex of the respondents. Accordingly, majority of respondents 54.3 percent were male and 45.7 percent female. This indicates that the majority of the respondents' sex is male.

B. Age

| Age | | Frequency | Percent |
|-----|-------------|-----------|---------|
| | 18-27 | 39 | 27.9 |
| | 28-40 | 66 | 47.1 |
| | 40and above | 35 | 25.0 |

Table 2, Information age of respondents

Table 2 above shows profile on the age of the respondents, accordingly majority of respondents 47.1 percent indicated that they are between 28-40 years old while another 27.9 percent were between 18-27 years old. Only 25.0 indicated 40 Years and above. This indicates that the majority of the respondents' ages are 28 to 40 years old.

C. Educational level

| | | Frequency | Percent |
|-------------------|--------------------|-----------|---------|
| Educational level | Grade 12 and below | 17 | 12.1 |
| | Diploma | 32 | 22.9 |
| | First degree | 72 | 51.4 |
| | Master and above | 19 | 13.6 |

Table 3, Information of educational level

Table 3 above shows respondents profile on educational level the respondents. Accordingly, majority of respondents 51.4 percent indicated they had first degree while another 22.9 percent had diploma. Again 13.6 percent had master and above. Only 12.1 indicated grade 12 and below. This indicates that the majority of the respondents’ educational levels were diploma and first degree. This shows presence of more educated people in the sample respondents.

D. Work conditions

| | | Frequency | Percent |
|-----------------|---------------------|-----------|---------|
| Work conditions | Government employee | 69 | 49.3 |
| | Private employee | 24 | 17.1 |
| | Unemployed | 21 | 15.0 |
| | Business person | 26 | 18.6 |

Table 4 , Information of work conditional

Table 4 above shows respondents profile on work condition. Accordingly, majority of respondents 49.3 percent indicated they were government employee while another 17.1 percent were private employee. Again while 18.6 percent business person, only 15.0 indicated unemployed. This indicates that majority of the respondents’ government employees.

4.3. Main Question

1. Close ended questioner

Part A. Community Relation Practices for community members

1. The PR departments inform the community about the operation of the administration.

| | | | | | | | | | | |
|--|--------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|-----------|
| Que1,PR departments informs the community about the operation of the administration | The respondent of the reaction | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | percent | Frequency |
| | 8 | 5.7 | 61 | 43.6 | 43 | 30.7 | 25 | 17.9 | 3 | 2.1 |

Table 5:- PR informing the operation of the organization to the community.

Table 5 above shows respondents' reaction on whether the PR office informs communities about the operation of the administration. Accordingly, majority of respondents 43.6 percent indicated that they agree with the statement while another 5.7 percent strongly agree. Again while 17.9 percent disagree, only 2.1 indicated strong disagreement. This indicates that majority of the respondents' state that the PR of the administration provides information on its operation to the community.

2. The Public relation attempts correct misunderstanding about the administration.

| | | | | | | | | | | |
|---|--------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|-----------|
| Que2, PR attempts to correct misunderstandin gs about the | The respondent reactions | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | percent | Frequency |
| | | | | | | | | | | |

| | | | | | | | | | | |
|-----------------|----|-----|----|------|----|------|----|------|---|-----|
| administration? | 10 | 7.1 | 16 | 11.4 | 54 | 38.6 | 58 | 41.4 | 2 | 1.4 |
|-----------------|----|-----|----|------|----|------|----|------|---|-----|

Table 5, correcting misunderstanding the administration

Table 6 above shows respondents' reaction on whether the PR office attempts to correct misunderstandings about the administration. Accordingly, majority of respondents 41.1 percent indicated that disagree with the statement while another 38.6 percent neutral. Again while 11.4 percent agree, only 1.4 indicated strong disagreement. This indicates that majority of the respondents' stated the PR of the administration disagree correct misunderstanding to the community.

3. Public relations department goes to gain the favorable opinion of the community.

| Que 3, PR goes to gain the favorable opinion of the community? | Respondent of response | | | | | | | | | |
|--|------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 13 | 9.3 | 62 | 44.3 | 41 | 29.3 | 24 | 17.1 | | |

Table 6:- to gain the favorable opinion

Table 7 above shows respondents' reaction on whether the PR department tries to gain the favorable opinion of the community. Accordingly, majority of respondents 44.3 percent indicated that they agree with the statement while another 9.3 percent strongly agree. Only 17.1 percent indicated strong disagreement. This indicates that majority of the respondents' state that the PR of the administration tries to gain the favorable opinion of the community.

4. PR Departments informs the activities and development to the community.

| Que4, the PR informs the activities' and development to the community? | The Respondent of responses | | | | | | | | | |
|--|-----------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly Disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 10 | 7.1 | 69 | 49.3 | 43 | 30 | 18 | 12.9 | 0 | 0 |

Table 7, Informs the activities and development to the community

Table 8 above shows respondents' reaction on whether the PR informs the activities and development to the community. Accordingly, majority of respondents 49.3 percent indicated that they agree with the statement while another 7.1 percent strongly agree. Only 12.9 indicated strong disagreement. This indicates that majority of the respondents' state that the PR of the administration informs the activities and development to the community.

5. PR departments' efforts residents think the organization.

| Que 5, PR departments efforts resident think the organization . | The respondent of responses | | | | | | | | | |
|---|-----------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 2 | 1.4 | 38 | 27 | 23 | 16 | 75 | 53.6 | 2 | 1.4 |

Table 8, PR departments’ efforts residents think the organization.

Table 9 above shows respondents’ reaction on whether the PR Departments PR departments’ efforts residents think the organization. Accordingly, majority of respondents 53.6 percent indicated that disagree with the statement while another 16.4 percent neutral. Again while 1.4 percent strongly disagree, However, 27 percent agree and 1.4 strong agreements. This indicates that majority of the respondents’ state that the PR departments’ have no idea or disagree if the PR tries to find out what residents think about the organization.

6. The PR Department is an effort to establish relationship between management and community leaders?

| | | | | | | | | | | |
|---|-----------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que 6, There is an effort to established relationship between management and community leaders. | The respondent of responses | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 6 | 4.3 | 30 | 21.4 | 28 | 20 | 74 | 52.9 | 2 | 1.4 |

Table 9, Information of an effort to established personal relationship between management and community

Table 10 above shows respondents’ reaction on whether the PR department shows is an effort to established relationship between management and community leaders. Accordingly, majority of respondents 52.9 percent indicated that disagree with the statement while another 20 percent neutral. Again 1.4 percent stated they strongly disagree. However 21.4 percent indicated agree and 4.3 percent strong agreement. This indicates that majority of the respondents’ state that they have no evidence that the PR department put an effort to establish relationship between management community leaders.

7. The PR department supports social service programs through contributions of both funds and employee services to local campaigns.

| Que 7, The PR departments support social service programs through contributions of both funds and employee services to local campaigns | The respondent responses' | | | | | | | | | |
|--|---------------------------|---------|----------|---------|----------|---------|-----------|---------|------------------|---------|
| | | | Agree | | Neutral | | Dis agree | | Strong Dis agree | |
| | Frequenc ncy | Percent | Frequenc | Percent | Frequenc | Percent | Frequenc | Percent | Frequenc | Percent |
| | 5 | 3.6 | 34 | 24.3 | 23 | 16.4 | 76 | 54 | 2 | 1.4 |

Table 10, Information of social service program contributions

Table 11 above shows respondents' reaction on whether the PR offices did support social service programs through contributions of both funds and employee services to local campaigns. Accordingly, majority of respondents 54 percent disagree with the statement while another 16.4 percent neutral. Again 1.4 percent strongly disagrees, However 24.3 percent indicated agree. Only 3.2 indicated strong agreement. This indicates that majority of the respondents' stated that they had disagree the PR departments support social service programs through contributions of both funds and employee service to local campaigns.

8. The PR departments are contributes to culture by providing funds for art, exhibit concerts and drama festival.

| Que 8, The PR departments are contributes to culture by providing funds for art, exhibit concerts and drama festivals | The respondent of the responses | | | | | | | | | |
|---|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|--------------|---------|
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly dis | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 7 | 5.0 | 41 | 29.3 | 23 | 16.4 | 67 | 47.9 | 2 | 1.4 |

Table 11, Information of PR departments contributes to culture by fund

Table 12 above shows respondents' reaction on whether the PR Department had contributed to culture by providing funds for art, exhibit concerts and drama festivals. Accordingly, majority of respondents 47.9 percent indicated disagree with the statement while another 16.4 percent neutral. Again while 1.4 percent strong disagree, However, 29 percent indicated agree and 5 strong agreement. This indicates that majority of the respondents' state that the PR department are no contributes to culture by providing fund.

9. The PR departments are support youth and adult educations by cooperating with administrators

| | | | | | | | | | | |
|--|-----------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que 9, PR departments support youth and adult educations | The respondents' of the responses | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 5 | 3.6 | 34 | 24.3 | 23 | 16.4 | 76 | 53.4 | 2 | 1.4 |

Table 12:- Information of PR departments is support youth and adult educations

Table 13 above shows respondents' reaction on whether the PR offices supported the youth and adult educations by cooperating with administrators. Accordingly, majority of respondents 54.3 percent indicated that they disagree with the statement while another 16.4 percent neutral. Again while 1.4 percent disagree, However 24.3 percent indicated agree and 3.6 strong agreements. This indicates that majority of the respondents' had disagree the PR departments support youth and adult educations by cooperating with administrators.

9. The PR departments are encouraging sport and recreational activities?

| | | | | | | | | | | |
|---|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que10, The PR departments are encourages sport and recreational activities? | The respondent of the responses | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 9 | 6.4 | 21 | 15.0 | 49 | 35.0 | 58 | 41.4 | 3 | 2.1 |

Table 13 :- Information of PR encourages sport and recreational

Table 14 above shows respondents’ reaction on whether the PR department encourages sport and recreational activities. Accordingly, majority of respondents 41.4 percent indicated that they disagree with the statement while another 2.1 percent strongly agree. Again while 15 percent agree, only 6.4 indicated strong disagreement. This indicates that majority of the respondents’ state that the PR of the administration encourages sport and recreational activities to the community.

Part B: Public Relations tools

1. Press release

| | | | | | | | | | | |
|--|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que 1, PR uses press release to reach community | The respondent of the responses | | | | | | | | | |
| | strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 13 | 9.3 | 18 | 12.9 | 54 | 38 | 55 | 39.3 | - | - |

Table 14:- information of PR to reach community with press release

Table 15 above shows respondents’ reaction on whether the PR departments to use PR message reach community with Press release. Accordingly, majority of respondents 39.3 percent indicated that they disagree with the statement while another 38 percent neutral. 12.9 percent indicated agree. This indicates that majority of the respondents’ state that the PR departments’ reach community no with press release.

2. Media Relation (Broadcast and Radio etc)

| | | | | | | | | | | |
|--|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que2, PR uses media relations to reach community | The respondent of the responses | | | | | | | | | |
| | strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 5 | 3.6 | 50 | 35.7 | 67 | 47.9 | 17 | 12.1 | 1 | 0.7 |

Table 15:- Information of PR to reach community with media relations

Table 16 above shows respondents' reaction on whether the PR departments use media relations as PR tools to reach community. Accordingly, most of respondents 35.7 percent indicated that they agree with the statement while another 3.6 percent strongly agree. However 47.9 percent indicated they had no information (neutral) the PR to use reach community. Again while 12.1 percent disagree, only 0.7 indicated strong disagreement. This indicates that most of the respondents' believe that the PR departments' use media relations to reach community.

3. The PR departments to use Social awareness strategies (like Drama, Concerts , etc)

| | | | | | | | | | | |
|---|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que3, PR to use social awareness strategies like drama, concerts, etc. to reach community | The respondent of the responses | | | | | | | | | |
| | strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 9 | 6.4 | 13 | 9.3 | 73 | 52.1 | 43 | 30.7 | 2 | 1.4 |

Table 16:- Information PR to use social awareness to reach community

Table 17 above shows respondents' reaction on whether the PR departments to use PR tools reach community with social awareness strategies. Accordingly, the majority respondents 52.1 percent

indicated that they prefer to be neutral or had no information about the statement while another 30 percent disagree, only 1.4 percent strong disagree. In the meantime 9.3 percent indicated agree and 6.4 percent strongly agree that the PR department use social awareness strategies to reach community. This indicates that majority of the respondents' state that the PR departments' had no information about the use of social awareness as PR tools to reach community.

4 . PR to use Meeting and conference reach communality

| | | | | | | | | | | |
|---|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que 4, PR to use meeting and conference reach community | The respondent of the responses | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 20 | 14.3 | 78 | 55.7 | 34 | 24.3 | 8 | 5.7 | 0 | 0 |

Table 17:- Information of PR to use meeting and conference to reach community

Table 18 above shows respondents' reaction on whether the PR departments to use meeting and conference to reach community. Accordingly, the majority respondents 55.7 percent indicated that they agree with the statement while another 14.3 percent strongly agree. Only 2.1 indicated strong disagreement. This indicates that majority of the respondents' state that the PR department to use meeting and conference to reach community.

7. The PR to use Magazine and newspapers reach community

| | | | | | | | | | | |
|--|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que 5, PR to use Magazine and newspapers reach community | The respondent of the responses | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 13 | 9.3 | 73 | 52.1 | 45 | 32.1 | 9 | 6.4 | 0 | 0 |

Table 18:- information of PR to use magazine and newspapers reach community

Table 19 above shows respondents' reaction on whether the PR departments use Magazine and newspapers to reach community. Accordingly, the majority respondents 52.1 percent indicated that they agree with the statement while another 9.3 percent strongly agree. Only 6.4 percent indicated strong disagreement. This indicates that majority of the respondents' state that the PR departments Magazine and newspapers-to reach community.

8. The PR to use Speech and public announcement reach community

| | | | | | | | | | | |
|--|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que 6, PR to use Speech and public announcements reach community | The respondent of the responses | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 15 | 10.7 | 76 | 54.3 | 43 | 30.7 | 6 | 4.3 | 0 | 0 |

Table 19:- information of PR to use speech and announcements reach community.

Table 21 above shows respondents’ reaction on whether the PR departments Speech and public announcement to reach community. Accordingly, the majority respondents 54.3 percent indicated that they agree with the statement while another 10.7 percent strongly agree. Only 4.3 percent indicated strong disagreement. This indicates that majority of the respondents’ state that the PR department use Speech and public announcement as PR tools to reach community.

9. The PR to use Social media reach community

| | | | | | | | | | | |
|---|---------------------------------|---------|-----------|---------|-----------|---------|-----------|---------|-------------------|---------|
| Que 7, PR to use social media reach community | The respondent of the responses | | | | | | | | | |
| | Strongly agree | | Agree | | Neutral | | Disagree | | Strongly disagree | |
| | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent | Frequency | Percent |
| | 3 | 2.1 | 38 | 27.1 | 44 | 31.4 | 55 | 39.3 | 0 | 0 |

Table 20:- Information of PR to use social media reach community

Table 21 above shows respondents’ reaction on whether the PR departments to use social media as a PR tools to reach community. Accordingly, the majority respondents 39.3 percent indicated that disagree about the statement while another 31.4 percent neutral. However 27.1 percent indicated agree and 2.1 percent strongly agree the PR department to use reach community with social media. This indicates that majority of the respondents’ state that they had disagreed on whether PR reached community with social media.

3. Open ended question

1. What are the roles of PR in developing community relation with immediate community?

According to the data, 42 respondents stated the role of PR responsibility as a good corporate citizen, gains a number of long-term benefits in terms of community support, loyalty, and goodwill. A comprehensive and strategic community relations program can

help virtually any organization large or small; for- or non-profit achieve increased visibility and a wide variety of other benefits. But the other respondents are not informed this idea.

2. Please mention anything you feel important about the efforts of PR departments in maximizing CR?

As the data indicated, 34 respondents stated the PR structures renew, PR leaders assigned isolated politically, develop awareness the difference between PR practices and CR practices. The other respondents not inform this idea.

4.4. Presentation of qualitative data

1. Interviewees

The researcher conducted in-depth interview to assess the community relations practices and challenges, PR strategy to develop community relations practices, tools PR to reach community. In addition, he assessed the acceptances and attitudes of managers to the community relations practices in the selected sub city of Addis Ababa city government. The responses are indicated below:

1. What are the major community relations practices from May 1/ 2018 to May 1/ 2020 in the selected sub cities PR departments?

Respondents were asked to describe the major community relation practice in selected sub cities. Accordingly, they indicated that the selected sub cities of PR practice are, almost all of the respondents are state that, community relations activities are collect environmental survey data from the community, face-to-face discussion, gathering information with written or oral interview especially in business, low enforcement, construction, health, discussion on benefit of women, youth and land administration service organized panel discussions with community, members, relevant sectors and experts each years.

The most of the respondents' reactions are state that community relation practices are from May 1/ 2018 to May1/2020 in the selected sub cities were discussion with the community members and stockholders and survey. Then, almost all the respondents state that the statements' the PR offices practices no isolated the CR practices with PR practices.

2. How to evaluate the PR officers in the selected sub cities community relation practices?

Respondents were asked to evaluate the community relation practice in their organizations. Accordingly, they indicated that the organizations PR applies different methods and techniques to carry-out its community relation practices. They say that the PR performs, it also conduct in relation with this. R1 state that, there are two ways to evaluate the community relations practices in the work place. One is in terms of the benefits or salary payments, second, how many activities have we done in terms of the specific tasks set for community relations activities,

However , R2 and R 5, state that respond there are no evaluation system , because start from beginning of the plan works to bottom are gaps to evaluate at ground level. In addition to this the other respondents state that community relations activities were evaluated by participating the stockholders, and different community members like youth, women , council members , business representative , religious leaders , political parties on a quarterly and annual basis with meeting and conferences. This helps to identify the successful community relation practices. They stated that in such a way mal-practices were changed to better practices. However, they respond that the process of community relations will not be evaluated in an organized manner as the process of structural change has been suspended since 2018.

3. What are the strategies of public relations offices used to community relation practices?

Respondents were asked about the strategies PR office used for community relation practice in their administration. Accordingly, they indicated that the administration PR applies different PR tools and strategies community relations practices. Most of the respondent state that the PR office use PR tools and strategies are the same value, to address the main issues to the community. They apply different ways to address community. These are discussion by organizing interview information, printing materials such as year book, brochure and survey, again the PR prepared different public form and social media.

This indicates the respondents' reactions state that the statement indicated the strategy PR offices are discussion, interview, printing materials. And R3 and R 4 stated that, the PR office sometime use social media and prepared different public form. However, Oliver (2004) advised the organizations used four common types of PR strategies such as , research action plan, communicating and evaluating to address the community.

4. What are the PR tools used to reach community and evaluate the effectiveness for community relations practices?

Respondents were asked to describe the tools PR to reach community for community relation practice in their administration. Accordingly, they indicated that the administration PR office used different PR tools to reach community. R 1,2, 3 and 5 stated that, reach community in our sub-city writing and oral interview, annual journal, brochure, flyer, monthly magazine, public awareness, photo exhibition, meeting and conference. Again, the respondent stated social media were not to reach community in administrations.

This indicates that the tools used by PR to reach communities are discussion, interview, printing materials, photo exhibition, meeting and conference. Then as, (Banik, 2004) state that the PR tools implemented by the government public relations departments serve as to have two-way communications with the target audiences or customers. Based on the very nature of activities and different target group, various tools can be used.

In addition, the Respondents were asked to evaluate the effectiveness PR tools to reach community. Accordingly, they indicated that the PR offices evaluate PR tools to reach community. R 2,3 and 6 stated that, in sub-cities in terms of measuring the effectiveness of PR tools. There are community satisfaction measures that evaluate the effectiveness of the planning process by disseminating information that is relevant to the community through a written questionnaire, making it available to the community, collecting and analyzing data, assessing the effectiveness of the community's behavioral changes, conduct a survey of the accessibility and effectiveness to prepared panel dissection twice a year. They identify the strength and weaknesses of the communication tools.

However, most respondents' state that there are not evaluation mechanisms of the PR tools to reach community. Then, this indicates most of the respondents' reactions states that the PR office evaluates PR tools to reach communities are in terms effectiveness, but the two respondent states that the PR offices are not evaluate PR tools to reach community.

5. What are the challenges of Community Relation practices in the selected sub cities?

Respondents were asked to identify the challenges of community relation practices in their selected sub cities. Accordingly, they indicated that in the selected sub cities PR departments the challenges of community relations practices are almost all respondents stated that, the challenge of community relations practices as wide-ranging. However, spicily started in their sub-city there was change in the structure of the PR department especially since 2018. Thus, communication and public relations office were reduced to a working group, the relations of business community, from women, from religious representatives, from education, health professionals, councilors and lost contact with the PR departments. In addition that, the challenges of CR were limitation of material and budget, problem of trained manpower, assigned political leader, lack of positive leadership attitude and the lack of an organized community communication strategy are some of the main problems.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5. 1. INTRODUCTION

This study deals with assessment of community relations practices and challenges the case of PR department in the selected sub cities of Addis Ababa cities government. The finding of the study covered the community relations practices and challenges in the selected sub cities tools used by PR to reach community, strategy of PR in community relation. The findings of the study are discussed as follows.

5. 2. Major findings

5.2.1. The Community Relations PR Practice in the selected sub cities PR departments

The finding of this research indicated that the selected sub cities of PR departments were not fully engaged in most community relations practices, such as corrected miss understanding, social and economic support, supporting youth and adult education, developing culture and art, conduction arranging press conformances on different issues.

But , 43.6 % of respondents stated that, CR was informing the operations of the city administration, having discussion with members of community, gather information using survey, with written and oral interview especially in business, law enforcement, construction , and health. Other practices include discussion to women, youth and providing land administration service through panel dissections, magazine on various topics, brochure, flyer and news try to connect the community and the government.

However, there were gaps on disseminated information through discussion which is hardly practiced in the PR departments. The above community relations practices were not practiced properly. This practice contradicts with the social and system theory that states PR is a dynamic and rapidly growing field. Whether you're developing the public image of an organization, dealing with the society, media or managing issues for a large company, you need strong communication skills and a sound understanding of public relations processes as well as social and organizational systems (Johnston, 2009 and Miles, 1978).

5.2.2. The PR Strategies

The response indicated that the PR departments did not have written communication strategies plan in all the selected sub cities PR departments. Benne (1996) stated strategy as the direction that the organization chooses to follow in order to fulfill its mission. But, globalization has changed the face of managerial texts on the subject. Therefore, public relations strategies will aid organizations in reaching their goals within short time duration. However, in this case the selected sub cities PR departments use documents such as communication action plan, but not in the appropriate ways.

5.2.3. The major PR tools to reach community

According to the data the selected sub cities of PR departments use different communication tools to reach community. More than, 50 % of the respondents meeting and conference, magazine and newspaper, public speech and announcement, and photo exhibitions. However, more than 55 % of the respondents there were gaps on conducting enough amounts of media relation and social media on different social, political, and economic issues of the sub cities. The sub cities used PR tools to reach community, according to (Grunig and Hunt , 1984) public relation models. These are in the some way used but not used properly. But As, (Ki and Hon, 2006) a variety of tools should be employed to communicate with the public effectively.

5.2.4. The challenges of community relation practices

The data indicated that the challenges of the community relation practices in the selected sub cities are limitation of Material and Budget, problem of trained human resources political leader assigned, organizational structure, lack of positive leadership attitude and the lack of an organized community communication strategy.

5.3. Conclusion

This research paper focused on the selected sub cities of Addis Ababa city government PR departments. It's to assess community relation practices and challenges in the contact PR departments in the selected sub cities of Addis Ababa city government. The research applied mixed (quantitative and qualitative) methods, descriptive research design and purposely sampling techniques. In addition that, analysis to by social theoretical framework.

The finding of this research indicated that the selected sub cites of PR departments were not fully engaged in most of community relation practice such as correcting miss understanding, social and economic support, supporting youth and adult education and developing culture and art, conducting researches, and arranging press conferences on different national issues. But On the other hand,43.6% the PR departments informs the operation firm to the administration, more than 50 % the respondent stated that address the community using PR tools such as meeting and conference, magazine and newspaper, public speech and announcement, and photo and exhibitions. However, there were gaps on conducting enough amounts of media relation and social media on different social, political, and economic issues of the sub cites. so that , according to (Grunig and Hunt , 1984) public relation models are not used properly in this research area. But As, (Ki and Hon, 2006) a variety of tools should be employed to communicate with the public effectively

In addition, the research indicated the challenges community relation practice in the selected sub cities are, lack of leader ship attitude , limitation of material and budget , political leader assigned, lack of leadership attitude and the lack an organized communication strategy. Therefore, these challenges are shows more in government PR organizations. Sanders (2011), the challenges of public relation in government organizations are improved these. However the challenge of PR practices the same as the challenge of CR practices in government organization. Because of, littimore (2014) stated CR is a PR function.

5.4. Recommendations

Based on the findings of the study the researcher would like to recommend the following points:-

- In the selected sub cities there is a need to make the community relation practices more professional and public, and PR departments' needs to develop communication strategic plan which embraces a clear vision and mission. They need to work the PR departments aggressively in partnership with academic institutions. Besides, scholars must be motivated to produce research works and journal articles on public relations in Addis Ababa city government. Issues that will contribute to the development of public relations should be identified and intellectual discourses be conducted on regular basis.
- The selected sub cities of Addis Ababa city government PR departments needs to have a new PR structures, so that it solves the limitation of skill manpower and helping practitioners emphasizing professionalism of practitioners can be taken as good strategies for improving practitioner efficiency.
- The selected sub cities of Addis Ababa city government PR department's needs to have organized a new community relations department .
- The selected sub cities of Addis Ababa city government sub cities have to create a system that enables the department communicating with community members, so that information flows appropriately.
- The selected sub cities of Addis Ababa city government PR department to reach community focus to the new media and media relations.

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APPENDIX ONE

Addis Ababa University

School of journalism and communication

Department of public relations and strategic communications

Questionnaires prepared on the selected sub cities of Addis Ababa city government community representatives

Dear respondent:

This questionnaire is prepared to conduct the assessment of community relation practices and challenges a case of public relation department in the selected sub cities of Addis Ababa cities government aiming mainly identify the practices and challenges community relations that constrain the PR department delivering the requiring levels of community relations and recommends the solutions. Your genuine response is very important for the study. Please, fill all answer carefully. All information you provide in this study will be kept strictly confidential. Thanks you in advance for your co-operation to fill this questionnaire.

Note: don't write your name

General back grounds of the respondent: Please put (√) mark in the space of your choice given below.

1. Gender

Male _____ Female _____

2. Age

a. 18- 27 _____

b. 28-40 _____

c. 41and above _____

3. Educational level

a. Grade 12 and below _____

b. Diploma _____

c. first degree _____

d. Masters and above _____

4. Work conditions

a. Government employee _____ b. Private employee _____

b. Unemployed _____ d. Business person _____

Questionnaire for the community representatives

I .the practices of community relation in government organizations

Part one

| A. Community relations practices | Strongly | Agree | Neutral | Dis agree | Strongly dis gree |
|---|-----------------|--------------|----------------|----------------------------|------------------------------------|
| 1. The PR departments usually tells the community about the operation of firm. | | | | | |
| 2.It attempts to correct misunderstandings about the organization. | | | | | |
| 3.It tries to gain the favorable opinion of the community. | | | | | |
| 4. It informs the activities and development to the community. | | | | | |
| 5., It tries to find out what resident think about the organization. | | | | | |
| 6,There is an effort to established a personal relationship between management and community leaders. | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 7.The PR department supports social service programs through contributions of both funds and employee services to local campaigns. | | | | | |
| 8. It contributes to culture by providing funds for art, exhibit concerts and drama festivals | | | | | |
| 9.It aids youth and adult educations by cooperating with administrators, | | | | | |
| 10. It encourages sport and recreational activities | | | | | |

| B. tools PR used to reach community | II. PR tools of community relations | | | | | |
|--|-------------------------------------|-------|---------|-----------|-------------------|--|
| | Strongly agree | Agree | Neutral | Dis agree | Strongly disagree | |
| 1. PR to use press release reach community | | | | | | |
| 2. PR to use Media relation (Mass media like TV and Radio) reach community | | | | | | |
| 3. PR to use with social awareness tactic like drama, concerts, etc. reach community | | | | | | |
| 4. PR to use Meetings and conferences reach community | | | | | | |
| 5. PR to use Magazine and newspapers reach community | | | | | | |
| 6. PR to use Speech and public announcements reach community | | | | | | |
| 7. PR to use Social media reach community | | | | | | |

Part Two

1. What are the roles of PR in developing community relation with immediate community?

2. Please mention anything you feel important about the efforts of public relations department in maximizing community relations.

Addis Ababa University

School of journalism and communication

Department of public relations and strategic communications

Interview checklist

Interview guide prepared for public relations department's heads and PR officers

Dear public relations department's heads and PR officers,

These interview questions are prepared basically to ask information from the public relations department heads and public relation officer in order to identify problems the areas on the public relations departments in the selected sub city of Addis Ababa city government activities and practices of community relations. Your genuine responses will have very important for the researcher paper. Please, fill all answer frankly all information you provide to this study will be kept strictly confidential thanks you in advance for your co-operation to this questionnaire.

III. Personal data

General backgrounds of the respondent/ Put a tick mark

1. Gender: male _____ female _____
2. Age : a 18-27 _____ b. 28-37 _____
C . 38-45 _____ d. more than 45 _____
3. Educational level
 - a. Diploma and certificate _____
 - b. Degree _____
 - c. Master and above _____
4. Work experiences
 - a. Zero to two years _____
 - b. Three to five years' experience _____
 - c. More than six year _____

Interviews Questions

1. How do you evaluate the community relations practices PR officers do your sub city?
2. What are the major community relation practices you have conducted in the last two years?
3. What are the strategies used by public relation for community relations practices in your sub city?
4. What are the tools used by public relations officer for community relation?
5. How do you evaluate the effectiveness of the PR communication tools used in case of community relations?
6. How do you describe the availability of resources both material and financial in your PR department?
7. What is the level of acceptance of the PR department by the management body of the sub city?
8. What is the attitude of management towards community relation generally?
9. What are the advantages of community relation to Public relations department?
10. What are the challenges of community relations practices in your sub city ?

APPENDIX TWO

አዲስ አበባ ዩንቨርሲቲ

የጋዜጠኝነት እና ተግባራት ትምህርት ቤት

1. ቃለ ምልልስ

ይህ ቃለ ምልልስ የተዘጋጀው በክፍለ ተሞቹ ለሚሰጡ የህዝብ ግንኙነት የስራ ሃላፊዎችና ባለሙያዎች ነው፡

ክቡራን የህዝብ ግንኙነት የስራ ሀላፊዎችና ባለሙያዎች

ይህ ቃለ ምልልስ በዋናነት የተዘጋጀው በከተማ አስተዳደሩ ስር በሚገኙ ለተሟላ ጠቅላላ ሰሶት በክፍለ ከተሞቹ ለሚሰጡ የህዝብ ግንኙነት የስራ ሃላፊዎችና ባለሙያዎች የሚሰጡ ሰራተኛ ግንኙነት ተግባራት ከህዝብ ግንኙነት የስራ ክፍያዎችን ችግሮች ማረጋገጥ በሚሰጡ ሰራተኛዎች የሚገኙ ሃሳብ ማቅረብ ነው፡ በመሆኑም የዕርሰዎት ክፍለ ስራ ምላሽ ማስጠንቀቂያ ለጥናቱ በጣም አስፈላጊ ነው፡ እባክዎት የሁሉም ቃለ ምልልስ ማረጋገጥ ለጥናቱ እጅግ አስፈላጊ ስለሆነ በጥንቃቄ ይሞክሩ፤ ስለሚደረጉት ትብብር በቅድሚያ አመክግናለሁ፡

ሀ. ግለ ታሪክ

አጠቃላይ የተሳታፊ ማረጋገጫ

1. የታ

ወንድ --- ሴት -----

2. እድሜ

ሀ. ከ 18-27 -- ለ. ከ 28-37 --

ሐ. ከ 38-45 -- ሜ. ከ 45 ዓመት በላይ --

3. የትምህርት ማረጋገጫ

ሀ. ሰረቴፈኪትና ዲፕሎማ --

ለ. ድግሪ --

ሐ. ሁለተኛ ድግሪ እና ከዚያ በላይ --

4. የስራ ልምድ

ሀ. ከዜግ እስከ ሁለት ዓመት --

ለ. ከሶስት አስከ አምስት ዓመት --

ሐ. ከስድስት ዓመት በላይ --

ለ. ለቃለ ምልልስ የተዘጋጀ ቃለ መጠይቆች

መጠይቅ አንድ፡- የ ማህበረሰብ ግንኙነት ተግባራት በክፍለ ከተማዎች ላይ የህዝብ ግንኙነት ባለሙያዎች እንዲት ይመዘኑታል?

መጠይቅ ሁለት፡- ባለፉት ሁለት አመታት በክፍለ ከተማዎች ላይ የማህበረሰብ ግንኙነት የተከናወኑ ዋና ዋና ተግባራት ምን ምን ናቸው?

መጠይቅ ሶስት፡- በክፍለ ከተማዎች ላይ የህዝብ ግንኙነት ባለሙያዎች ለማህበረሰብ ግንኙነት ተግባራት የሚጠቀሙት ስልቶች ምን ምን ናቸው?

መጠይቅ አራት፡- በክፍለ ከተማዎች ላይ የህዝብ ግንኙነት ባለሙያዎች ለማህበረሰብ ግንኙነት የሚጠቀሙት ማህበራዊ ሥራዎች ምን ምን ናቸው?

መጠይቅ አምስት፡- ለማህበረሰብ ግንኙነት የሚያገለግሉ የህዝብ ግንኙነት ማህበራዊ ሥራዎችን ውጤታማነት እንዲት ይመዘኑታል?
መጠይቅ ስድስት፡- የህዝብ ግንኙነት የስራ ክፍልን ከበጀት፣ ከቁሳቁስ እና ከግዕዝ አቅራቢ አንጻር እንዲት ይገልጹታል?

መጠይቅ ሰባት፡- የህዝብ ግንኙነት የስራ ክፍል እንደ ክፍለ ከተማ በአሜሪካ ደረጃ ያለው ተቀባይነት ምን ይመስላል?

መጠይቅ ሰባት፡- የህዝብ ግንኙነት የስራ ክፍል እንደ ክፍለ ከተማ በአሜሪካ ደረጃ ያለው ተቀባይነት ምን ይመስላል?

መጠይቅ ስምንት፡- እንደ አጠቃላይ የክፍለ ከተማው አሜሪካ ለማህበረሰብ ግንኙነት ተግባራት ያለው አሜሪካካክት ምን ይመስላል?

መጠይቅ ዘጠኝ፡- የ ማህበረሰብ ግንኙነት ተግባራት ለህዝብ ግንኙነት የስራ ክፍል ያሉት ጠቀሜታዎች ምን ምን ናቸው?

መጠይቅ አስር፡- በክፍለ ከተማዎች ላይ የማህበረሰብ ግንኙነት ተግባራትን ለማከናወን የሚጠቀሙ ችግሮች ምን ምን ናቸው?

