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THE EFFECTIVENES OF PUBLIC RELATION TOOLS ON PREVENTION OF

COVID 19 THE CASE OF ARADA SUBCITY OF ADDIS ABABA

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**THE EFFECTIVENES OF PUBLIC RELATION TOOLS ON
PREVENTION OF COVID 19 THE CASE OF ARADA SUBCITY
OF ADDIS ABABA**

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**A Thesis Presented to the School of Journalism and Communication in Partial
Fulfillment of the Requirements for the Degree of Master of Arts in Public
Relations and Strategic Communication**

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Addis Ababa, Ethiopia

DECLARATION

This is to certify that Emebet Masresha Kidanemariam ID No GSE0521/11 carried out her research thesis titled “The effectiveness of public relation tools in COVID- 19preventions in the case of Arada sub-city”, is my original work and that all sources of materials used for this thesis have been duly acknowledged. This work has not been submitted partially, or in full, by any other person for an award of a degree in any other university or institution and I carried out the study under the guidance and supervision of Dr. Samuel Mochona (PhD). The assistance and help received during the course of this investigation have been duly acknowledged.

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School of Graduate Studies

**The effectiveness of public relation tools in COVID- 19 prevention in the case of Arada
sub-city**

This is to certify that the thesis prepared by **Emebet Masresha** titled: **“The effectiveness of public relation tools in COVID- 19 prevention in the case of Arada sub-city is submitted in** partial fulfillment of the requirements for the degree of Master of Arts in Public relation and strategic communication complies with the regulations of the Addis Ababa University and meets the accepted standards with respect to originality and quality.

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ABSTRACT

Corona virus disease (COVID-19) is a phenomenon of enormous magnitude and relevance and its impact has affected various social domains, including the media and journalism. The general objective of the study is to assess the effectiveness of public relation tools on prevention of Covid-19 in Arada sub city public relation affairs office. The research design which has been used in this study is descriptive research design; this study uses two main streams of data sources. These two sources are primary and secondary data sources. The primary data sources are data obtained from sample survey response, field observation, photographs etc. The secondary data sources are related literature review, website (internet) report, documentation, magazines, books, journals, and articles. For the survey 296 respondents were included administrating semi structured questionnaire. The result revealed that the major PR tools employed are the majority 15(6.6%) of respondents have responded that Advertising is the most public relations tool used by the public relations team/department of Arada sub-city for COVID-19 prevention, followed by Promotion which constitutes 13(5.7%), then by Event management which constitutes 10(4.4%), followed by Publicity which constitutes 7(3.1%), then by social media which constitutes 6(2.6%) then by Protocol which constitutes 5(2.2%). , Internet message, banners message, dialogue tools message, received message from boards, social media message, videos message and press office communication message conveys about prevention of COVID in Arada sub-city public relation affairs office. Regarding its implementation, the message which conveys about prevention of COVID is simple, based on format, veracious, ethical, purpose-centeredness and novel, attractive and presented attractively. Effectiveness of PR tools indicates that majority of respondents perceive that the tools were effective based on set criteria. Regarding Public relation tools Effectiveness, the result shows that PRs tools in Arada sub-city is practiced is cost effective way, effective in achieving organizational goal, PRs tools is practiced in attractive way, practiced for influencing employee's opinion towards COVID 19 prevention. And PRs tool in Arada sub-city is practiced by print media like brochures, banners, and message transfer poster for COVID 19 Prevention. However, PRs tools in Arada sub-city is not practiced in good coverage and practice of Message carried by LED screen and social media is not that much effective in creating awareness about COVID 19 Prevention.

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the study

Corona virus disease (COVID-19) is a phenomenon of enormous magnitude and relevance and its impact has affected various social domains, including the media and journalism (Casero-ripollés, 2020). The rapid spread of COVID-19 across globe coupled with non-availability of treatment has triggered worries worldwide. Since the beginning of this health crisis, the news has become a valuable resource for citizens. Studying the dynamics of information consumption and public relation strategy is highly relevant both for its ability to transform the media system. Globally, it has showed the resurgence of the role of legacy media, especially television, and the fact that citizens who usually remain far from the information have reconnected with the news. Therefore, the existing inequalities regarding news consumption among citizens have been reduced, in part. This generates potential benefits for democracy in terms of equality and accessibility concerning public affairs. (Casero-ripollés, 2020)

In the absence and uncertainty of effective treatments or vaccines, the spread of the novel coronavirus disease 2019 (COVID-19) pandemic can be minimized by effectively implementing preventive measures. Knowledge and perceptions of the public about COVID-19 play a critical role in behavioral changes (Deressa, Worku, Amogne, & Getachew, 2020). Knowledge and perceptions have great roles in behavioral change and efforts should be focused on improving the perceived susceptibility, severity, and benefits of preventive behavioral changes by providing timely and adequate information. Among the known measures, regular hand-washing practice among communities and maintaining physical (social) distance according to health care professional recommendations is the best available option to control the spread of COVID-19.

Currently, Ethiopia has a very low health care workforce (Medical Doctors, Health Officers, Nurses, and Midwives) density of about 0.96/1000 population, which is 5 times less than the minimum threshold of 4.45 per 1000 population set by the World Health Organization (WHO). Mass use of public transportation, shortage of sanitation material including water, hiding suspected cases, lack of personal protective equipment for health care providers, presence of immune-compromised people are among the major driving factors making

Ethiopia one of the challenged developing country in facing this unprecedented COVID-19 spread. (Ayenew et al 2020.).

1.2. Statement of the problem

Effective risk communication and decision making are the major challenges during outbreak of infectious diseases such as COVID-19. The challenge is accompanied with fear, anxiety, helplessness, frustration, fake news and misinformation. To overcome these challenges, accurate and active risk communication and usage of proper public relation tools crucial. Effective risk communication is also one of key tools during the occurrence of outbreak to inform the public on the causes, signs and symptoms, prevention mechanisms and availability of the treatment of the disease. Moreover, although there is effective plan for outbreak response, poor risk communication and inappropriate usage of public relation tools greatly undermines the effectiveness of the plan.

Poor risk communication, fake news and misinformation could limit the public to adopt protective behaviors and increase confusion in the public. The challenges of risk communication and the effect of fake news and misinformation on pandemic disease containment in resource limited setup should be thoroughly studied.

From the range of public media tools namely, Media relations, Advertorials, Social media, Newsletters, Brochures and catalogues, Business events, Speaking engagements and Sponsorships or partnerships. For prevention of COVID-19., it is important to explore which tools have been employed by the sub city and why.

From the perspective of the majority of Ethiopians are living by the daily income which could force them not to stay at home even for a single day. The National Health Service capacity and access coverage of Ethiopia is also quit low. Low economic status, poor living conditions and low health service coverage makes the country more vulnerable than any other nation in the world, unless it effectively contains the pandemic at its earliest stage. Ethiopia has already reported its first COVID-19 case on March 13, 2020. Evidence on the ground in Ethiopia indicates as there is poor risk communication regarding the COVID-19 pandemic.

After exploring the range of public relation tools, it is worthwhile to study the effectiveness of the tools employed. This can be assessed from the following perspectives.

First, it is vital to crosscheck whether the risk is communicated by trained professionals, the message can be lost in the noise, resulting in unexpected consequences, rejected by the

public, and increase public fear and confusion. However, in the evolving COVID-19 pandemic in Ethiopia, information is delivered by everyone who has access to the media. Individuals who were never trained on public health risk communication are delivering messages that either exaggerate or undermine the pandemic level.

Secondly, for example, failure to keep confidentiality of the nationality of an individual who was first diagnosed for COVID-19 during public communication has led to foreigner harassment and attack in Addis Ababa due to the perception that COVID-19 is transmitted by foreigners. Moreover, the information disseminated by science and innovation minister about the process of drug discovery for COVID-19 led to confusion which may undermine the efforts of pandemic containment. It could also seriously decrease public trust on the government. Although drug discovery research is encouraged, the use of this information to contain the pandemic is uncertain; because drug development and test take many months (even years).

Thirdly, fake news and misinformation sharing on social media can exacerbate infectious disease outbreak. Fake news and misinformation can circulate very quickly, and can change human behavior to take greater risks. Fake news and misinformation which are disseminated by different parties are circulating in the social media and already induced fear, anxiety and confusion in Ethiopia. However, concerned bodies including the government are not countering this fake news and misinformation strongly enough by disseminating accurate information quickly.

Evaluating the effectiveness of public relations continues to be a topic of critical importance to practitioners and scholars. As pressures for accountability mount, practitioners increasingly must demonstrate that public relations activities help achieve meaningful goals for their organization or clients (Johnson, 1994; Kirban, 1983; "Measurement Driving More PR Programs," 1996).

Beside droplet transmission, a recently published article has indicated the possible aerosol transmission of the virus. Preventive mechanisms such as isolating ill persons, contact tracing, quarantine of exposed persons, travel restrictions, school and workplace closures, and cancellation of mass gathering events are recommended as effective measure to contain the COVID-19 pandemic. However, the majority of messages delivered on the prevention mechanism of COVID-19 in Ethiopia focused on hand hygiene. Although recently the frequency of meeting is decreasing after the government announced cancelation, many

meetings are ongoing in different parts of the country. In addition, several overcrowded weekly markets are in place at every parts of the country including the capital city Addis Ababa. Thus, social distancing and cancelation of mass gathering which could prevent the possible aerosol and droplets transmission of the virus is seriously ignored in daily risk communication in the country.

A number of important principles in effective risk communication established in the late 20th century can provide important scientific insight into patient response to the risks posed by coronavirus disease 2019 (COVID-19). Early risk communication scholars found acceptability of risk was shaped by 2 key components: hazard and outrage. The number of people who are exposed, infected, and fall ill can be considered the hazard. How the public and patients and respond to messages regarding risk mitigation relates to outrage. Social and cultural factors, immediacy, uncertainty, familiarity, personal control, scientific uncertainty, and trust in institutions and media all shape perception and response to risk messaging. Outrage factors influence the ever-changing public understanding of COVID-19 risk. In concert, hazard and outrage along with cultural and economic context shape adherence to, and overall acceptance of, personal mitigation strategies including wearing facemasks and social distancing among the general public. The spread of misinformation on social media also provides both challenges and opportunities for clinicians. Social media offers an opportunity for experts to quickly convey true information about hazards, but offers others the opportunity to counter this with the spread of misinformation and exacerbate outrage. We propose strategies for infectious diseases clinicians to apply risk communication principles and frameworks to improve patient care and public message development in response to COVID-19.(Malecki, Keating, & Safdar, 2020),

Studies reviewed in Ethiopia so far about Covid-19 are Coronavirus-related online web search desire amidst the rising novel coronavirus incidence in Ethiopia: GoogleTrends-based infodemiology(Terefe, Rovetta, Rajan, & Awoke, 2020); Knowledge and perceptions of COVID-19 among government employees in Ethiopia(Deressa et al., 2020); Challenges and opportunities to tackle COVID-19 spread in Ethiopia(Birhanu Ayenew & Meseret Yitayew, 2020) and The effect of COVID-19 and government response measures on poor and vulnerable groups in urban areas in Ethiopia (Harris, Teklu, Medhin, & Mitiku, 2020) and The economy wide impact of the COVID-19 in Ethiopia: Policy and Recovery options(Beyene, Ferede, & Diriba, 2020). None of them addressed the public relation tools and effects which makes the study very vital and shows a knowledge gap.

1.3 Objectives of the study

1.3.1 General objective

The general objective of the study is to assess the effectiveness of public relation tools on prevention of Covid-19 in Arada sub city public relation affairs office.

1.3.2 Specific objectives

1. To identify the major public relation tools employed to prevent Covid-19 in the study area.
2. To explain the effectiveness of public relation tools as effective risk communication as perceived by actors.
3. To find out challenges and practice of public relation tools employed to prevent Covid-19 in the Arada sub-city public relation affairs office.

1.4 Research Questions

1. What are major public relation tools employed by Arada sub-city public relation affairs office to prevent Covid-19 in the study area?
2. To what extent public relation tools are effective risk communication as perceived by actors?
3. What are the challenges and practice of public relation tools employed to prevent Covid-19 in the Arada sub-city?

1.5. Scope of the study

Conceptually, the study deals with the effectiveness of public relations tools for prevention of Covid-19 on wellbeing of employees by taking the sample from one sub city. Geographically the study covers only Arada sub city public relation affairs office. Methodologically the study aims to use a mixed research approach.

1.6. Limitation of the study

The findings are limited to the Public relations activities that were observed during the period of study and the responses that were obtained from the questionnaires. The latter formed a major proportion of the data upon which the analysis and findings were based. The study went further to observe, investigate and analyze data given by the respondents. The study had no control over the exact information employees chose to give or withhold.

1.7. Significance of the study

The finding of this study is expected to benefit local governments and development practitioners in particular, policy makers in general in terms of adding value for the knowledge base in capturing the effectiveness of public relation tools on preventing employee's wellbeing. On top of this, the findings of the research work gives insight for researchers and students interested in similar research theme for further investigation in other areas.

1.8. Organization of the study

This study report comprised of five chapters. The first chapter includes the introduction part such as background of the study statement of the problem, research questions, objective of the study, significance of the study, scope of the study and. The second chapter deals with literature related reviews theoretical frameworks used to inform the study. Chapter three focuses on the research design and methodology applied to conduct the study, sample and sampling procedures, sample size, data collection methods, and data analysis methods. Chapter four deals with analysis, findings and discussion of the study while Chapter five consisted of summary, conclusion, and recommendation of the study.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

This section discusses major theories and concepts of public relation and conceptual framework of the study.

Public relations (PR) are a crucial management function. As a distinctive management function, it helps in establishing and maintaining mutual lines of communication, understanding, acceptance and cooperation between an organization and its various publics. PR is about influencing public opinion in order for an organization to gain a favorable image in the eyes of the public. To achieve this, an organization should have a well-organized public relations strategy.

A well thought out and planned PR strategy will go a long way in making the organization more understood by its publics and for the organization to understand its publics. Public relations will conceive themes and organizations, advice the management, deal Both conflicts, survey attitudes, and promote good employer-employee relations. Public relations is compounded of the social sciences, which teaches how individuals and groups react and the science of communications, which provides the means of resolving conflicts and establishing contact and mutual understanding. It encompasses all forms of communication that an organization uses to win the good will, support, confidence and trust of its publics

According to Microsoft Encarta Premium Suite (2005) public relations is a management function that creates, develops and carries out policies and programs to influence public opinion or public reaction about an idea, a product or an organization. PR keeps management informed of changes in the opinion of groups whose support is needed: employees, shareholders, customers, suppliers, dealers, the community at large and the government.

Lists the following as some of the activities and functions of PR: Baran (2004)

- Counseling; PR practitioners offer routine advice to an organization's management concerning policies, relationships and communication with its various publics. Center and Jackson (2002) says that when a policy decision has been made, managers must understand and agree that it should be implemented, then it is passed to the employees and when need arises, other publics are made aware. This is the work of PR.

- Development and fund raising; organizations survive through voluntary contributions in time and money of their members, friends, employees and supporters. PR helps to demonstrate the need for those contributions.
- Building organization's reputation: profitability and even its continued existence can depend on the degree to which its targeted "publics" support its goals and policies. Public relations specialists serve as advocates for businesses and build and maintain positive relationships with the public.

2.1 Theoretical Models/Concepts of Public Relations

Theoretical framework outlines the specific perspective I take in the exploration and interpretation of events and behavior of subjects (Imenda, 2014). Within this framework, empirical and conceptual work concerned with the theory is reviewed (Rocco & Plakhotnik, 2009). 'Science' is the central concept that is investigated in this study.

- System theory
- Social exchange theory

Theories help practitioners explain and predict human behavior and communication and guide organizational decision making. Using theories can make campaigns and messages more effective.

Cause-effect principles or theories can guide you in understanding how organizations relate to their publics.

Systems theory

The attitudes and actions of an organization or public contribute to a cause-effect chain reaction within their environment. The parts of an organization and public exist in relationship to each other, meaning the actions of one part affect the others. It helps the practitioner manage the organization's relationships. It also emphasizes interdependence between an organization and its internal and external environments.

There are two types of systems. Open system focuses on input from external publics and the organization's external environment. It allows for the two-way flow of information between an organization and its environment whereas closed system focuses on the history of the organization and makes decisions based on past experiences.

Social Exchange Theory

Social exchange theory uses the economic metaphor of costs and benefits to predict behavior. In general people want their costs low and rewards high (eg. Get-rich quick schemes).

Practitioners look at how to let publics evaluate costs and rewards to show the benefits of particular action

Individuals can be influenced to diffuse and adopt an idea by going through five stages. Awareness, Interest, Evaluation, Trial and adoption.

Mass media is useful in the first two stages, and personal influence is needed in the next two before adoption takes place.

Different theoretical models and concepts exist regarding the roles and function of public relations. In order to describe the various roles and functions of the public relations, it is important to look at the various world views of public relations models and theoretical roles. Grunig cited in the Kitchen (2003) conceptualized that there are four models of public relations:

1. Press a gentry or publicity,
2. Public information,
3. Two ways-asymmetric and
4. Two-way symmetric.

While the four theoretical roles of public relations as Gruning has it, (in Heerden, 2005) are:

1. The communication technician
2. The communication facilitator
3. The expert prescriber and
4. Problem solving facilitator.

The communication technician role of public relations is mostly conceptualized as the beginning of professionalism (Gruning & Gruning, 2002). The practitioners are often responsible for the communication tactics of news releases, organizing press conferences, employee newsletters, position papers, designs brochures and media placements (Castelli,

2007). Gruning and Gruning (2002) further maintained that the practitioners, in performing this role, are usually not involved in defining problems and developing solutions, but base their tactics on the technical skill of writing. Theaker (2004) further stated that the communication technician's role of public relations may not require them to undertake researches or be involved in organizational decision making; except to decide which communication mechanism suits their prescribed purpose. The communication facilitator of public relations is a boundary spanner who listens to and brokers information between the organization and its key publics (Theaker, 2004). According to (Cutlip et al., 2000), the goal of this role is "to provide both management and publics the information they need for making decisions of mutual interest." Practitioners serving as the public relations manager within an organization are expected to be knowledgeable about innovations in public relations and are expected to demonstrate leadership in new approaches to old problems (Dozier 1984, cited in Castelli, 2007). The expert prescriber's theoretical role of the public relations is associated with the responsibility to handle consultation function or participation by other senior management. It is the role where the practitioner is responsible for describing and solving public relations problems independently. The expert prescriber acts as the authority on both public relations problems and their solutions (Castelli, 2007). The problem-solving facilitator's roles of public relations, according to (Dozier cited in Castelli, 2007), is the role where the practitioners are assumed as problem solver, decision-maker and planner. They are expected to be knowledgeable about innovations in public relations and expected to demonstrate leadership approach to solve problems. Ströh (2007, p. 1) explaining the importance of public relations stated that it must be the parasol function that manages the communication between an organization and its publics to build and enhance healthy relationships to the benefit of all parties involved. As Rosenberg (2013) put it, "the most valuable type of public relations activities involves anticipating problems, planning to prevent problems or at least trying to solve them while they are still small" (p. 13). The issue of the roles of public relations were also dealt by Cutlip et al., (in Theaker, 2004, p. 57). They identified two dominant roles of public relations: the communication manager role and the communication technician role. The communication manager plans and manages public relations programs, advises management, makes communication policy decisions and oversees their implementation. On the other hand, the communication technician is the one who is not involved in organizational decision making, but implements public relations programs. Concerning the roles of public relations practitioners, Pearson (2008) stated that public relations practitioners today varies from the purely technical to the respected counselor

within organizations of every kind, from huge profit-making conglomerates to small grassroots not-for-profit and everything in between. On the other hand, Mehta and Xavie (ND), points out that the roles and responsibilities of public relations practitioners are influenced by two forces: the professionalization of public relations and the nature of the organizational environment. In fact, the multiple roles of public relations may be because of its multiple functions through its association with communications, management, marketing and others. Lubbe and Puth (2002) showed how public relations practitioners are involved in a variety of work assignments or functions which may include research, strategic planning, counseling, communication, evaluation, media relations and placement, organizing, writing, editing, media production, speaking, training, management. However, the most common prevailing perspectives that influence the function of public relations in broad concept, as Venter (2004) put it, are communication, management and marketing.

Communication Perspective of Public Relations Of the important factors, for the success of high level officers, communication perspective of public relations is the basic ingredient to make a good decision that can contribute to the goals of an organization. Public relations practitioners help to provide managers good information which may be vital for managers in order to impart the right decisions. The communication perspectives of a public relation are, therefore, used to provide genuine data or information about their organizations. The communication role of public relations Saylor looks at all the stakeholders in the organization and uses a variety of tools and tactics to enhance relationships with these publics. At its best, the communication function uses research and monitoring methods to keep a finger on the pulse of internal and external perceptions of the organization. It uses a variety of communication channels to enhance the organization's reputation. And most importantly, it provides strategic counsel to the organization's leaders to help the team make better decisions (<http://www.saylor.org.book>). The communication perspective of public relations is also emphasized by Rosenberg (2013). He stressed that public relations have to be interpreters and functions as communication links between an institution and all of its publics. Public Relations and Management The practice of public relations, from management perspectives, according to Rosenberg (2013), has the oversight of organizational internal communications policies and actions, oversight of organizational external policies and actions and coordination of internal and external communications. According to Theaker (2004, p. 50), the management perspective of public relations is twofold: first helping to collect and interpret information from the social environment so that strategic decision can be made and

second, the communication of the strategic vision. The notion of public relations as a managerial function is emphasized in many definitions put forward to explain the nature of the discipline (Kitchen, 2003). Numerous studies have been done in an attempt to explain the management role of public relations; e.g., Cutlip et al., 2000; Skinner et al., 2001 and Seitel, 2004 advocate that when managing an organization's public relations system, practitioners must demonstrate comfort with the various elements of the organization itself. They must be the interpreter of the organization's philosophy, policy and programmes, all which emanate from top management. The management perspective of public relations is also supported by Onwunali (2006) who stated that public relations is an instrument of management and its consideration should be taken into account when formulating policy. He also suggested that public relations should be placed at top management level of an organization. Gruning and Gruning (1998) contextualize that when public relations is part of the organization, it is likely to manage communication programs strategically. By drawing on the concept of the management's role of public relations, Gruning and Gruning have been able to show that public relations must report to those who run the organization. However, in many organizations, this reporting relationship has not always been in practice. Seitel (2011) pointed out that the management function of public relations is in a position to: (1) evaluate internal and external opinions, attitudes and needs on an ongoing basis; (2) to advise management regarding their possible effect and to act as an instrument in bringing about policy changes and in directing new courses of action. Hence, the high-level of organizations and the practitioners of public relations should know very well their publics to achieve organizational missions. These organizational missions can be determined by the external and internal stakeholders. The public relations practitioner acts as a counselor to management and as a mediator, helping to interpret private aims into reasonable, publicly acceptable policy and action. This view clearly indicates that relationships are at the center of public relations, and is seen as an important ingredient for the effective functioning of an organization.

Public Relations and Marketing The marketing perspective of public relations is being incorporated into the marketing communication mix (Kitechen, 2004). As it is also indicated in Kotler and Mindak (cited in Kitechen, 2004), public relations and marketing communications are inextricably interlinked. Although marketing and public relations have a lot in common, many scholars believe that they are not the same thing. They deal with organizational relationships and employ similar processes, techniques and strategies. However, the two functions have to be separated by mission and goal. Gruning and Gruning, (1998, p. 141) concluded that public relations is most excellent when it is strategic and when marketing does

not dominate public relations. The overarching premise that the organization is best served by an inherent diversity of perspectives provided by marketing and public relations when those functions remain distinct and coordinated yet not integrated. According to Belch and Belch (2003), marketing is the process of planning and executing the conception, pricing, sales promotion, and distribution of ideas, goods and services to create exchanges that satisfies individuals and organizational objectives.

2.2 Major Tools of Public Relations

There is a whole range of various tools for communication and building relations by using the Internet, which attract more, or less attention. According to (Dariusz Tworzydło, Public relations the tools for unilateral communication and dialogue on the internet, 2016) public relation tools can be divided into the following way:

Tools used for unilateral communication, or a support for this communication:

- a. Internet websites
 - b. sponsored links
 - c. positioning
 - d. banners
 - e. mailing
2. tools used in dialogue
 - a. message boards
 - b. social media
 - c. videos
 - d. blogs
 3. other tools influencing unilateral communication, conducting a dialogue, engaging entities within the direct, or indirect circle of companies' interest:
 - a. press offices for direct and indirect communication with the media
 - b. tools monitoring online activity
- i. GOOGLE systems

- ii. companies' systems and solutions developed by companies themselves
- iii. tools for monitoring Internet media
- iv. tools for monitoring blogs, activity on message boards and others.

Despite dynamic development, the emergence and implementation of new technological solutions, there is still a significant gap between the expected condition and reality in terms of not just access.

According to Banik (2004), Public Relation tools used by the public relation department to communicate with the public's and target groups depending up on the nature of activity and different target groups, different tools can be used.

Publications: may include interim report, annual report, and reports of firms meeting for the purpose of influencing the general background information to the reader about the overall condition of the organization. The written and printed communication produces higher level of comprehension to readers. It in corporate objective idea and goal by way of production of booklets, brochures, pamphlets. **Information center:** the information center are multi-purpose in nature and provide in several services to the organization as well as employees and also the members of the public outside, among different purpose of the information center. The following three are the most important. **Sponsorship:** sponsorship as a means of giving something to the community in which they operate and consider them as PR activities, like sponsorship to school and college in the project area, hospitals, and big events like national seminars or Exhibitions on telecommunication or various institutional of telecommunications.

- **Bulletins:** It is an official publication of an organization, highlighting its policies, programs and achievements; it serves as a vehicle of communication among the various members of the company. The bulletins is published at regular intervals, they includes weeklies, fortnightlies, monthlies, bimonthlies and quarterlies.
- **Company website:** Company website can be a good public relation vehicle. Consumers and member of other publics can visit the site for information and entertainment. Such site can be extremely population.
- **Advertising:** It is the dissemination of information concerning an idea, service or product for the action accomplishment of a definite purpose with the ultimate objective to create a favorable image of an organization. Uses of advertisement are to achieve wide coverage and to build the image of the company among its target group.

Their objectives are varied from just an announcement, to imparting specific information to communicating the organization stand on an issue. The objective also includes launching a new service or project or plant installation confidence and building image of among its target groups.

➤ **Relation with press:** Despite the emergence of electronic media like radio and television, a relation with the print media is the oscillatory in PR. the press provides information and creates the climate and thereby influences attitudes. Normally there are four methods to conduct press relation which include press releases, press conferences, facility visits and letters to the editors. Issuing new and initiating articles, and features and reports.

2.3 Effectiveness of public relation in the health sector

According to Bowman and Ellis is Sahu and Raut (2003; 148) for a public relations program to be effective its objective should be defined to be determine the progress success and to be reviewed. Even if it is difficult to decide the objectives of public relations the major objectives lives on informing the public what is new, persuading them by giving all the information about current situation and integrating with the whole public by developing a two-way communication in order to meet the desired objective William and others strengthen; effective public relations can be achieved in many ways. Some examples are supporting charitable (by supplying volunteer labour or other resources) participating in community services events, etc. To implement effective public relations practice the following three basic factors should be done correctly as much s possible. Setting specific objectives that are cap[able of evaluation. Fully integrating the public relations function in to the organization, and Selecting the right personnel to carry out the public relations. The selection of the right personal is especially important for potential public relations practitioners. The selector personal sound have skills and attributes necessary to be successful including sound judgment, personal integrity, and communication skills, organizational ability, strong personality and team player.

2.3.1 Measuring the Effectiveness of Public Relations

The specifics of public relations‘PR effectiveness evaluation while emphasizing its complex nature. Elements of PR effectiveness evaluation complex and their expediency are analyzed. After identifying them lack of clear corpus of the criteria for PR effectiveness evaluation, a research was carried out on the PR effectiveness evaluation in Lithuanian business companies. Quantitative and qualitative researches expanded the cognizance of PR

effectiveness evaluation and made it more accurate. Based on the results of the researches, clear and adaptable corpus of evaluation criteria was suggested that ensures the adequacy of projected PR effectiveness evaluation solutions to the situation in question. Through the study of direct experience, the list of criteria for all stages of PR effectiveness evaluation was expanded and an additional stage of interim evaluation was identified. Evaluation criteria were grouped in line with the consistency of PR effectiveness evaluation process, defined by input, implementation, interim evaluation and impact evaluation stages. Results of the researches are presented following the same order of sequence. Criteria for the evaluation of PR objectives are suggested based on hierarchical levels of objectives, while distinguishing between evaluation criteria for tasks, target audiences and action plan. In PR implementation stage, the following criteria are presented: simplicity, informativeness, veracity, ethicality and novelty of communication message, purpose-centrality of information provided, attractiveness of the media and attractiveness of message presentation. When discussing the PR impact, criteria for the evaluation of different PR results – outputs, outtakes and outcomes – are presented. Moreover, the importance of relationship quality criterion was emphasized, allowing envisaging the implicit links between the PR decisions and the effectiveness of company's operations.(Kazokiene & Stravinskiene, 2011)

PR objectives' evaluation criteria

Level	Object of evaluation		Criteria		Indicators
Tasks	Implementation period		Duration		Minimal, maximal
	Planned PR outcome	Sequence of priority	Quantitative	Share of target audience	a) Share of target audience in per cent, b) relative share of target audience.
			Change of knowledge	Quantitative	Share of target audience
		Qualitative		Knowledge levels	Basic, educational
		Change of opinion	Quantitative	Share of target audience	a) Share of target audience e in per cent, b) relative share of target audience.
				Opinion tone	Degree of opinion (non)benevolence
				Customer satisfaction	Degree of customer satisfaction
			Qualitative	Opinion quality	Intensity of opinion, stability of opinion, maintenance of informativeness, support to the public
Content of positioned values	Features with which the company identifies				
Target audience	Features of customers (physical persons)		Geographic	Customers' place of residence	
			Psychographic	a) area of activities/interests, b) purchasing/consumption model, c) likings, d) social roles, e) way of living	
			Demographic	a) age, b) gender, c) family composition, d) income, e) education	
			Relationships with the company	a) potential/current; b) loyal/competitive, c) fans (or supporters), d) in doubt (or undecided)	
			Communication behavior	a) active/passive, b) receptive to information	
			Method for formation of understanding	a) particularities associated with searching for information, b) customer's referential group	
			Significance	a) size of social group	
			Ethnic	a) cultural values and peculiarities	
	Features of employees		Demographic	a) family composition	
			Nature of work	a) subordination, b) position, c) nature of employment relationships, d) field of work, e) duration of employment.	
			Geographic	a) regional structure, b) place of work (mobility)	
	Features of business companies – customers		Psychographic	a) type of purchasing and consumption behavior	
			Method for formation of understanding	a) particularities associated with searching for information	
	Features of business companies – partners	Features of business companies – partners	Significance	a) position in the market b) social weight in the market	
			Firmographic	a) field of activities, b) annual turnover, c) company size	
			Relationships with the company	a) current/potential, b) duration	
			Characteristic of company's representative	a) representative's position	
			Geographic	a) place of operations	
			Dissemination of communication messages / information	a) no. of messages, b) no. of references to the company in media, c) no. of favorable/negative/neutral articles about the company, d) no. of events	
	Action plan	Planned PR outputs		Content of communication messages	a) topics under which the company was mentioned or its representatives quoted, b) tone/benevolence of article about the company
Potentially reached audience				Part of potential audience	
Communication measures					
1. Soc. projects		Suitability of the measure	a) originality, b) significance to the society, c) alignment with the company's general policy, d) alignment with the concept of product, e) continuity, f) usefulness to the company, g) permanent value, h) consistency		
2. Person/image advocates			a) trust in the person, b) competence		
3. Mentoring			a) significance to the public – not to be evaluated		
4. Media (in case of ordered articles)			a) geographic accessibility, b) specialization, c) run, d) reader's profile		
5. Virtual communication			Color and psychological alignment with company's actions		

To measure the effectiveness of public relations is important. According to Blech and Blech (2003; 566) in addition to determining the contribution of public relations program to attaining communications objectives, the evaluation offers other advantages.

1. It tells management what has been achieved through public relations activities.

2. It provides management with a way to measure public relations achievements quantitatively. 3. It gives management away to judge the quality of public relations achievements.

Systemized evaluation criteria of PR implementation stage

Criteria	Indicators
Message simplicity	Convenience of reading/listening to the text, complexity/simplicity of the text
Message informativeness	Place where information is provided and succession
Message veracity	Professional responsibility (indicators, veracity and accuracy of information)
Message ethicality	Responsibility against the general public.
Purpose-centeredness of information provided	Content unity of messages
Message novelty	Conflict, attraction of attention
Attractiveness of the media	Run, rating, level of geographic accessibility, field of specialization
Attractiveness of message presentation	Place in the publication, message transmission time, message transmission type, transmission date, transmission context, representative of the media (author's area of interests)

PR effectiveness evaluation is a multi-plane object of studies: the notion of PR effectiveness is not unambiguous, whereas the evaluation process encompasses the program implementation from the beginning to the end. PR effectiveness evaluation process is explicitly defined by its stages and elements evaluated therein, which are in turn described by concrete criteria. It was determined that PR effectiveness evaluation process is carried out from PR input evaluation through interim evaluation implementation and impact evaluation. In PR input stage, following the hierarchy of objectives, the following is evaluated: a) PR implementation period stipulated on a task level and planned PR outcomes; b) on the level of target audiences features of customers (physical persons), business companies (customers and partners) and employees; c) on action plan level – suitability of planned communication means and anticipated PR outputs.

Systemized criteria for PR impact evaluation

Evaluation criteria		Indicators	
<i>Evaluation of PR outputs</i>			
Attention of the audience	Dissemination of communication messages / company information	Number of communication messages	
		No. of ordered / not ordered messages	
		Number of comments (e.g., in internet portals), positive / negative referrals	
	Response of the audience	Any form of feedback, inquiries received	
Content of communication messages		Number of positive, negative, neutral referrals in information media	
		Tone/ benevolence of article with regard to the company	
		Subjects under which the company is mentioned or its representatives quoted (finance, economics etc)	
Reliability of company's representative (value of opinion)		Number of company representative's quotes	
		Number of company representative's speeches	
		Representatives of the company who were quoted the most often	
Potentially reached audience		Overall potentially reached audience	<i>Quantity, number</i>
		Share of potentially reached audience by subjects	a) finance, b) economics, c) expert (expert communication), d) product e) management
		Share of potentially reached audience by type of communication means	a) media (in total), b) specialized publications, c) leisure publications, d) radio, d) TV, e) regional newspapers, f) national newspapers, g) internet
Knowledge provided by company and competitors		Content of positive knowledge	a) existence of product, b) participation in campaigns, projects prepared, c) internal changes within the company, d) awards received
		Content of negative knowledge	a) sanctions imposed, b) problems within the company (e.g., lack of qualified specialists, c) litigation, d) negative financial results
Relative share of the company compared to competitors		Relative share of referrals	
		Relative share of company's role (primary / secondary)	
<i>Evaluation of PR outtakes</i>			
Target audience awareness		Total share of target audience reached (those who received the message)	
		Share of target audience who familiarized with the message (read / listened)	
<i>Evaluation of PR outcomes</i>			
<i>a) evaluation of the change of knowledge</i>			
Share of target audience reached		Share of target audience reached, in per cent	
		Relative share of target audience reached (compared to competition)	
Knowledge levels		Basic and educational	
<i>b) evaluation of the change of opinion</i>			
Content of positioned values		Features with which company is identified	
Quality of opinion		Intensity of opinion, stability of opinion, maintenance of informativeness, support of the public	
Customer satisfaction		Degree of customer satisfaction	
Tone of opinion		Graded expression of opinion (un)favorability	
Share of target audience		Share of target audience in per cent, relative share of target audience	
<i>c) evaluation of sequence of priority</i>			
Share of target audience		Share of target audience in per cent, relative share of target audience	
<i>d) evaluation of the change of relationship</i>			
Mutual trust		Belief or trust indices	
Mutual satisfaction		Benevolence	
Mutual commitment		Continuity of action and emotions	
Mutual control		Balance of power	
Santykių branda		Mainų ir kolektyviniai santykiai	

It has been stated that in a PR implementation stage it is expedient to evaluate communication messages according to the following criteria: simplicity, informativeness, veracity, ethicality, novelty, purpose centeredness of provided information, attractiveness of the media and attractiveness of communication messages' presentation.

In PR interim evaluation stage, subject to the company's decision, PR outputs and outtakes should be evaluated according to certain criteria or all of them. In PR impact stage, it is expedient to carry out the evaluation according to the following criteria: change of target audience's knowledge and opinion, sequence of priority and relationship quality. Application of the latter in PR effectiveness evaluation process reveals implicit associations between PR and effectiveness of companies' activities(Kazokiene & Stravinskiene, 2011)

2.4 Factors Affecting the Effectiveness of Public Relations

Hiebing and Cooper (2003; 383) suggest the following factors should well soon before any public relations activities performed. Setting objectives. Identifying the target group. Identifying the tools. Activities should be specific. Setting standards. Selection of personnel PRS department. Availability of technology

Public relations in health care is often described as a complex job in an unsafe future. The practice of public relations in health care has changed together with the dramatic changes in health care. In some sense, public relations in health care are not particularly different by public relations in any other industry given that the overall objective of the public relations is still to "match long-term relationships" and "manage reputation,"

According to L. Traynowicz -Hetherington, D. Ekachai and M. Parkinson work in Public Relations in the Health Care Industry. However, as wrote Traynowicz-Hetherington et al., healthcare is a unique industry. Some theorists argue that the medicine is different than any other industry because of thing on its disposal (life, death and recovery), rapid and profound changes in the health system and the communication between the client (or patient) and suppliers (supplier of health care within the defined system). The motivation for improving health care industry is not only focused to the cost reduction—which is a universal principle known in other industries. The desire for progress of health care processes is motivated by the supplier that seeks to improve the quality of care in the best possible way.

Therefore, employees of public relations who are responsible for promoting, improving and reversal of the overall system in the health industry must know subtly different motivation to

get the motivation to care for the human being. Through the history of public relations in health care “good time” of health PR was between the 1950 and 1960. During this time, practitioners in public relations in the health care felt little need to create awareness and preference for health care because health care organizations have always had the support and sympathy of the public. PR did not have to be particularly active in order to “maintain and build public confidence.” Rather, the role of public relations was attributed and limited to the communication of the information and positive image. However, during the 1970 there was a shift in the expression in health.

Marketing department in the health organizations got greater responsibilities thanks to a new emphasis on health income from sources different from the traditional—the individual patients. Since in the health care is prevailing marketing, as wrote S. Cutlip from health institutions are expected to more and better respond to the desires and needs of their market. The traditional role of public relations, promotion of a positive image and the appropriate transfer of news, spread on the implementation of conclusions about how to deal with new levels of consumer criticism and training of internal public on teamwork. Decade from 1970 to 1980 meant in the U.S. the time of financial difficulties for traditional public relations staff. Doctors slowly start to lose control of the health system in relation to the mistakes. Constant pressure forced hospital managers to seek professional public relations and communication professionals to maintain two-way communication between hospitals or health organizations and their public. Reasons for this practice were numerous and can be found in an everyday medical practice.

2.9.3 Factors Affecting the Effectiveness of Public Relations

There might be many factors which have an influence on the practical PRs activities of any organization. Hiebing and Cooper (2003) recommend the following factors should be considered prior to any PRs activities implemented these activities are; Setting PRs objectives, identifying the company target group, identifying the company target group identifying the appropriate PRs tools activities shall be specific, setting standards, selection of personnel of PRs department and availability of technology.

Effective practice of organizational policy in public relations can prevent a critical situation from resulting in irreparable damage to the organization. Effective communication is an essential part of trying to control any public relations situation. It is the responsibility of the University to provide information about what is happening, the effects it will have a

numerous publics, and what the University plans to do to resolve the situation. It was noted also that public perception that significant impact in Relations and minimization. The social media applicability was not that much taken into consideration but it was one way the public and some of the employee could express their frustrations and disappointments. The researcher recommends that, to ensure effective Relations, organizations need to incorporate key top management actions within the context of organizational structure. Departmental heads need primarily to review job descriptions in order to ensure that job roles do not train and develop skills to minimize resistance in case of transition, promote and reward appropriately.(Nyanumba, 2017)

2.5 Measuring the Effectiveness of Public Relations

A number of bases for evaluation can be used. Among this Walter linden man in Belch and Belch (2004) suggests three levels of measure are involved: 1. The basic , which measures the actual PR activities undertaken; 2. The intermediate, which measures audience reception and understanding of the message; and 3. The advanced, which measures the perceptual and behavioral changes that result Evaluating public relations effectiveness One approach to measuring the effectiveness of publicity based public relations is to count the number of exposures in the media, to determine which releases are published in print media and how often, an organization can hire a clipping service, a firm that clip and sends news releases to client companies. To measure the effectiveness of television coverage, a firm can enclose a card with its publicity releases, requesting that the television station record its name and the dates when the news item is broadcast (Pride, 2005).

The coronavirus COVID-19 pandemic is the defining global health crisis of our time and the greatest challenge we have faced since World War Two. Since its emergence in Asia in 2019, the virus has spread to every continent except Antarctica.

We have now reached the tragic milestone of more than two million deaths, and the human family is suffering under an almost intolerable burden of loss.

“The climbing death toll is staggering, and we must work together to slow the spread of this virus.” - UNDP Administrator Achim Steiner.

2.6 Challenges and practice of PR in Arada sub city

There might be many factors which have an influence on the practical public relations activities of any

- organization, Hibine and Cooper (2003:383) recommended the following factors should be considered prior to any public relations activities implemented, these activities are: Setting public relation objectives
- Identifying the company target group

Identifying the appropriate public relations tools Activities shall be specific Setting standards
Selection of personal public relations department and availability of technology

Companies that are really effective at public relation know that it is a long term process.

To get the era of the top journalists and political influencers, a relationship has to be developed based on mutual intercredible and attractive source of information.

2.7 Conceptual Framework of the Study

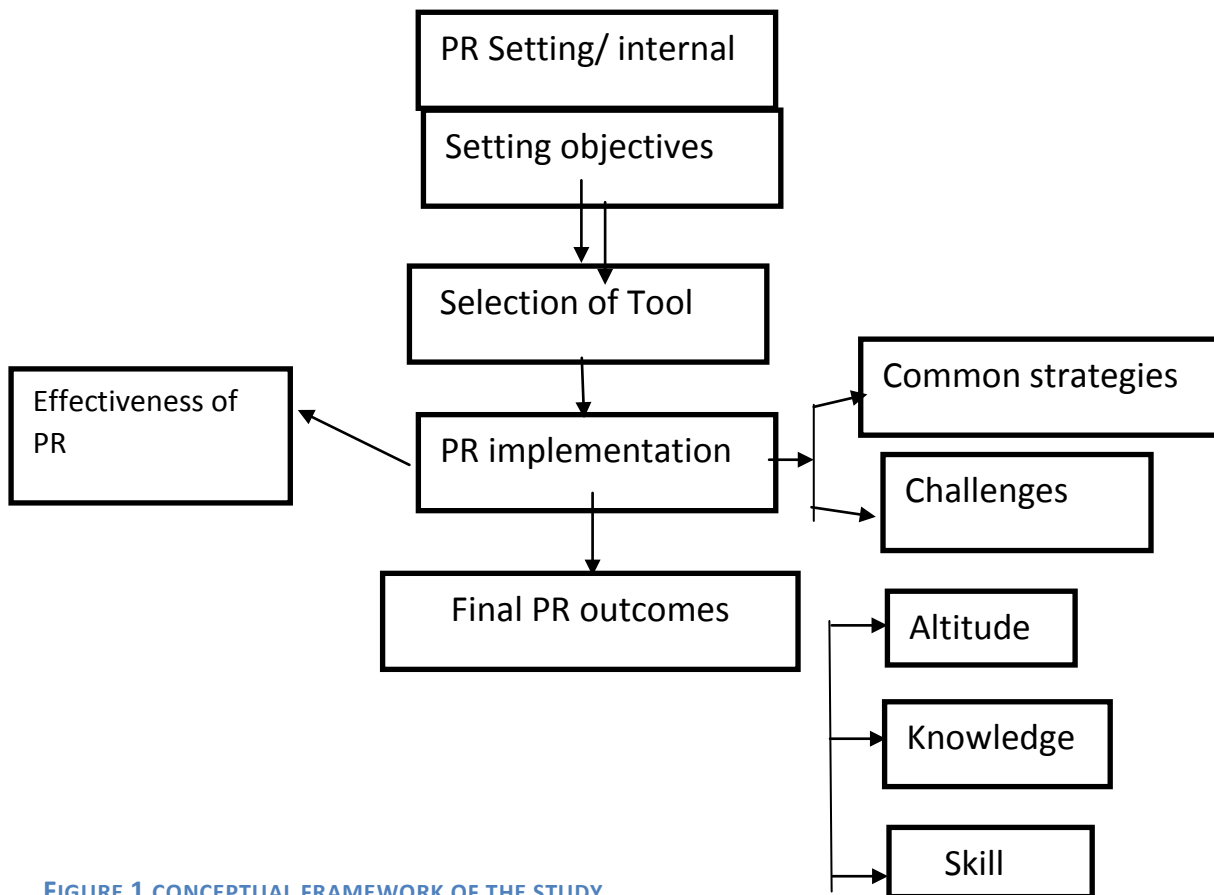


FIGURE 1 CONCEPTUAL FRAMEWORK OF THE STUDY

3. CHAPTER THREE

This chapter discusses the major research design, data collection, and analysis tools employed to effectively address the objectives of the research.

3.1 Research Design

Katebire (2007) describes the research design to refer to a general strategy adopted for answering the research questions. It is a plan of what data to gather, from whom, how, when to collect and how to analyze the obtained data; research design provides the glue that bonds the research project together. A research design outlines the basis for making interpretation of the data and establishes detailed steps to follow when conducting the study. This method is more suitable or appropriate to give clear description about the existing situation of solid waste management practices of the sub-city. The research design which has been used in this study is descriptive research design because it is suitable for describing the existing situation (present situation) narrating facts and investigating phenomena in their natural setting (Koul, 1996). Thus, descriptive survey approach is an employed in the study.

3.2 Research Approach

There are two basic approaches to research: Qualitative and Quantitative. Qualitative approach is concerned with subjective assessment of attitudes, opinions and behavior. It employs explanation, summarization and conceptual analysis. Quantitative approach on the other hand, involves the generation of data in quantitative form, which is subjected to rigorous quantitative analysis in a formal and rigid fashion. A mixed method approach is one in which the researcher collects, analyzes, and “Mix” or “integrates” both qualitative and quantitative data in a single study to understand a research problem (Creswell, 2003). The mixing of methods can be a valuable of research strategy for the validation of findings in terms of their accuracy; checking for bias in research methods and the development of research instruments. The use of more than one method can enhance the findings of research by providing a fuller and more complete picture of the thing that is being studied and as means for compensating the strengths of particular methods.

3.3 Description of the Study Area

Addis Ababa, the capital city of Ethiopia and the diplomatic center of Africa, embodies a 130 years of development history that contributes to its current socio-spatial features. Its status as a primate city located at the heart of the nation has made Addis Ababa a melting pot of people with diverse background and geographic origins.

Addis Ababa, the political capital and the most important commercial and cultural center of Ethiopia, is geographically located at the heart of the nation, 9°2'N latitude and 38°45'E longitude. Its average altitude is 2,400 meter above sea level, with the highest elevations at Entoto Hill to the north reaching 3,200 meters. This makes Addis Ababa one of the high-altitude capital cities of the world. Addis Ababa occupies a total of 540 sq. km land area surrounded by mountainous landscape. Although there is no large river passing within or close to Addis Ababa, the city's small rivers and streams played an important role in structuring its form.

The last census in Ethiopia was carried out in 2007, thus current population of the city is based on estimates. There are many estimates some of which put the population close to 5 million. However, the national central statistical agency that carries out national census projections put the population of Addis Ababa to be 3,273, 000 (CSA 2015) based on this figure, the population of Addis Ababa accounts for 3.6% of the national population and 18% of the urban population in Ethiopia. It has shown an annual rate of population growth of 2.1%.

Addis Ababa is one of the two self-governing chartered cities in Ethiopia with the status of a special autonomous region within the national federal government system. Its Council is accountable both to the city voters and the federal government. The city is divided into 10 sub-cities called kifle-ketemas /not include the new sub-city lemikora/ and 116 woredas, which are the lowest administrative units.

Arada sub-city is one of the 10 sub-city /not include the new sub-city lemikora/ of Addis Ababa the capital of Ethiopia. The total population of the sub-city is 225, 999 in 2011 estimation. The district is located in the north area of the city near by the center it borders with the districts of gullele, yeka, kirkos, lideta and Addis ketema Arada is known as the center of the old and the new generation artistic social and urban life style.

Within the sub city there are 31,808 households live most of them are densely populated, their income is very low and the place is market center. According to this so many solid waste materials appear in the place. To solve the problem establish solid waste management agency proclamation No 64/2011.

The sub city of solid waste service team mission is to identify, select and transportation solid waste materials to success the 2013 plans. Within this plan to communicate stakeholder to

participate small and micro enterprise share association. For success full solid waste management and clean and keep beautiful the sub city.

The above mission of the sub city is exercise and done by organize their workers sub city householders and stakeholders.

3.4 Population and Sample Size

3.4.1 Population

According to Arada sub-city human resource data reports of 2013 the total public employee working in the sub-city are 1300. The researcher used preliminary observation to identify the right respondents who had relevant knowledge, experience, and ability to provide response for the research questions.

Hence, the total number of target population for the study is public employee.

Therefore, the target population of the study 1300 public employee in Arada sub-city and presented in the below table

TABLE 1: NUMBER OF EMPLOYEES (ARADA SUB-CITY OFFICE)

Ser. No.	Division	Total no. of Staffs
1	Employee of Arada sub-city	1300
	Grand Total	1300

Source: Arada sub-city report (January, 2021)

3.4.2 Sample Size and Sample Techniques

Sample size: - Out of the total number of employees the researcher was focused only on those employees who are working in Arada sub-city human resource offices so that the target population for this study will be 1300.

In order to determine the sample size, the study uses below formula based on 95% of confidence interval and 5% of acceptance error.

$$n = \frac{z^2 p q N}{e^2 (N-1) + z^2 p q}$$

Where,

N= Size of total population.

n=size of sample

P= sample proportion, q= 1-p (.5) (p = percentage picking a choice)

e= Acceptable error

Z= the value of the Standard Variance at a given confidence level and to be worked out from table showing area under Normal Curve; At 95% confidence level the value of Z=1.96 (Source: Kothari, 2004)

$$n = \frac{1.96^2 \times (0.5) \times (0.5) \times 1300}{0.05^2 \times (1300-1) + 1.96^2 \times (0.5) \times (0.5)} = \frac{1248.52}{4.2079} = 296$$

Therefore, from the target population of 1300 the sample size are = 296 employees

The total population of the study is 1300 which are segmented in to four field categories (construction pull land management pull human resource pull and chive executive pull) as shown in table 3.3 and the population size was allocated by strata sample which is determined by the following formula (Source: Dr. Rajiv Saksena).

$$nh = (Nh/N) \times n$$

Where: -nh =Sample size of stratum

Nh = The Population Size for stratum

N = the total population size

n = the total sample size

TABLE 2: SAMPLE DISTRIBUTION FOR ARADA SUB-CITY HUMAN RESOURCE OFFICES

S/n	Field Category	Total Staffs	no. of Strata Sample's	Percentage (%)
1	construction pull	243	55= (296/1300*243)	18.6
2	land management pull	266	61= (296/1300*266)	20.6
3	human resource pull	274	63= (296/1300*274)	21.3
4	chive executive pull	517	117= (296/1300*517)	39.5
Total		1300	296	100

Source: Human Resource Division (may, 2021)

Therefore, the result $n = 296$ is the sample size of employees

TABLE 3: NUMBER OF RESPONDENTS IN ARADA SUB-CITY

Ser. No.	Field Category	Total population	no. of selecting Sample's
1	Employee	1300	296
	Grand Total	1300	296

Source: Arada sub-city report (January 2021)

3.5 Data Sources

This study used two main streams of data sources. These two sources are primary and secondary data sources. The primary data sources are data obtained from sample survey response, field observation, photographs etc. The secondary data sources are related literature review, website (internet) report, documentation, magazines, books, journals, and articles.

The primary data sources are the employee of Arada sub city. The primary data that is obtain by the questionnaire take from the samples that are chose from the employee of Arada sub city.

3.6 Sampling Techniques

The study employed a range of sampling techniques including stratified sampling, systematic random sampling, and purposive sampling.

Stratified sampling method used to divide the population size into ten field strata. This is the process of selecting the number of individuals from the population so that the population contains elements representative of the characteristics found in the entire group (Orodho & Kombo, 2002).

With regard to the sub-cities, it is understandable that the sub-cities are diverse and need to be stratified to get adequate representation from each stratum. To identify participatory employee, all employees are stratified in 4 pull. This is done by taking the number of employees for each pull in the 2007 population and housing census. To have uniformity, stratification is done for the four pull by their similarity on success or failure on waste management.

Simple random Sampling technique was applied once the two different strata identified. This is because all the fields in a given stratum have an equal access to represent the total employees of an organization.

Purposive sampling is applied to select key informant respondents which include PR officer's managers and officials.

3.7 Data Collection Methods

In order to achieve the expected objectives of the study the research practitioner used various data collection tools. The major data collection instruments were questionnaire, interview and field observation

Semi structured Questionnaires

The questionnaire with close and open ended questions is prepared. The questionnaire will prepare in English language and to avoid language barriers it is translate to local language. After preparation, around 15 questionnaires were randomly distributed as pretest in order to correct unclear and misleading questions. Then, it was distributed to randomly sampled employees.

Interviews

Key informants from each category for the semi structure interview was selected using purposive sampling method. Under study interview will made PR officer's managers/team leaders and officials.

This is because of the fact that the select key informants assumed to be well aware of the problem and could provide the relevant information required for the achievement of the intended objectives of the study.

Field observations

In view of supporting and realizing the information obtained from the sampled employees and key informants, field observation was also conducted by using check list.

3.8 Data Analysis Methods

The data obtained from questionnaire coded, processed and analyzed by using suitable statistical software called statistical package for the social science (SPSS). Descriptive statistics such as percentage, frequency and measures of central tendency (mean, and standard deviation) used to summarize the responses. The outputs of the analyzed data were presented by using tables.

The qualitative data that collected through interview, and will summarize and paraphrase qualitatively. That will use to strengthen the analysis of results obtained through statistical analysis. Open ended questions allow for greater variety of responses from participants. Qualitative techniques use to describe with words.

3.9 Ethical Considerations

First the researcher requested permission from the administrator of the graduate school of Addis Ababa university to conduct the data collection process. After the researcher gets permission, then researcher considered the protection of all respondents' response. For the sake of security of the individuals, the responses of the participants were used without the individuals' names on it. The data collected through the interviews, surveys and observations were used to triangulate the validity of the information. Respondents were informed that their participation was voluntary and was assured of complete anonymity. Furthermore, they were advised that they do not have to answer any question they feel uncomfortable about.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

This chapter presents research finding of the study carried out to assess the effectiveness of public relation tools on prevention of Covid-19 in Arada sub city public relation affairs office. The study was targeted 229employees' and 62 PR employees in Arada sub city public relation affairs office.

4.1.Socio-Demographic Characteristics of the Respondents

In these section sociodemographic characteristics of respondents is discussed here under.

4.1.1. Sex of respondents

As shown in table 4, the majority of respondents 189(82.5%) are male and the remaining 40(17.5%) respondents are female. This indicates the majority of sampled respondents are male.

TABLE 4: SEX OF RESPONDENTS

Sex of respondents	Frequency	Percent
Male	189	82.5
Female	40	17.5
Total	229	100.0

Source: Survey Data (2021)

4.1.2. Age of Respondents

As shown in table 5 majority of respondents 129(56.3%) are between 31-40 age, followed by those who are between the age of 20-30 which constitutes 72(31.4%), then between 41-50 which constitutes 20(8.7%), then lastly by those between those greater than 51 which constitutes 8(3.5%). This indicates the majority of sampled respondents are those in the younger age category.

TABLE 5: AGE OF RESPONDENTS

Age of Respondent	Frequency	Percent
20-30	72	31.4
31-40	129	56.3
41-50	20	8.7
>51	8	3.5
Total	229	100.0

Source: Survey Data (2021)

4.1.3. Education of Respondents

As shown in table 6 majority of respondents 129(56.3%) are between 31-40 age, followed by those who are between the age of 20-30 which constitutes 72(31.4%), then between 41-50 which constitutes 20(8.7%), then lastly by those between those greater than 51 which constitutes 8(3.5%). This indicates the majority of sampled respondents are those in the younger age category.

TABLE 6: EDUCATIONAL STATUS OF THE RESPONDENTS

Education of respondents	Frequency	Percent
Grade 12 complete	2	.9
Diploma	75	32.8
BA Degree	143	62.4
MA and above	9	3.9
Total	229	100.0

Source: Survey Data (2021)

4.1.4 Work position educational level and department

The results of this qualitative study are based on interviews of ten employees who are working in Arada sub-city public relation affairs office. All research participants voluntarily participated in the study. The researcher is working in the organization and this social network is used as reference to easily establish contact with informants and identify respondents who have more knowledge on topic of study. Each participant was interviewed in face to face discussion. In addition, it helps the researcher to focus on the discussion and raise other probing questions

TABLE 7 DEMOGRAPHIC CHARACTERISTICS OF PARTICIPANTS

Respondent No.	Gender	Education level	Work Experience	Position	Department	Remark
R1	M	MA	8yrs	Public relation team leader	Literature And linguistics	
R2	F	BA	10 yrs.	Public relation team leader	Literature and linguistics	
R3	F	BA	6 yrs.	officer	Journalism	
R4	M	BA	2Yrs	officer	journalism	

R5	M	BA	6 Yrs.	officer	Literature And linguistics
R6	M	BA	2Yrs	reporter	journalism
R7	F	BA		reporter	journalism
R8	M	Diploma	4yrs	Camera man	Literature And linguistics
R9	M	Diploma		Driver	Auto mechanics
R10	F	10 th complete		cleaner	-

Source: Survey Data (2021)

4.1.5. Test for COVID

As shown in table 8, the majority 166(22.5%) of respondents have not been tested for COVID 19 and the remaining 63(27.5%) have been tested for COVID 19. This shows that large number of respondents did not tested for COVID 19.

TABLE 8: TEST FOR COVID

Test for COVID	Frequency	Percent
Yes	63	27.5
No	166	72.5
Total	229	100.0

Source: Survey Data (2021)

4.1.6. Awareness about COVID 19 prevention

As shown in table 9, the majority 152(66.4%) of respondents have high rate of knowledge about COVID 19 prevention. The remaining 77(33.6%) have moderate rate of knowledge about COVID 19 prevention. This shows that the majority of respondents received awareness creation from Arada sub-city PR.

TABLE 9: AWARENESS ABOUT COVID 19 PREVENTION

Awareness about COVID 19 prevention	Frequency	Percent
High	152	66.4
Moderate	77	33.6
Total	229	100.0

Source: Survey Data (2021)

4.2 PR SETTING

Based on response from an interview this part discussed about what objective, mission and vision of Arada PR, the major roles of public relation team / sector in Arada sub- city, the weakness and strengths of public relations department / team in Arada sub- city in regard to public relation tool usage for COVID 19 prevention, the public relations department/team' need to improve public relation tool usage technique Arada sub- city in regard to public relation tool usage for COVID 19 prevention, the managerial/ administrative challenge and problems of public relation in regard to public relation tool usage for COVID 19 prevention, things to be done for improving public relations tool effectiveness practices regard to public relation tool usage for COVID 19 prevention. And the themes that emerge from qualitative data analysis were organized and discussed in the following sections.

4.2.1 OBJECTIVES MISSION VISION

As the respondent 8 reveals, the vision of PR department is "To see a well-informed and practical society that could participate in the sub- city's development"

Respondent 2 confirmed that Mission of the PR department is "*To play a leading role in communication process and build the image of the sub-city and nation through facilitating speedy flow information between the people and the government* "

Respondent 5 confirmed that "*objective PR department is Producing public relation works economically and efficiently, Belief in customer complaints and **efficiently and serving** people and government based on ethical principles*"

4.2.2 FUNCTION and role OF PR

Seitel(2001: 25) argues that, although modern public relations initially developed as a tool used in power struggles in America, its role in present day society is vastly different because we are living in a complex society and are confronted by a knowledge explosion which is fuelled by advanced technology, which changes the role of public relations. In short, as institutions have grown larger, they have been forced to refine their methods of communicating with their publics. This, therefore, is the role of public relations practitioners today, to interpret institutions to the publics they serve and to promote both the image and reputation of these institutions. Many of the respondents mentioned that system is user friendly and easy to use. For example, Respondent 3 indicated that the role of PR is

“addressing timely information through different communication tools and plays leading role in communication and build an image”.

Respondent 2 confirmed that the role of PR is *“working tasks according to the studied standard, Collecting public opinion and Organizing event and protocol work, providing information about the sub-city from source stage beatification facilitation”.*

Another respondent 7 added that, the PR roles as *“working on content analysis on social media, distributing different communication tools-postcard and flyer working on layout design, magazine production, preparing broacher and distributing it.”*

4.2.3SWOT PR

Strengths, public relation team of Arada regarding tool usage during the pandemic COVID 19 stated as respondent 8 describe; *“PR has an ability to establish risk communication especially using different communication tools to address the employs and community with issues of covid-19”.* Similarly, respondent 10; stated as its *“Playing a role to bring about consensus made globally to the local level by using different communication tool”.*

4.3 TOOLS of PR

In this part of the thesis all Likert type questionnaires were get into analysis and interpretation. For five point Likert types questionnaires according to Al-Sayaad, Rabea and Samrah (2006), as cited by Bassam (2013), the mean range from 1-1.8, 1.8-2.6, 2.6-3.4, 3.4-4.2 and 4.2-5 falls in response option of strongly disagree, disagree, neither agree nor disagree, agree and strongly agree category. Therefore, while making interpretation of the results of mean and standard deviation the Scales where obtained from the sample of respondents were reassigned in line with this category to make the interpretation easy and clear.

4.3.1. Received PR tool about prevention

As shown in above table 10 the respondents agreed that they received Internet message which conveys about prevention of COVID in your organization with mean score of 3.43 and standard deviation of 0.496. Similarly, the respondents agreed that they received banners message which conveys about prevention of COVID in their organization with mean score of 3.79 and standard deviation of 0.556. Moreover, the respondents agreed that they received dialogue tools message which conveys about prevention of COVID in their organization with mean score of 3.93 and standard deviation of 0.255. Additionally, the respondents agreed that they received message from boards' message which conveys about prevention of COVID in

their organization with mean score of 3.57 and standard deviation of 0.496. In the same vein, the respondents agreed that they received social media message which conveys about prevention of COVID in their organization with mean score of 3.58 and standard deviation of 0.495. Similarly, the respondents agreed that they received videos message which conveys about prevention of COVID in their organization with mean score of 3.79 and standard deviation of 0.411. Moreover, the respondents strongly agreed that they received press office communication message which conveys about prevention of COVID in their organization with mean score of 4.27 and standard deviation of 0.703. Generally, respondents received Internet message, banners message, dialogue tools message, received message from boards, social media message, videos message and press office communication message which conveys about prevention of COVID in their organization.

TABLE 10: RECEIVED PR TOOL ABOUT PREVENTION

Received PR tool about prevention	N	Mean	Std. Deviation
I received Internet message which conveys about prevention of COVID in your organization	173	3.43	.496
I received Banner's message which conveys about prevention of COVID in your organization	173	3.79	.556
I received dialogue tools message which conveys about prevention of COVID in your organization	173	3.93	.255
I received message from boards message which conveys about prevention of COVID in your organization	173	3.57	.497
I received social media message which conveys about prevention of COVID in your organization	173	3.58	.495
I received videos message which conveys about prevention of COVID in your organization	173	3.79	.411
I received press office communication message which conveys about prevention of COVID in your organization	173	4.26	.704

Source: Survey Data (2021)

4.3.2. Public Relation Implementation

As shown in table 11 the respondents agreed that the message which conveys about prevention of COVID is simple with mean score of 3.68 and standard deviation of 0.609. Similarly, the respondents agreed that the message which conveys about prevention of COVID is based on format with mean score of 3.74 and standard deviation of 0.597.

Moreover, the respondents agreed that Message which conveys about prevention of COVID is veracious with mean score of 3.69 and standard deviation of 0.615.

TABLE 11: PUBLIC RELATION IMPLEMENTATION

Public Relation Implementation	N	Mean	Std. Deviation
Message which conveys about prevention of COVID is simple	173	3.68	.609
Message which conveys about prevention of COVID is based on format	173	3.74	.597
Message which conveys about prevention of COVID is veracious	173	3.69	.615
Message which conveys about prevention of COVID is ethical	173	3.79	.586
Message which conveys about prevention of COVID is purpose-centeredness	173	3.77	.423
Message which conveys about prevention of COVID is novel	173	3.69	.465
Message which conveys about prevention of COVID is attractive	173	3.52	.501
Message which conveys about prevention of COVID is presented attractively	173	3.79	.509

Source: Survey Data (2021)

Additionally, the respondents agreed that Message which conveys about prevention of COVID is ethical with mean score of 3.79 and standard deviation of 0.586. Furthermore, the respondents agreed that Message which conveys about prevention of COVID is purpose-centeredness with mean score of 3.77 and standard deviation of 0.423. In the same vein, the respondents agreed that Message which conveys about prevention of COVID is novel with mean score of 3.69 and standard deviation of 0.465. Similarly, the respondents agreed that Message which conveys about prevention of COVID is attractive with mean score of 3.52 and standard deviation of 0.501. Additionally, the respondents agreed that Message which conveys about prevention of COVID is presented attractively with mean score of 3.79 and standard deviation of 0.509. Generally, the respondents agreed that the message which conveys about prevention of COVID is simple, based on format, veracious, ethical, purpose-centeredness, novel, attractive and presented attractively.

4.3.3. Public relations Tool used by the public relations team

As shown in table above 12, the majority 15(6.6%) of respondents have responded that Advertising is the most public relations tool used by the public relations team/department of

Arada sub-city for COVID-19 prevention, followed by Promotion which constitutes 13(5.7%), then by Event management which constitutes 10(4.4%), followed by Publicity which constitutes 7(3.1%), then by social media which constitutes 6(2.6%) then by Protocol which constitutes 5(2.2%).

TABLE 12: PUBLIC RELATIONS TOOL USED BY THE PUBLIC RELATIONS TEAM

Public relations tool	Frequency	Percent
Protocol	5	2.2
Publicity	7	3.1
Promotion	13	5.7
Advertising	15	6.6
Event management	10	4.4
social media	6	2.6
Total	56	24.5

Source: Survey Data (2021)

FIGURE 2 PUBLIC RELATIONS TOOLS



4.3.4. Reason for selecting Public Relations Tool

As shown in table 13 the majority 14(6.1%) of respondents have responded that the above selected tool is used in preventing for COVID-19 prevention in the sub city due to its effective in addressing COVID message. Following this, 13(5.7%) responded that it's due to easy to communicate, 12(5.2%) of them responded that it's due to Cheap to employ, 11(4.8%) of them responded that it's due to targets broad audience and 6(2.6%) of them responded that its due to appropriateness.

TABLE 13: REASON FOR SELECTING PUBLIC RELATIONS TOOL

Reason for selecting Public relations Tool	Frequency	Percent
Cheap to employ	12	5.2
Effective in addressing COVID message	14	6.1

Easy to communicate	13	5.7
Targets broad audience	11	4.8
Appropriateness	6	2.6
Total	56	24.5

Source: Survey Data (2021)

4.3.5. Important Issues Raised in Public relations Tool

As shown in table above 14, the majority 17(7.4%) of respondents have responded to know status of COVID19 in Arada sub city is issues that get more importance in the tools in Arada sub-city in COVID-19. Following this, 15(6.6%) responded that issues that get more importance in the tools in Arada sub-city in COVID-19 is preventing the transmission of COVID-19. Additionally, 12(5.2%) responded that issues that get more importance in the tools in Arada sub-city in COVID-19 is for vaccine promotion. Additionally, 8(3.5%) responded that Its measurement taken to cop-up the disaster is another issues that get more importance in the tools in Arada sub-city in COVID-19. Additionally, 4(1.7%) responded that Psych-social support made by administration to help the employees about its transmission is another issues that get more importance in the tools in Arada sub-city in COVID-19.

TABLE 14: IMPORTANT ISSUES RAISED IN PUBLIC RELATIONS TOOL

Important Issues Raised in Public relations Tool	Frequency	Percent
Preventing the transmission of COVID-19	15	6.6
To know status of COVID19 in Arada sub city.	17	7.4
Its measurement taken to cop-up the disaster	8	3.5
Psych-social support made by administration to help the employees about its transmission	4	1.7
For vaccine promotion	12	5.2
Total	56	24.5

Source: Survey Data (2021)

4.3.6 PR outcomes

As shown in table above 15, the majority 50(21.8%) of respondents have responded that the department set PR outcomes. And the remaining 6(2.6%) respondents have responded that the department did not set PR outcomes. This implies that the department set PR outcomes.

TABLE 15: PR OUTCOMES

PR outcomes	Frequency	Percent
Yes	50	21.8
No	6	2.6
Total	56	24.5

Source: Survey Data (2021)

4.3.7. Kind of PR Outcomes

As shown in table 16, the majority 26(11.4%) of respondents have responded that the department set change of opinion PR outcomes. Additionally, 17(7.4%) respondents have responded that the department set sequence of priority PR outcomes. The remaining 13(5.7%) respondents have responded that the department set Change of knowledge PR outcomes.

TABLE 16: KIND OF PR OUTCOMES

Kind of PR Outcomes	Frequency	Percent
Sequence of priority	17	7.4
Change of knowledge	13	5.7
Change of opinion	26	11.4
Total	56	24.5

Source: Survey Data (2021)

4.3.8. Setting Target Audience

As shown in table 17, the majority 53(23.1%) of respondents have responded that the department set target audience and the remaining 3(1.3%) of respondents have responded that the department did not set target audience.

TABLE 17: SETTING TARGET AUDIENCE

Setting Target Audience	Frequency	Percent
Yes	53	23.1
No	3	1.3
Total	56	24.5

Source: Survey Data (2021)

4.3.9. Communication Measures

As shown in table 18, the majority 44(19.2%) of respondents have responded that department set Communication measures for messages in action plan suitability measures and the remaining respondents 12(5.2%) have responded that department did not set Communication measures for messages in action plan suitability measures.

TABLE 18: COMMUNICATION MEASURES

Communication Measures	Frequency	Percent
Yes	44	19.2
No	12	5.2
Total	56	24.5

Source: Survey Data (2021)

4.3.10. Type of communication practically used in public relations

As shown in table above 19, the majority of respondents agreed that online communication is more practically used in public relations team/department of Arada sub-city for COVID

prevention with mean score of 3.52 and standard deviation of 0.504. Furthermore, the respondents agreed that interpersonal communication is more practically used in public relations team/department of Arada sub-city for COVID prevention with mean score of 3.79 and standard deviation of 0.563.

TABLE 19: TYPE OF COMMUNICATION PRACTICALLY USED IN PUBLIC RELATIONS

Type of communication used	N	Mean	Std. Deviation
Online communication is more practically used in public relations team/department of Arada sub-city for COVID prevention	56	3.52	.504
Interpersonal communication is more practically used in public relations team/department of Arada sub-city for COVID prevention	56	3.79	.563
Public communication in the form of meeting is more practically used in public relations team/department of Arada sub-city for COVID prevention	56	3.95	.227
Group communications is more practically used in public relations team/department of Arada sub-city for COVID prevention	56	3.46	.503
Media communication is more practically used in public relations team/department of Arada sub-city for COVID prevention	56	3.46	.503

Source: Survey Data (2021)

Additionally, the respondents agreed that public communication in the form of meeting is more practically used in public relations team/department of Arada sub-city for COVID prevention with mean score of 3.95 and standard deviation of 0.227. On the other hand, the respondents agreed that group communications is more practically used in public relations team/department of Arada sub-city for COVID prevention with mean score of 3.46 and standard deviation of 0.503. Similarly, the respondents agreed that media communication is more practically used in public relations team/department of Arada sub-city for COVID prevention with mean score of 3.46 and standard deviation of 0.503. Generally, online communication, interpersonal communication, public communication, group communications and media communication is more practically used in public relations team/department of Arada sub-city for COVID prevention.

4.4 Public relation tools Effectiveness

As shown in above table 20; the respondents neither agree nor disagree with that PRs tools in Arada sub-city is practiced in good coverage in regard to COVID 19 prevention with mean

score of 2.82 and standard deviation of 0.811. Similarly, the respondents strongly agreed that PRs tools in Arada sub-city is practiced is cost effective way in COVID 19 prevention with mean score of 4.05 and standard deviation of 0.672. Furthermore, the respondents agreed that PRs tools in Arada sub-city are effective in achieving organizational goal in regard to COVID 19 prevention with mean score of 3.84 and standard deviation of 0.565. Moreover, the respondents agreed that PRs tools in Arada sub-city is practiced in attractive way regard to COVID 19 prevention with mean score of 3.70 and standard deviation of 0.601. Additionally, the respondents agreed that PRs tools in Arada sub-city is practiced for influencing employee's opinion towards COVID 19 prevention with mean score of 3.91 and standard deviation of 0.438. Similarly, the respondents agreed that PRs tools in Arada sub-city is practiced like of Message carried by LED screen is effective in COVID 19 Prevention with mean score of 2.82 and standard deviation of 0.636. In the same vein, the respondents agreed that PRs tools in Arada sub-city is practiced like of Message carried by social media effective in COVID 19 Prevention with mean score of 2.71 and standard deviation of 0.624. Additionally, the respondents agreed that PRs tool in Arada sub-city is practiced by print media like brochures is effective in COVID 19 Prevention with mean score of 3.96 and standard deviation of 0.738. Moreover, the respondents strongly agreed that PRs tool in Arada sub-city is practiced by print media as of banners is effective in COVID 19 Prevention with mean score of 4.04 and standard deviation of 0.425.

TABLE 20: PUBLIC RELATION TOOLS EFFECTIVENESS

Public relation tools Effectiveness	N	Mean	Std. Deviation
PRs tools in Arada sub-city is practiced in good coverage in regard to COVID 19 prevention	56	2.82	.811
PRs tools in Arada sub-city is practiced in cost effective way in COVID 19 prevention	56	4.05	.672
PRs tools in Arada sub-city are effective in achieving organizational goal in regard to COVID 19 prevention	56	3.84	.565
PRs tools in Arada sub-city is practiced in attractive way regard to COVID 19 prevention	56	3.70	.601
PRs tools in Arada sub-city is practiced for influencing employee's opinion towards COVID 19 prevention	56	3.91	.438
PRs tools in Arada sub-city is practiced like of Message carried by LED screen is effective in COVID 19 Prevention	56	2.82	.636

PRs tools in Arada sub-city is practiced like of Message carried by social media effective in COVID 19 Prevention	56	2.71	.624
PRs tool in Arada sub-city is practiced by print media like brochures is effective in COVID 19 Prevention	56	3.96	.738
PRs tool in Arada sub-city is practiced by print media as of banners is effective in COVID 19 Prevention	56	4.04	.425
PRs tools in Arada sub-city practiced like of Message transfer poster media effective in COVID 19 Prevention	56	4.43	.499

Source: Survey Data (2021)

Similarly, the respondents strongly agreed that PRs tools in Arada sub-city practiced like of Message transfer poster l media effective in COVID 19 Prevention with mean score of 4.43 and standard deviation of 0.499.

Generally, PRs tools in Arada sub-city is practiced is cost effective way in COVID 19 prevention, PRs tools in Arada sub-city are effective in achieving organizational goal in regard to COVID 19 prevention, PRs tools in Arada sub-city is practiced in attractive way regard to COVID 19 prevention, PRs tools in Arada sub-city is practiced for influencing employee’s opinion towards COVID 19 prevention, PRs tool in Arada sub-city is practiced by print media like brochures is effective in COVID 19 Prevention, PRs tool in Arada sub-city is practiced by print media as of banners is effective in COVID 19 Prevention and PRs tools in Arada sub-city practiced like of Message transfer poster l media effective in COVID 19 Prevention.

However, PRs tools in Arada sub-city is not practiced in good coverage, practice of Message carried by LED screen and social media is not that much effective in COVID 19 Prevention. Organizations are endeavoring to find out more efficient ways and tools to achieve these functions and contribute positively to their reputation and brand image. Respondents also mentioned that practice of PR in Arada sub city. Respondent 2 stated: *“the Need to adapt new techniques to make tools more reliable and Prioritizing in regard to 2017 budgeting, attention 2030.”*

4.5 Public relations challenges and problems

As shown in above table 21 the respondents remained neutral in that PRs tools implementation in Arada sub-city has proper budget for its effectiveness in COVID 19 prevention with mean score of 2.80 and standard deviation of 0.733. Furthermore, the

respondents agreed that PRs tools implementation in Arada sub-city is based on proper knowledge for its effectiveness in COVID 19 prevention with mean score of 4.29 and standard deviation of 0.653. Additionally, the respondents strongly agreed that PRs tools implementation in Arada sub-city is based on its effectiveness in COVID 19 prevention with mean score of 4.34 and standard deviation of 0.611.

TABLE 21: PUBLIC RELATIONS CHALLENGES AND PROBLEMS

Public relations challenges	N	Mean	Std. Deviation
PRs tools implementation in Arada sub-city has proper budget for its effectiveness in COVID 19 prevention	56	2.80	.733
PRs tools implementation is based on proper knowledge for its effectiveness in COVID 19 prevention	56	4.29	.653
PRs tools implementation in Arada sub-city has skill for its effectiveness in COVID 19 prevention	56	4.34	.611
PRs tools implementation in Arada sub-city was based on coordination in COVID 19 prevention	56	2.93	.568
PRs tools implementation in Arada sub-city has information access in COVID 19 prevention	56	4.04	.466
PRs tools implementation in Arada sub-city is based on ethical and professional standards in COVID 19 prevention	56	4.05	.483

Source: Survey Data (2021)

Moreover, the respondents remained neutral in that PRs tools implementation in Arada sub-city lacks coordination in COVID 19 prevention with mean score of 2.93 and standard deviation of 0.568.

In the same vein, the respondents strongly agreed that PRs tools implementation in Arada sub-city has information access in COVID 19 prevention with mean score of 4.04 and standard deviation of 0.466. Similarly, the respondents strongly agreed that PRs tools implementation in Arada sub-city is based on ethical and professional standards in COVID 19 prevention with mean score of 4.05 and standard deviation of 0.483.

Generally, PRs tools implementation in Arada sub-city has proper knowledge for its effectiveness in COVID 19 prevention, PRs tools implementation in Arada sub-city has skill for its effectiveness in COVID 19 prevention, PRs tools implementation in Arada sub-city has information access in COVID 19 prevention and PRs tools implementation in Arada sub-city is based on ethical and professional standards in COVID 19 prevention.

However, PRs tools implementation in Arada sub-city lacks proper budget for its effectiveness in COVID 19 prevention and PRs tools implementation in Arada sub-city lacks coordination in COVID 19 prevention.

Organizations that are particular on their budget cuts and distributions leads to poor financing management of the public relations department. Financial restraints are able to derail the progress and efforts of public relations. Organizations are hesitant to spend a little more revenue they hold on improving their media image. Ironically, it should be the prime time for them to better their profile and attain a stronger custom. Respondents also mentioned that there are managerial and administrative challenges. Respondent 6 stated: *“there is lack of proper attention for public relation tool usage in regards to budget allocation for good quality to production in Covid 19 prevention”*. Respondent 10 added that *“there is lack of understanding the value of PR work planning, budget and structure”*.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

This chapter presents conclusion and recommendation based on the findings of the study and suggest possible areas for future research.

5.1. Conclusion

The main objective of this study aim to assess the effectiveness of public relation tools on prevention of Covid-19 in Arada sub city public relation affairs office Specifically, the study attempted to describe the effectiveness of public relation tools as effective risk communication as perceived by actors to describe the effectiveness of public relation tools on preventing COVID -19 and to describe find out challenges and practice of public relation tools employed to prevent Covid-19 in the Arada sub-city public relation affairs office.

In line with used PR tool about prevention of COVID-19 Internet message, banners message, dialogue tools message, received message from boards, social media message, videos message and press office communication message conveys about prevention of COVID in Arada sub-city public relation affairs office. Regarding its implementation, the message which conveys about prevention of COVID is simple, based on format, veracious, ethical, purpose-centeredness and novel, attractive and presented attractively.

As far as type of communication is concerned, online communication, interpersonal communication, public communication, group communications and media communication is more practically used in public relations team/department of Arada sub-city for COVID prevention.

Regarding Public relation tools Effectiveness, the result shows that PRs tools in Arada sub-city is practiced is cost effective way, effective in achieving organizational goal, PRs tools is practiced in attractive way, practiced for influencing employee's opinion towards COVID 19 prevention. And PRs tool in Arada sub-city is practiced by print media like brochures, banners, and message transfer poster for COVID 19 Prevention. However, PRs tools in Arada sub-city is not practiced in good coverage and practice of Message carried by LED screen and social media is not that much effective in creating awareness about COVID 19 Prevention.

In line with Publicrelations Challenges and Problems is concerned, PRs tool implementation follows proper knowledge for its effectiveness in COVID 19 prevention, depend on skill for its effectiveness, based on information access and ethical and professional standards for preventing COVID 19. However, PRs tools implementation process faces lack of proper budget for its effectiveness and lack coordination.

5.2. Recommendations

The result shows that PRs tools in Arada sub-city is practiced in cost effective way, achieve organizational goal, practiced in attractive way, practiced for influencing employee's opinion towards COVID 19 prevention. And PRs tool in Arada sub-city is practiced by print media like brochures, banners, and message transfer poster for COVID 19 Prevention. Thus, the PR office of Arada sub-city should strengthen using these tool in cost effective, attractive and design in a way to achieve organizational goal.

However, PRs tools in Arada sub-city is not practiced in good coverage and practice of Message carried by LED screen and social media is not that much effective in creating awareness about COVID 19 Prevention. As a result, PR office of Arada sub-city should identify target audience and deploy specific tools which conform to targeted audiences.

PRs tool implementation follows proper knowledge for its effectiveness in COVID 19 prevention, depend on skill for its effectiveness, based on information access and ethical and professional standards for preventing COVID 19. PR office of Arada sub-city should strengthen skill, information access and ethical and professional standards for the effectiveness of PRs tool implementation.

However, PRs tools implementation process faces lack of proper budget for its effectiveness and lack coordination. Transforming the practice of public relations more than anything demands strengthening the value of organizations. To increase the value of the profession & professionals, various public relations programs in government organization at different levels should be open, assign budget accordingly. Hence, top management should assist implementation of PR tools by assigning budget for its implementation.

In general, the government should use the findings of this study to assist policy formulation and development for a framework of critical public relation tools for prevention of Covid-19.

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APPENDIX 1 RESPONDENTS SURVEY

Addis Ababa University School of Journalism Public Relation and Strategic Communication

Department.

Dear Respondents, Arada sub-city employees

I am Emebet Masresh, Student at Addis Ababa University MA Program at School of Journalism Public Relation and Strategic Communication Department.

The purpose of this questionnaire is to collect data for the research to be carried out by me from the School of Journalism and Communication, public relation and strategic communication department of Addis Ababa University to **asses' effectiveness of public relation tools on prevention of COVID19 in Arada sub city** . I would like to state that your genuine and accurate responses will have greater contribution to the dependability of the research findings. Therefore, I kindly request you to provide your genuine answers to the questions that appear below. I would like to remind you that the answers you will provide will be solely used for research purpose and kept confidential. **I would like to thank you in advance for your cooperation.**

For any clarity question in regard to the questionnaire **Contact me:**

Mob # +251 925262096

Part I-Background information (For both PR officers and employees)

Please circle or write your responses for the following personal information based on the type of questions provided hereunder

A) Please circle your responses for the following personal information

1. Sex of the respondent A. Male B. Female
2. Age of the respondent A. 20-30 B. 31-40 C. 41-50
D. 51<
3. Educational level A, Grade 11 and less B. Grade 12 complete C. Diploma
DBA/BSc/ E, MA/MSc F, PhD
4. Your work position in the organization _____
5. Years of Experiences _____
6. Educational Qualification _____
7. Have you been tested for COVID? A. Yes B. No
8. If yes, what was the result? A. Positive B. Negative
9. How do you rate the knowledge you have about COVID prevention?
10. High B. Moderate C. Low
11. What are the major sources of information about COVID?
A. Radio B. TV C. PR office D. Social media E. Newspapers F. Magazine G. Broscher

Part II-Basic Questions (tools of PR) in prevention of COVID 19 (For PR employees only)

12. Which one is the single most public relations tool used by the public relations team/department of Arada sub-city for COVID-19 prevention? (Only one answer)?
A) Protocol B) Publicity C) Promotion D) Advertising E) Event management f. social media
13. Why the selected tool is used in preventing for COVID-19 prevention in the sub city?
A. Cheap to employ B. Effective in addressing COVID C. Easy to communicate D. Targets broad audience E appropriateness. Other, specify _____
14. What is the degree of importance of using different public relations tools by the public relations team /department of Arda sub-city for COVID-19 prevention? (Please put them in order as ABC, etc.)?
A) Protocol B) Publicity C) Promotion D) Advertising E) Event management
F) media relations G). Social media
15. Why is such importance given for the selected tools?

16. What types of issues get more importance in the tools in Arada sub-city in COVID-19 prevention?
A. Preventing the transmission of COVID-19 B. The status of COVID19 in Arada sub city. Disasters caused by COVID19.

D. measures taken to cop-up the disaster Psych-social support made by administration to help the employees Transmission Methods G. vaccine promotion

17. Which type of communication is more practically used in public relation team /department of Arada sub-city for COVID prevention? (Rank the response if more than one answers?)

- B) Online communication
- B) Interpersonal communication
- C) Public communication in the form of meetings
- D) Group communications
- E) Media communication

18. If you use more than one type of communication as in #17, please indicate that in their degree of importance in your organization/institution. _____ 20

19. Does your department set PR outcomes? A. Yes B. No

20. If yes, which one is the PR outcome?

- A. sequence of priority
- B. Change of knowledge
- C. change of opinion

21. Does your department set target audience?

- A. Yes
- B. No

22. Does your department set PR outputs?

- A. Dissemination of communication messages / information
- B. Content of communication messages
- C. Potentially reached audience

23. Does your department set Communication measures for messages in action plan suitability measures ?

- A. Yes
- B. No

Only for the employees

Your answers in this part are to be given by making a tick () mark on your choice that is provided in front of each question.

1=Strongly Agree 2=Agree 3=Neutral 4=Disagree 5= Strongly Disagree

No.	Which type of PR tool have you received to convey about prevention of COVID in your organization from PR department in the year 2013 E.C ?	Response Tick ✓		Frequency Per month on average	Rate the effectiveness of the tool					
		Yes	No		1	2	3	4	5	
1.	Internet websites									
2.	banners									
3.	tools used in dialogue									
4.	message boards									
5.	social media									

6.	videos								
7.	press offices for direct and indirect communication with the media								
	Systemized evaluation criteria of PR implementation stage								
A)	Message simplicity								
B)	Message informativeness								
C)	Message veracity								
D)	Message ethicality								
E)	Purpose-centeredness of information provided								
F)	Message novelty								
G)	Attractiveness of the media								
H)	Attractiveness of message presentation								

For PR employees only

24. Is public relations a professional activity?

A. Yes, B) No C) Difficult to say

25. Which one is the major function of public relations directorate/department of your organization/institution? (Only one answer)

A. management function B) advisory function C) prepare meetings and manage events D) protocol and attend meetings E) prepare newsletters/newspapers/magazines F) write speeches

26. Which type of communication is more practically used in public relations team/department of Arada sub-city? (Only one answer)?

A. Online communication B) Interpersonal communication C) Public communication in the form of meetings D) Group communications E) Media communication F. Any other _____

27. Is public relations team/department of your Arada sub-city given appropriate importance?

A. Yes, B) No C) Difficult to say

28. What is the degree of emphasis given for public relations team/department Arada sub-city A) Very high B) High C) medium D) low E) very low

29. How do you see the role of public relation Team/department Arada sub-city Very high B) High C) medium D) low E) very low

30. Is public relationsteam/department seen as a core in Arada sub -city?

A. Yes B)No C)Difficult to say

31. Why is it so? _____

PartIII- Effectiveness of PR tools in Arada sub-city for PR employees only

Your answers in this part are to be given by making a tick () mark on your choice that is provided in front of each question.

1=Strongly Agree 2=Agree 3=Neutral 4=Disagree 5= Strongly Disagree

No.	Items	1	2	3	4	5
I-	Public relation tools effectiveness					
1.	PRs tools in Arada sub-city is practiced in good coverage in regard to COVID 19 prevention.					
2.	PRs tools in Arada sub-city is practiced in a cost effective way in COVID 19 prevention					
3.	PRs tools in Arada sub-city are effective in achieving organizational goal in regard to COVID 19 prevention.					
4.	PRs tools in Arada sub-city is practiced in an attractive way in regard to COVID 19 prevention.					
5.	PRs tools in Arada sub-city is practiced for influencing employee's opinion Towards COVID 19 prevention.					
6.	PRs tools in Arada sub-city is practiced like of Message carried by LED screen is effective in COVID 19 Prevention.					
7.	PRs tools in Arada sub-city is practiced like of Message carried by social media effective in COVID 19 Prevention.					
8.	PRs tool in Arada sub-city is practiced by print media like brochures is effective in COVID 19 Prevention.					
9.	PRs tool in Arada sub-city is practiced by print media as of banners is effective in COVID 19 Prevention.					
10.	PRs tools in Arada sub-city practiced like of Message transferred by poster or media effective in COVID 19 Prevention.					

Part IV Challenges and opportunities for PR tools for PR officials only

III-	Public relations challenges and problems					
1. 23.	PRs tools implementation in Arada sub-city lacks proper budget for its effectiveness in COVID 19 prevention.					

2. 24.	PRs tools implementation inArada sub-city lacks proper knowledge for its effectiveness in COVID 19 prevention					
3. 25.	PRs tools implementation inArada sub-city lacks skill for its effectiveness in COVID 19 prevention					
4. 26.	Rs tools implementation inArada sub-city lacks ccoordinatin in COVID 19 prevention					
5.	Rs tools implementation inArada sub-city lacks INFORMATION ACCESS in COVID 19 prevention					
6.	Rs tools implementation inArada sub-city lacks ETHICAL AND PROFESSIONAL STANDARDS in COVID 19 prevention					

APPENDIX 2 KEY INFORMANT INTERVIEW GUIDELINE

Your answers in this part are to be given by short and brief explanation

1. What are Arada sub-city's Public relation office objective, mission and vision?

2. What are the major roles of public relation team / sector in Arada sub-city?

3. What are the weakness and strengths of public relations department/team in Arada sub-city in regard to public relation tool usage for COVID 19 prevention?

Strength

Weakness

4. Do you think the public relations department/team needs to improve public relation tool usage technique in Arada sub-city in regard to public relation tool usage for COVID 19 prevention?

4. What are the managerial/administrative challenges and problems of public relations tools usage for COVID 19 prevention?

5. What should be done for improving public relations tools effectiveness in regard to public relation tool usage for COVID 19 prevention?
