



School of Journalism and Communications

A STUDY OF PUBLIC RELATIONS PRACTICES AND CHALLENGES ON
DISABILITY IN ETHIOPIA: FEDERATION OF ETHIOPIAN NATIONAL
ASSOCIATIONS OF PERSONS WITH DISABILITIES IN FOCUS

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ADDIS ABABA UNIVERSITY

ADDIS ABABA, ETHIOPIA

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Declaration

I, Yohannes Wondirad Abebe, hereby declare that this research thesis entitled “A STUDY OF PUBLIC RELATIONS PRACTICES AND CHALLENGES ON DISABILITY IN ETHIOPIA: FEDERATION OF ETHIOPIAN NATIONAL ASSOCIATIONS OF PERSONS WITH DISABILITIES IN FOCUS” is my own original work and that all sources have been accurately reported and acknowledged, and that this document has not been previously, in its entirety or in part, submitted to the Addis Ababa University or any other university in order to obtain academic qualifications.

Signature _____

Name Yohannes Wondirad Abebe

Date June, 2020

Approval

This is to certify that the thesis prepared by Yohannes Wondirad , entitled A study of public relations practices and challenges on disability in Ethiopia: Federation of Ethiopian National Associations of Persons with Disabilities in focus; and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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Chair of the Department or Graduate Program Coordinator

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Abstract

This study aimed at exploring the public relation practices and challenges on disability in the Federation of Ethiopian National Associations of Persons with Disabilities. The study also attempts to identify the PR tools implemented in public relations practices. In order to be able to answer the questions, quantitative and qualitative research designs were used. For the questionnaire of quantitative design, a total of 100 individuals from management members, senior experts and members of the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven persons with disabilities associations with different working experience were selected and filled by them. For the in-depth interview of qualitative design, from FENAPD and its seven persons with disabilities associations, eight individuals had been interviewed. The interviewee selection was based on work position; so from each member association and the federation one senior management member had been interviewed. Frequency and percentage statistical techniques were used for quantitative data analysis by using SPSS statistical software; while, the qualitative data was analyzed thematically. The outcome of the data analysis revealed that the practices of public relation in Federation of Ethiopian National Associations of Persons with Disabilities are limited to some activities of PR; there is shortage of human power and budget in the PR department. There is also lack of organized, appropriate PR activities and developing strategies and implement appropriate communication tools that can be accessible to all public in different location of the country as much as possible and as quickly as possible. The research shows that the practitioners are assigned by the managers of FENAPD according to their skills and knowledge of public relation, this is the good part of the finding. Finally, the researcher forwarded recommendations to conduct and establish the organizational PR strategies in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) that enables the PR practitioners to perform as per the planned activities and to implement diversified and appropriate PR activities and to overcome challenges

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Acronym

DPI	Disabled Person`s International Movement.
ENAB	Ethiopian National Association of the Blind
ENAD	Ethiopian National Association of the Deaf
ENADB	Ethiopian National Association of the Deaf-Blind
ENAID	Ethiopian National Association on Intellectual Disability
ENAPAL	Ethiopian National Association of Persons Affected by Leprosy
EWDNA	Ethiopian Women with disabilities National Association
FENAPD	Federation of Ethiopian National Associations of Persons with Disabilities
PR	Public Relations
UN	United Nations

CHAPTER ONE

1. Introduction

1.1. Background of the study

According to World Bank report, one billion people, or 15% of the world's population, experience some form of disability. Persons with disabilities, on average as a group, are most likely to experience adverse socioeconomic outcomes than persons without disabilities. (world bank, 2019)

Based on the World Report on Disability jointly issued by the World Bank and World Health Organization, there are an estimated 15 million children, adults and elderly persons with disabilities in Ethiopia, representing 17.6 per cent of the population. (World Bank and World Health Organization: World Report on Disability, Washington, D. C., 2011.) A vast majority of people with disabilities live in rural areas where access to basic services is limited. In Ethiopia, 95 per cent of all persons with disabilities are estimated to live in poverty. (MOLSA, 2010.)

According to Handicap International, only 3% of Ethiopia's estimated 2.4 to 4.8 million children with disabilities go to school, due to stigma among parents and educators, inaccessibility, rigid teaching practices, poorly trained teachers and the lack of adapted learning resources. A survey conducted by the African Child Policy Forum in 2011 found that only 29% of children with disabilities were registered at birth. The survey also found that (often preventable) illness and complications during birth were the main causes of disability amongst children.

In many societies disability was considered as a curse and an attack by an evil spirit. From the above information, we understood that we must change the perception of society on disability by doing public relations activities well, and must be the issue of all members of the society. By practicing public relation and communication activities on disability, the issue could be the concern of all people.

In the last ten years, persons with disabilities have organized themselves into their own organizations in 100 countries. Disabled Peoples` International (DPI) considers the role of organizations of persons with disabilities to be the most fundamental issue for the disabled person`s movement. According to DPI, there are some roles of organization of persons with

disabilities. Among the roles of organizations of persons with disabilities networking mechanisms and promoting public awareness are more relevant to this research.

The purpose of public relation practice is to establish two way communications to resolve conflict of interest by seeking common ground or areas of mutual interest, and to establish understanding based on truth, knowledge and full information (Black, 2004: 5).

In order to change the perception of the societies related to disability and to improve the overall awareness of persons with disabilities, public relations and strategic communication activities should be taken place continuously. Beliefs which see persons with disabilities different from the society can be improved by practicing public relation and strategic communications activities regularly.

Different organizations use public relations activities to make their duties known by others and to communicate wisely their activities and increase awareness of their stake holders. Public relations is the strategic communication that different types of organizations use for establishing and maintaining symbiotic relationships with relevant publics many of whom are increasingly becoming culturally diverse (Smith, 2009: 10).

In Ethiopia, different institutions work on the issue of disability based on their mandate. The Federation of Ethiopian National Associations of People with Disabilities (FENAPD) is the main one. Federation of Ethiopian National Associations of People with Disabilities (FENAPD) is a civic organization which is the umbrella of seven associations namely, Ethiopian National Association of the Blind, Ethiopian National Development Association of the Physical disabilities, Ethiopian National Association of the Deaf, Ethiopian National Association of the Deaf-Blind, Ethiopian National Association of Persons Affected by Leprosy, Ethiopian National Association on Intellectual Disability and Ethiopian Women with disabilities National Association.

Family members represent persons with intellectual disability at their association but persons with disabilities themselves play an active role in the other associations. Each association has an office and managing director which is responsible to a board of directors. The board of directors is appointed by and from the executive committee, which is appointed by the general assembly.

Ethiopia has authorized UN convention on the rights of persons with disabilities to develop participatory developmental agendas. Based on the ratified convention proclamations and policies have been designed to include persons with disability in economic, political and social aspects. In addition to the sustainable development goal Ethiopia has designed growth and transformation plan.

Although the researcher`s primarily plan was to assess the public relation practices in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and some other government institutions, like ministries of health, education and labor and social affairs of Ethiopia, the data collection process in the ministries become difficult due to the current COVID-19 virus pandemic restrictions by the law.

Thus, this research tries to study the public relation practices and challenges in Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD).

The Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) is the main organization of persons with disabilities which make the seven member associations tackle the discrimination and stigmatization against persons with disabilities and in order to undertake the barriers of participation and benefit.

The Federation also has the mandate to promote the rights and well-being of persons with disabilities in all spheres of society and development, and to increase awareness of the situation of persons with disabilities in every aspect of political, social, economic and cultural life. Even though disability should be the concern of the whole society together with the government, the seven associations of persons with disabilities together with their umbrella federation have greater responsibilities to create awareness among the society.

Hence this study will find out the strengths and weaknesses of public relation practices of disability communication interrelated to the umbrella of associations of persons with disabilities.

Brief History of the organizations under study

Federation of Ethiopian National Associations of Persons with disabilities (FENAPD)

It is a civic organization which is the umbrella of seven associations. According to "Biruh Tesfa" Magazine No.24, December 3,2019 (p 35), the Federation has passed through two levels of organizational structure up to now. At the first level by focusing on rights issues and development activities together and at the second level focusing only on developmental interventions based on the Charities and Societies Proclamation No. 621/2011.

At present, the Federation has returned to the previous first level of organizational structure of embarking on both rights and development issues as per the new Civil Societies Proclamation No. 1113/2011.

The Federation of Ethiopian National Associations of Persons with disabilities (FENAPD) seven member associations are presented as follows:

The Ethiopian National Association of the Blind,

The Ethiopian National Association of the Blind (ENAB) was established in 1960 with its major objective to advance the respect of the universal human rights, equal opportunities and full participation of blind Ethiopians. ENAB is the first association of persons with disabilities in Ethiopia; it has more than 12,000 active members and 32 branch offices in 5 regions and 2 administrative cities. In its 60 years of operation, it has been performing various activities, among which education is the one that the association is highly engaged in.

Ethiopian National Development Association of the Physical disabilities,

Ethiopian National Development Association of the Physical disabilities has been implementing educational, economic, psychosocial and physical/medical empowerment interventions of persons with disabilities. The organization is specialized in implementing special needs/inclusive education and aimed at promoting the educational opportunity of children and youths with disabilities.

Ethiopian National Association of the Deaf (ENAD),

Ethiopian National Association of the Deaf (ENAD) has been more than 44 years and re-registered as an Ethiopian resident's society citizen number 1453, in accordance with the

charities and society proclamation number 612/2009. Currently ENAD opened 24 regional branch offices of the country. The association struggles for equal access of education, job sign language and to participate in cultural activities. It has been doing for the realization of its purpose by working with government and non-government organization.

Ethiopian National Association of the Deaf-Blind (ENADB),

The Ethiopian National Association of Deaf-Blind (ENADB), is a nonprofit national organization established by people with deaf blindness themselves. It was founded by six persons with deaf-blindness and it was legally registered on 6 July 2006 at the Ministry of Justice.

Ethiopian National Association of Persons Affected by Leprosy (ENAPAL)

Ethiopian National Association of Persons Affected by Leprosy (ENAPAL), is an Ethiopian Resident non-profit organization committed to addressing leprosy related issues in Ethiopia. It is registered as per the Charities and Societies Proclamation 621/2009 of the Federal Democratic Republic of Ethiopia as an Ethiopian Residents/Societies organization. It is a community-based organization working on leprosy related rehabilitation, prevention of disability, capacity building, education, stigma reduction and occasionally on drought emergency response and preparedness to its members.

The association is currently operating in Addis Ababa, Amara, Tigray, Harrari, SNNP and Oromia Regions in Ethiopia.

Ethiopian National Association on Intellectual Disability, (ENAID)

The Ethiopian National Association on Intellectual Disability, (ENAID) was established in 1994. Its Key program focuses of the organization are; awareness education to parents, public, government and NGO's, legal protection of children and youth with mental retardation, establishing day-care center for children with mental retardation, skill training for children and youth with mental retardation and poor parents, function and literacy for moderate and mild children and youth with mental retardation.

Ethiopian Women with disabilities National Association (EWDNA)

The Ethiopian Women with Disabilities National Association (EWDNA) was founded in 2002, and in April 2016 was registered and licensed by the Charities and Societies Agency as an Ethiopian charity.

EWDNA focuses on the issues affecting the lives of women and girls with disabilities in Ethiopia and works to build their capacity, skills, opportunities and inclusion in society. Specifically, EWDNA serves women and girls who are deaf, blind, autistic, have an intellectual disability, have a physical disability, or have been affected by leprosy.

EWDNA's activities include the provision of services in rehabilitation, education and skills training; the promotion of mobility and accessibility, reproductive health, and HIV/AIDS education/support; and the full participation of persons with disabilities amongst government bodies, civil society groups, and society more broadly. Today, EWDNA's members total more than 1,150 women with disabilities across six regions (Mekele, Bahir Dar, Hawassa, Adama, Diredawa, & Harar).

1.2. Statement of the Problem

The researcher observed that the society has not much information about issues related to disability. For instance a study in Oromia region, found that 55 per cent of the surveyed persons with disabilities are economically dependent on their family, neighbors and friends, while the rest generate a small amount of income through self-employment, begging and providing house maid services. (CARDOS (2007) Research report on the General Conditions of People with Disabilities in Ethiopia, Addis Ababa p24).

All persons with disabilities who live across the nation are not members of associations of persons with disabilities. This might be due to lack of continuous public relation practices. That's why the researcher wants to study the practice of public relations and communications of disability issues and find out and show the solution to make the Federation of Ethiopian National Associations of Persons with Disabilities, more helpful to the community.

Even though many international and national NGO`s had held many conferences, meetings and publish different journals related to disabilities, the researcher observed that many people including the researcher have not adequate information about disability. In different occasions the researcher noticed that, people consider disability as curse or problem of the others not the society. Many people do not have information to support persons with disabilities; thus have no clue to handle persons with disabilities even if the person with disability is members of their families. This might be occurring due to shortage of Public Relations and communication activities of Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) related to the issues of disabilities.

To the researcher`s best knowledge, little research is done regarding public relations practices on disability issues. But various scholars conducted research on issues of disability and their coverage in the media. Their findings revealed that people with disability are portrayed in a disheartening manner and as hopeless rather than portraying the disabled people in a balanced and encouraging manner. For instance, Ogundola (2013) reported that the media often utilize stereotypically offensive language when reporting disability stories. A research by Gezahegne Dangul "A framing analysis of people with disability in Ethiopian newspapers" findings implied that issues of disability were not considered prominent in Ethiopian newspapers, namely `Addis Zemen` and `Reporter`. The findings also implied that the newspapers do not give attention to the achievement of people with disabilities.

Thus this research will help to fill the gap on the issue of public relations practices and challenges on disability in Ethiopia especially in the Federation of Ethiopian Associations of Persons with Disabilities.

1.3. Objectives of the study

1.3.1. General objective of the study

The general objective of this research is to study the public relation practices and challenges on disability in the Federation of Ethiopian National Associations of Persons with Disabilities.

1.3.2. Specific Objectives of the study

The specific objectives of this research are:-

- To assess the public relation practices on disability in Federation of Ethiopian National Associations of Persons with Disabilities.
- To identify the PR tools implemented in public relations practices of disability in the Federation of Ethiopian National Associations of Persons with Disabilities.
- To identify the major challenges of the institution understudy about their public relations practices on disability issue.

1.4. Research Questions

- What are the public relations and communication practices regarding disability?
- What are the PR tools used by the Federation of Ethiopian National Associations of Persons with Disabilities?
- What are the major challenges in practicing public relation and communication activities of the Federation of Ethiopian National Associations of Persons with Disabilities?

1.5. Significance of the Study

The researcher finds that in Ethiopia, problems related to public relations practices of disability communication are not studied in academic research. Therefore this study attempt to minimize the gap by studying public relations practices of Federation of Ethiopian National Associations of Persons with Disabilities and find out and show the possible solutions.

The results of this study could have different significances. It is worthwhile to focus on the main significances:-

A) Policy significance

The researcher believes that this study contributes to the advocacy efforts being made towards inclusive development strategies to benefit persons with disabilities. There are different international and national interventions which focus on persons with disabilities to make them inclusive in all aspects of life. Hence, this research may help policy developers to incorporate

Public Relations and Communications practices as a tool to make the whole society involve in disability issues.

B) Research significance

It serves as supplementary reference material. It could also serve as a reference point for other interested researchers in the area.

C) Academic significance

Academically it serves as a fulfillment of graduation requirement for the researcher and maintains the qualities of education per the standards of post-graduate research at school of journalism and communication. And can be used as an additional source material for academic activities.

D) Development Significance

As known every form of research in one way or another contributes to the socio-cultural, economic, political and environmental changes in the people in the study area. Hence, the ideas presented in this research will help to support to improve the public relations activities in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven member associations.

1.6. Scope of the Study

This study concentrates on the study of public relations practices and challenges in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven member associations which are located in Addis Ababa. The study focuses on the public relations practices and challenges. Due to financial and time constraint, the study focuses only on the public relations practices data from September to July of the year 2019 and concentrates only in Addis Ababa. Also due to time and financial restraints, methodologically the study applied two methods of gathering data from the primary sources. These are questioners and key-informant interviews.

1.7. Limitation of the study

Taking into consideration the limitation of time and budget the study is more restricted to the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven member associations which are located in Addis Ababa.

Although the researcher`s primarily plan was to assess the public relation practices in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and some other government institutions, like ministries of health, education and labor and social affairs of Ethiopia, the data collection process in those ministries become difficult due to the current COVID-19 virus pandemic restrictions by the law.

Thus, this research exclusively study the strength, weakness and challenges of public relation practices of communicating disability issues only in Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD. .

1.8. Organization of the study

This study has four chapters; Chapter one establishes background, statement of the problem, and presents objective of the study. It also deals with significance, scope and limitation of the study. Chapter two is all about review of related literature. Chapter three presents the research methodology. Data presentation and analysis is what chapter four presents. The final chapter includes conclusion, summary and recommendation of the study.

CHAPTER TWO

2. Literature review

In this chapter, the researcher presents about the reviews of knowledge generated on the issues of disability communication, public relations and strategic communication and exploration of theoretical frameworks applied to analyze the research findings and relevant topics to the study.

2.1. Critical points on the issue of Disabilities internationally and nationally.

2.1.1. Disability issues at global level

Disability is complex, dynamic, multidimensional, and contested. Over recent decades, the disabled people's movement together with numerous researchers from the social and health sciences have identified the role of social and physical barriers in disability. Impairment and disability are the most common words when we want to express about persons with disabilities. Impairments are problems in body function or alterations in body structure – for example, paralysis or blindness; whereas, disability refers to difficulties encountered from the interaction of health conditions with contextual factors – environmental and personal. The transition from an individual, medical perspective to a structural, social perspective has been described as the shift from a “medical model” to a “social model” in which people are viewed as being disabled by society rather than by their bodies (Oliver M. *The politics of disablement*. Basingstoke, Macmillan and St Martin's Press, 1990 p 45) The medical model and the social model are often presented as dichotomous, but disability should be viewed neither as purely medical nor as purely social: persons with disabilities can often experience problems arising from their health condition (Thomas C. *Female forms: experiencing and understanding disability*. Buckingham, Open University Press, 1999.). A balanced approach is needed, giving appropriate weight to the different aspects of disability the disability experience resulting from the interaction of health conditions, personal factors, and environmental factors varies greatly. Persons with disabilities are diverse and heterogeneous, while stereotypical views of disability emphasize wheelchair users and a few other “classic” groups such as blind people and deaf people. (Park A et al. *British social attitudes survey 23rd report*. London, Sage, 2007 p.65).

Disability encompasses the child born with inherited condition such as cerebral palsy or the young soldier who loses his leg to a land-mine, or the middle-aged woman with severe arthritis, or the older person with dementia, among many others. A person's environment has a huge impact on the experience and extent of disability. Inaccessible environments create disability by creating barriers to participation and inclusion. Examples of the possible negative impact of the environment include: a deaf individual without a sign language interpreter; a wheelchair user in a building without an accessible bathroom or elevator; a blind person using a computer without screen-reading software.

Many people with disabilities do not have equal access to health care, education, and employment opportunities, do not receive the disability-related services that they require, and experience exclusion from everyday life activities. Following the entry into force of the United Nations Convention on the Rights of Persons with Disabilities (CRPD), disability is increasingly understood as a human rights issue. Disability is also an important development issue with an increasing body of evidence showing that persons with disabilities experience worse socioeconomic outcomes and poverty than persons without disabilities. (World report on disability, World Health Organization 2011. P.xxi.)

Despite the magnitude of the issue, both awareness of and scientific information on disability issues are lacking. There is no agreement on definitions and little internationally comparable information on the incidence, distribution and trends of disability. There are few documents providing a compilation and analysis of the ways countries have developed policies and responses to address the needs of people with disabilities.

Generalizations about "disability" or "people with disabilities" can mislead. Persons with disabilities have diverse personal factors with differences in gender, age, socioeconomic status, sexuality, ethnicity, or cultural heritage. Each has his or her personal preferences and responses to disability. Also while disability correlates with disadvantage, not all people with disabilities are equally disadvantaged. Women with disabilities experience the combined disadvantages associated with gender as well as disability, and may be less likely to marry than non-disabled women. (Nagata KK. Gender and disability in the Arab region: the challenges in the new millennium. *Asia Pacific Disability Rehabilitation Journal*, 2003, 14:10-17.) People who experience mental health conditions or intellectual impairments appear to be more disadvantaged

in many settings than those who experience physical or sensory impairments (Roulstone A, Barnes C, eds. *working futures? Disabled people, policy and social inclusion*. Bristol, Policy Press, 2005.p.8)

Thus, prevention of health conditions associated with disability is a development issue. Attention to environmental factors – including nutrition, preventable diseases, safe water and sanitation, safety on roads and in workplaces – can greatly reduce the incidence of health conditions leading to disability. (Caulfield LE et al. Stunting, wasting and micronutrient deficiency disorders. In: Jamison DT et al., eds. *Disease control priorities in developing countries*. Washington, Oxford University Press and World Bank, 2006: p.551–567.)

Viewing disability as a human rights issue is not incompatible with prevention of health conditions as long as prevention respects the rights and dignity of people with disabilities, for example, in the use of language and imagery. Preventing disability should be regarded as a multidimensional strategy that includes prevention of disabling barriers as well as prevention and treatment of underlying health conditions.

Disability is a human rights issue; because: People with disabilities experience inequalities – for example, when they are denied equal access to health care, employment, education, or political participation because of their disability. People with disabilities are subject to violations of dignity – for example, when they are subjected to violence, abuse, prejudice, or disrespect because of their disability. Some people with disability are denied autonomy – for example, when they are subjected to involuntary sterilization, or when they are confined in institutions against their will, or when they are regarded as legally incompetent because of their disability.

Negative attitudes towards disability can result in negative treatment of people with disabilities, for example: children bullying other children with disabilities in schools, bus drivers failing to support access needs of passengers with disabilities, employers discriminating against people with disabilities, strangers mocking people with disabilities. Negative attitudes and behaviors have an adverse effect on children and adults with disabilities, leading to negative consequences such as low self-esteem and reduced participation. People who feel harassed because of their disability sometimes avoid going to places, changing their routines, or even moving from their homes (Hate crime against disabled people in Scotland: a survey report, Edinburgh, Capability Scotland and Disability Rights Commission, 2004.).

Stigma and discrimination can be combated, through direct personal contact and by practicing public relations strategic communications activities.

Generally, disability issues worldwide have many things to consider in order to make the awareness creation and problem solving activities more effective. Some of the primary thing which we always consider in addressing the issue is, understanding what impairment and disability is. The other issues are understanding the health of persons with disabilities, the rehabilitation, assistance and support, enabling environments, education, work and employment,

2.1.2. Disability issues in Ethiopia

Following the World Health Organization (WHO) and International Labour Organization (ILO) definitions on disability, “Disability” is defined as follows in Ethiopia, “A disabled person is any person unable to ensure by himself or herself a normal life, as a result of deficiency in his or her physical or mental capabilities” (WHO 1976:p.102) by Helander, 1993 Prejudice and Dignity, Introduction to Community Based Rehabilitation. New York: UNDP p. 45) According to the newspaper “Nagarit Gazeta”, the Emperor Haile Selassie I, in the Order No. 70 of 1970, described the “disabled” as people who, because of limitations of normal physical or mental health, is unable to earn their livelihood and do not have anyone to support them; and shall include any persons who is unable to earn their livelihood because they are too young or too old. In “Negarit Gazeta” the Transitional Government of Ethiopia, Proclamation No. 101 of 1994 referred to “a disabled person” as a person who is unable to see, hear or speak or is suffering from mental retardation or from injuries that limit him or her due to natural or manmade causes; provided, however, that the term does not include persons who are alcoholic, drug addicts and those with psychological problems due to socially deviant behaviors.

The government of Ethiopia has taken a number of legislative and policy steps that indicate commitment to advancing the rights of persons with disabilities. In terms of international instruments, these steps include Signing and ratifying (in 2010) the United Nations Convention on the Rights of Persons with Disabilities (CRPD), the first international, legally binding treaty aimed at protecting the human rights of persons with disabilities. (www.un.org/disabilities/convention/conventionf ull.shtml.) The government of Ethiopia has also Signing and ratifying other treaties that advance the rights of people, including those with

disabilities, for example the UN Convention on the Rights of the Child, the African Charter on Human and People's Rights, the Convention on the Elimination of All Forms of Discrimination against Women, and the Beijing Platform for Action – all of which make some reference to protecting the rights of persons with disabilities to fair treatment, appropriate care, inclusion and full participation in society. Ethiopia's Growth and Transformation Plan (2010-2015) identifies disability as a crosscutting development issue. This is the third, 5-year term Poverty Reduction Strategy Paper formulated by Ethiopia since 2000, and it is the first to expressly address disability. It focuses on education and training, rehabilitation and equal access to services and opportunities for persons with disabilities, as well as strategies to prevent disability.

According to the International Rehabilitation Review, nearly 10% of the world's population has disabilities, of which 80% live in developing countries. Most of those in developing countries do not have access to rehabilitation services due to a lack of resources and other various factors. The state of persons with disabilities in Ethiopia is even more tragic and severe due to the presence of diversified pre and post-natal disabling factors (like infectious diseases, difficulties contingent to delivery, under-nutrition, malnutrition, harmful cultural practices, lack of proper child care and management, civil war and periodic drought and famine) and the absence of early primary and secondary preventive actions.

Major current problems concerning disability are: Lack of public understanding; Lack of information on the number and status of disabilities; Shortage of basic needs, such as vocational training placement, health facilities etc.; Inaccessibility to assistive devices. In Ethiopia, some associate disability (handicap) with spiritual evil and do not let disabled persons to go out in public. This leads to families hiding disabled family members which lead to inaccurate information and statistics on disabilities. (United Nations Children's Fund -UNICEF (1988), Rehabilitation International Technical Support Program to Prevent Childhood Disabilities and to Help Disabled Children Vol. 7, UNICEF)

Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) works to realize rehabilitation, capacity building, and awareness raising programs.

The federation does its regular awareness raising programs through different mechanisms. In this research we will study the practices of public relations activities.

2.2. Public Relations Definitions

The modern roots of PRs begin in United States .PRs first appeared during the American Revolution as propaganda against British Monarchy .According to Carl Botan (2017:p92), it is probably fair to say that the United States is the birthplace of public relations theory and has been dominant in public relations research in recent years. It is one of the most important developments in the field of public relations (p.13). In the history of PRs, there is no demarked root among scholars and practitioners.

Vos & Schoemaker (2011:p32) defined public relations as —the management function within an organization which is responsible for communication processes which are initiated from within the organization and thus try to promote a sustainable interaction between organization and groups of the public in the internal and external environment.“(p.20).

According to Cutlip et al. (2006:p.57), some scholars place the origins of PR in the rise of press agency and organized publicity-seeking activities .While others put it to have a long story, since communication actions are considered as PRs practices used in political, social and other social activities.

Bannetts (2012), connote the term public relations as:

- I. Information given to the public
- II. Persuasion directed to modify attitudes and actions
- III. Efforts to integrate attitudes and actions of an institution with its public (as cited in Rose O, 2015 .p.73).

According to Betteke van Ruler & Dejan Verčič (2012), PR refers to managing communication by direct or indirect relationships, in order to gain the trust of public groups and to monitor their trust and the consequences it has for the organization. At the same time, PR is the management of information about what is going on inside and outside organizations, with the goal of anticipating future situations or to solve already established problems in a proper and less harmful way to the organization (p.182). They also described why relationship established:

- A professional management function that initiates or maintains relationships between an organization and its publics

- The communication activities by which an organization can create and maintain long-term relationships with its stakeholders
- A management functions to gain public trust and social consensus about the goals of the organization
- A philosophy of strategic management not being market oriented but society oriented • A tool of marketing to gain a favorable basis for relationships with stakeholders
- A promotional activity to clarify certain goals or conduct of an organization / individual
- A promotional activity to gain public support for the corporate body as a whole
- An informational activity to keep the internal and external society informed (p.182).

On the debate of PRs as theory based expert occupation, Bereiter and Scardamalia (1993:p.120) deal with expert knowledge consists of skills, formal knowledge and tactic knowledge. Both experts and non-experts have these forms of knowledge but there are differences in amount of the various forms of knowledge, and in how well they function together and how efficiently the knowledge is transferred to the performance. (as cited in Asunta, Laura 2016, p.276) .Pieczka (2002) explained that public relations expertise is defined as a body of practical knowledge which makes it possible for public relations practice to exist. Practice is to be understood both as what an individual public relations worker does and, perhaps more emphatically, as tasks and techniques shared by the occupational group (p.302).

Public relations is , as Harlow (1976) a distinctive management function which helps to establish and maintain mutual lines of communications, understanding, acceptance and cooperation between the organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound ethical communication techniques as its principal tools (as cited in Stellah I. Onyiengo ,2014, p.1) .Those mentioned points indicate that public relation is an important practice of an organization .

Lee et, al (2017) have pointed out that —While scholars continue to advocate for a dialogic approach to public relations, research has shown that little progress has been made in incorporating theory into public relations practice. (p.28).As Shahram G,Mohammad T, Eshghi M (2013) , Public relations in organizations in term of work quality means assist to organization management in achieving organizational goals (p 48).

Public relations play an important role in any organization whether it is small or big .It is important disciplines that can help the organization achieve its goal. Institutions need to understand the attitudes and values of their publics in order to achieve institutional goals.

Public relations, as Daniel Serbanica (2016),serve a wide variety of institutions in society, such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges, and religious institutions. The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment Public relations in all organizations have one major goal, that is to achieve the goal of the organization itself (p.30).

As Zerfass et al, 2014) —Communication professionals demand a stronger strategic involvement, but as long as their visions do not match those of their superiors, it is quite understandable that CEOs do not see a necessity for an increased strategic influence of communicators. So the communication professionals involvement decided by CEOs (P.74).

On the problem of public relations , as Daymon (2010) , serious consideration to the minds of all staff in creating amended, and the safe flow regardless of the political desires and destructive approaches unfortunately it is one of the problems in public relations . Daymon (2010) also provide effective advice to the Chief Executive Officer will be realized if director of public relations have known science of counseling, psychology, education, sociology, anthropology and that this is large gap in many the director of public relations .Defending position of public relations against irresponsible units and individuals intervention helps the improvement of the discipline. (as cited in Shahram G, Mohammad T, Eshghi M 2013, p.50).

Public relations in organizations , as Botan (2006) the organization and having specific strategies and programs are divided into three categories: 1- justifier public relations 2- explainer public relations 3- analyzer public relations. Justifier public relations is and organization based

and manager –based which continually tries to explain the views of managers and their organization benefit and with misrepresentation, concealment, false and misleading and closing real and concrete ways of disseminating information to outside organization with large volumes informing and misleading advertisements trying to show better objectives and activities of the organization. The objective of these public relations is promoting mutual understanding with audiences and with confidence and strong reasoning and logic meanwhile safeguarding organization interests protect from the public interest, governments and other organizations. Analyzer public relations recognized desires, needs and attitudes of organization audience and will transfer to managers of organization and by providing technical consultations to organization policy makers can play significant share in policy formulating and executive programs of organization .(as cited in Shahram, et.al 2013, p.48-50) .

Public relations , as Laver (1989) should be based on thinking oriented, collaboration oriented and information-oriented in order to effectively contribute to the effectiveness of the organization and with innovation and modernity, originality and creativity is continually involved and coincide themselves with developments and responding regularly to public opinion.(as cited in Shahram, et.al 2013 , p.50) .

2.3. Public Relations Models

The four models of public relations and communication are practiced by J. Grunig and Hunt in year 1984. At that time, many scholars of public relations are doing the research of how these four models are practiced by public relations practitioners and why they practiced. The four models are press agency/publicity model, public information model, two-way asymmetrical model and two-way symmetrical model. They described how public relations practitioners to be effectively and ethically practiced by offers a normative theory in two-way symmetrical model. Mixed-motive public relations were practice with combine the two-way symmetrical model and two-way asymmetrical model.

In the **press agent/publicity model**, communications professionals use persuasion to shape the thoughts and opinions of key audiences. In this model, accuracy is not important and organizations do not seek audience feedback or conduct audience analysis research. It is a one-

way form of communication. One example is propagandist techniques created by news media outlets in North Korea.

The **public information model** moves away from the manipulative tactics used in the press agent model and presents more accurate information. However, the communication pattern is still one-way. Practitioners do not conduct audience analysis research to guide their strategies and tactics. Some press releases and newsletters are created based on this model, when audiences are not necessarily targeted or researched beforehand.

The **two-way asymmetrical model** presents a more “scientifically persuasive” way of communicating with key audiences. Here, content creators conduct research to better understand the audience’s attitudes and behaviors, which in turn informs the message strategy and creation. Still, persuasive communication is used in this model to benefit the organization more so than audiences; therefore, it is considered asymmetrical or imbalanced. The model is particularly popular in advertising and consumer marketing, fields that are specifically interested in increasing an organization’s profits.

Finally, the **two-way symmetrical model** argues that the public relations practitioner should serve as a liaison between the organization and key publics, rather than as a persuader. Here, practitioners are negotiators and use communication to ensure that all involved parties benefit, not just the organization that employs them. The term “symmetrical” is used because the model attempts to create a mutually beneficial situation. The two-way symmetrical model is deemed the most ethical model, one that professionals should aspire to use in their everyday tactics and strategies (Simpson, 2014 p 132).

Some experts think of public relations more broadly. For instance, they may argue that political lobbying is a form of public relations because lobbyists engage in communication activities and client advocacy in order to shape the attitudes of Congress (Berg, 2009 p 54). However, this book focuses on a public relations approach based particularly on writing for the media. Furthermore, the goal is to disseminate communication based on the two-way symmetrical model presented by Grunig and Hunt (1984).

When we deal with the public relations practices in disability communications of Federation of Ethiopian National Associations of Persons with Disabilities, we will assess the above theories

and models with the practices in the organization and how they are more scientific rather than doing unintentionally.

2.4. Points related to Public Relations Practices

2.4.1. Roles of the public relations practitioner

The role of PR in institutions described by Theaker 2001 are all about establishing, maintaining and projecting the authority's corporate character and identity. In this case the role of PR is what the character or nature of the organization, what it is aimed to accomplish, its objectives, policies adopted and what the general identity or establishment of the organization is.

- To create understanding of the policies, procedures and activities of an authority, by keeping customers as fully informed as possible.
- To respond, where appropriate, to criticism of the institutions.
- To establish and maintain effective channels of public communication available to the authority, and to develop a full range of appropriate techniques
- To create and maintain within the institutions an awareness of the need to communicate with its various customer groups, and to ensure a sustained level of responsiveness to customer needs and opinions
- Generally to manage the institution's public relations function and to advise on the public relations implications of the policies and activities of the authority and on the formulation of public relations policies (Theaker 2001: 176).

2.4.2. Public Relation as Planned Communication

The public relations plan must be formalized and specific tasks or tactics must be outlined to support the identified strategies, objectives, and goals. These are the actual messages to be distributed and the tools or media by which messages are disseminated. (For example, a tactic would be the actual scheduled and developed presentation to meet the objective "to schedule at least one external presentation per quarter to a local civic or school group" to fulfill the organization's reputation goal to "become more visible in the community.") The development or

updating of such communication tools or tactics, including any brochures, websites, and standard news releases during particular times of the year or around scheduled events, must be included in the plan. Each communication tool or tactic developed should include a specific call to action, which tells people what they can do to act on the message (Mordecai, Grant & Kendra 2012; 151). Considering the fact that the public relation department within the airlines established in tending to communicate both the internal and external public to resolve conflict of interest and create maximum common understanding based on truth, knowledge and full information, this study concluded that the PR department of the airlines have weakness on planning and implementing programs which readily enable them to create common understanding the overall public who had relation with the airlines (Demoz 2013: 40). The functions of public relations at the strategic planning level rarely exist due to lack of public relations qualified persons. This resulted in the confusion of recognizing public relations as communication expert, as management body and as marketing discipline (Teresa 2017:152).

Planning is very important for every activity before trying to implement what the appropriate timing is, estimated budget, techniques and tactics etc. In PR it is also very important task to carryout practices in the organization. According to Breakenridge 2012, formalized and specific tasks or tactics must be outlined. This indicates that the objectives and goal should be clearly described to address the set objectives of messages to be communicated and tools of communication should be appropriate to deliver to the society at large. It also helps to understand the audience or the general public's geographical location, tools of communication such as broadcast media, print media, telephone, websites and campaigns to be used to address the public equally and what messages to be communicated before delivering. The contents and socially unaccepted words should be checked to avoid any misunderstanding and the wording that may cause conflict or friction between the public and the organization that leads to destroy the reputation. Budget and time is also important things to consider in planning for communication. Without appropriate budget allocation, it is impossible to accomplish any task as a communication practitioner. This includes airtime if the messages are disseminated by broadcast media, printing cost for print media, telephone, websites and campaigns costs should be considered. Timing is also an important thing for planning communication for example it is easy to communicate with students during school time than off season.

2.4.3. Internal Communication

Internal communication (IC) is a growing specialism inside the broader field of PR. While PR has traditionally communicated news and information to an organization's employees through a house magazine or staff newsletter (and still does), this internal communication role has expanded alongside the need for organizations to communicate strategically with all their internal stakeholders. From the early days of internal communication, some organizations made audiovisual presentations to induct new staff, organized events such as long-service awards and created foyer displays to explain company policy to employees. Today, technology has provided a wealth of new media channels and formats – so that continuous internal news, information and feedback opportunities can be delivered direct to the desktop PC (Tench and Yeomans 2009: 317). The function of internal communication is to let employees know what the managements are thinking and to let management know what employees are thinking. Internal communications presents difficult problems. Communications from management to employees in a large organization must be passed down through several level of authority (Moore and Kalupa 2002:86).

The internal communication is very crucial for every organization in which all employees from top management to lower level workers understand the aim and purpose of the organization to build common understanding by communicating new information and polices. Employees working in different departments especially in large organizations need well developed internal communication to communicate with the external publics with confidence without damaging the image of the organization. This helps the employees communicate strategically to the external audiences. According to Moore and Kalupa 2002, information passed from top to down be often misunderstood and management in different level. In addition employees interpret communications not as intended by management. Internal communications uses different PR tools that are appropriate in addressing all employees in different departments such us notice board, employee platforms, internal memos, email, telephone, staff meetings and trainings. In general the internal communication helps the organization to build common understanding of organizational policies, aims and purposes among the employees that enable them communicate with external publics in strategic way and it also helps for fast progress of the organizations.

2.4.4. External Communication

External communication of management with its various publics presents similar problems. Population growth has increased the size of most groups and hence the magnitude of the communication problem. The cost of mass communications has increased so greatly that many corporations are unable to use comprehensive public information program. Despite these obstacles to the free flow of information communication with consumers, community neighbors, educators and governments are increasing in volume and effectiveness. Specialists with communications skills staff public relations departments. Communication consultants advise management, and numerous books and periodicals discuss improved techniques of communication. Employees are being informed about corporate policies and practices and so that they can communicate more effectively with the outside publics (Moore and Kalupa 2002:86). External communications techniques can be used to help fulfill the obligation of government managers to the public: to report to the citizenry on the accomplishments and stewardship of the agency; to be held accountable; and to contribute to an informed public, the basis of democracy (Mordecai, Grant & Kendra 2012: 6).

The community is only consulted on a pre-determined issues and this is considered as participation. Many of the top-down communication sessions are employed to publicize or diffuse development plans that are pre-determined by external body. These form of participation created a high degree of dependency on government efforts. Regarding to the communication style, the Zone employs a transmission model. Starting from the Zone office, woreda experts, HEWs to HDAs, messages flow in a linear fashion. There is no transaction of knowledge/ideas among stakeholders horizontally or in a manner that creates favorable condition for dialogue. This may helps the Zone to enhance the awareness of the community but ended with lack of commitment and ownership in the implementation stages (Shemelis 2013: 118). The external communications aims the public at large to deliver appropriate messages and provides up to date information to promote certain social and cultural issues by awareness creation and educating them in order to prevent transmitted diseases, to empower the public by communicating polices and regulation and capacity building to prevent harmful traditional practices. Taylor & Francis 2012 explained that external communication helps government public relation reporting to the public on organizational activities to create informed public, to create citizen participation in government sector decision making and listening to public opinion. Moore and Kalupa 2002

explained about the PR tools and media relation in addressing the public as a cost of mass communications has increased so greatly that many corporations are unable to use comprehensive public information program. Appropriate and up to date information is very important especially in government sector to create trustworthiness among the public. Therefore the use of PR tools for mass communication is very crucial.

2.4.5. Media Relation in Public Relations

Media relations and public relations are repeatedly used as interchangeable terms, especially by journalists. The latter often express a knee-jerk antagonistic reaction to public relations – one journalist has even been heard to remark, ‘Without PR people, journalists would be the lowest organism in the food chain.’ It is true that early practitioners were publicists and press agents whose main aim was to gain ‘free’ press coverage at any cost, and the truth was not allowed to get in the way of a good story (Theaker 2001: 122). For institutions media relations practice, or for that matter for all kinds of media relations, there are few laws or statutes, regulations or rules (outside of your own agency) that you must follow or must obey—unless, of course, you step over the line into criminal activity. The practice of media relations is not like the practice of law with statutes and court decisions or math with geometric and trigonometric proofs. What you have in media relations in order to succeed are parameters of good and empirical public relations (PR) knowledge, of good media relations writing and practice, and of good and acceptable approaches of working with the media. Knowledge of Print, Broadcast, and online Media You should know not merely the publications, major TV stations, and online no media news and opinion sites by name, but also the ownership and syndicate groups that interconnect newspapers and broadcast outlets, especially if you’re a public affairs officer for an agency on the national or state level (Mordecai, Grant & Kendra 2012: 29).

Organizations are paying huge amount of many for media to advertise their services, activities and products and this causes to weaken the capacity of the organization because it pays a lot of money. Therefore the PR practitioners of the organization has a great role on making the medias to come to them rather than going to the media to advertise their activities or services by creating different media attracting techniques such as organizing events, raising sensitive issues and the like.

2.4.6. Crisis Communications in Public Relations

Crises are complex, often unpredictable and unique. However, that does not let government communicators off the hook for planning and strategically responding to crises. The moment a crisis starts is not the first time to think about which media contacts to prioritize and how to oversee a coordinated response. Communication takes place at every level and stage of a crisis. To best manage crises, government communicators must identify an emerging crisis as early as possible. The five common characteristics of all crises help government communicators accomplish this goal: crises involve the destruction of property, injury, loss of life, and/or reputation damage, crises adversely affect a large number of people, crises have identifiable beginnings and endings, crises are relatively sudden; and crises receive extensive media coverage and public attention.

These characteristics can help government communicators determine when an issue or risk becomes a crisis and thus requires activation of a crisis communication plan. An issue is a “contestable point, a difference of opinion regarding fact, value, or policy, the resolution of which has consequences for the organization’s strategic plan and future success or failure, An issue becomes a crisis when “an event that creates an issue, keeps it alive, or gives it strength, A risk is a weakness that could develop into an issue or crisis, such as being located in a region prone to severe weather or diseases or having a service delivery process that is prone to breakdowns (e.g., airport passenger screening) and A quick test to determine when an issue or risk becomes a crisis is that key stakeholders such as citizens, media, and governmental partners perceive that a crisis is occurring (Mordecai, Grant & Kendra 2012: 103).

According to Mordecai, Grant & Kendra 2012, Crises are complex, often unpredictable and unique. It may occur any time in the organization and the issue to be considered is how the crises are managed. Prior to the crises, planning for communication system by strategically responding to it and the moment a crisis starts is not the first time to think about which media contacts to prioritize and how to oversee a coordinated response. Planning for crises communication is very important for an organization to address the crises in smooth strategic way and it needs to identify the cause of crises, how it happens, why it happens and the consequence it results. In this case the media to be used is identified and the person who communicates the media to address the crises should also be consulted with top level management prior to any communication.

Therefore planning for crises communication in government sector helps the PR practitioners to maintain relationship, trustworthiness and social responsibilities of the government sector. Therefore if the crises communications are not planned prior to any crises and not communicated properly it destroys the image and reputation of the government sectors and may cause a conflict that result to the failure of the system.

2.4.7. Issue Management

Issues management is the capacity to understand, mobilize, coordinate and direct all strategies and policy planning functions, and all public affairs/public relations skills, toward achievement of one objective: meaningful participation in creation of public policy that affects personal and institutional destiny (Tench and Yeomans 2009: 365).

When calamity strikes at a company, reputation and crisis management become a priority. The executives immediately call in the PR team to identify and neutralize the situation by creating an appropriate response to the public outcry. Why is the PR team called upon after the crisis occurs? As a communications professional, you should be thinking proactively about the possible levels of crisis escalation long before an issue arises. You need to be well informed and have intelligence at your fingertips. Your strategy and planning for a crisis starts long before the incident actually occurs (Breakenridge 2012: 71).

2.4.8. Public Relations and Propaganda

Critics of PR say that much of PR is propaganda; its practitioners insist PR is only practiced for the public good. Both agree that propaganda is harmful; the latter deny it has anything to do with them. These views are very simplistic and have a strong ‘either/or’, ‘good/bad’ approach to the subject. One group assumes all PR is propaganda; the other that none is. It is also much easier to accuse others of propaganda than to examine one’s own practices – you do propaganda; I do PR. A historian and communications academic, suggests that propaganda is a ‘practical process of persuasion’, neither good nor bad, and that that the issue of intent is important – not just who says what to whom, but why. The removal of value judgments from the communication act is useful and allows a much cooler appraisal of the place of propaganda in the post 9/11 world. This seems a useful insight to bring to the debate between those who claim PR is propagandist and those who seek to create a more ethical practice (Tench and Yeomans 2009:253). There are

different perspectives according to PR scholars that propaganda is either being beneficial or harmful to the public. In some case propaganda used to influence the relation of the public to attract to the wanted issues by the organizations. According to Olusegun 2006 Propaganda can be information like facts, arguments, rumors, half-truth or lies to influence public opinion even though propaganda has negative connotation.

2.4.9. Persuasion and Public Relation

Persuasion is a common feature of everyday life. It is present in everything we do, from persuading oneself to persuading others. In a family life, persuasion manifests in children convincing parents on the kind of product to buy for then and even for general family use. A prospective employee through his application and at interviews attempts to persuade an organization to employ him. Governments attempt to persuade citizens to accepts its policies, corporate organization attempt to persuade their several publics to support them on some corporate matters (Olusegun 2006: 144).

According to Olusegun 2006 Public relations practitioners are among the greatest users of persuasion strategies, often with the objective of influencing people in some desired ways.

Generally, persuasion is used to:

1. Change or neutralize opinions
2. Crystallize latent opinions and positive attitudes, and
3. Conserve favorable opinions.

Persuasion plays pivotal roles in the government sectors to influence the public to accept government policies, to perform and act towards the desired activities, to raise awareness and create favorable opinion. This helps the organization that its public can have positive opinion and attitudes for it.

2.4.10. Organizational Image, Reputation and Identity

As the word implies, image is a reflection. In this particular case, it is the reflection of an organization in the eyes and minds of its publics. Over time an individual might accumulate a number of different images of the same organization. Metaphorically speaking, we could think of the relationship between image and reputation in terms of photography. Organizational image could be equated with a photograph of an organization taken at one moment in time by an

individual; organizational reputation is when that individual collates all the photographs (or images) taken over a period of time into an album and forms an opinion of the organization by looking at the entire collection of photographs. When the term identity was applied in a corporate communications context for the first time, authors referred specifically to those visual elements organizations used to portray themselves to their publics. The main element here was the organization's logotype (or 'logo', for short) – this was a visual emblem designed by the organization with the aim of conveying a number of characteristics it wanted its publics to think of in relation to the organization. Logos were also intended to help those publics recognize and differentiate the organization from others (Tench and Yeomans 2009: 239).

The organizations or any other institute has different images, reputations and identity according to their activities and the way in which they promote their organization. The public can visualize or understand the organizations positively or negatively depending on what they see and hear about it. The image is created in the mind of the public once the take away message or information about the organization is disseminated and this affects their reputation negatively or positively depending on the information about the organization. Most of the time once the image is damaged the reputation are perceived negatively and this results in lack of trustworthiness in the organization. The logo and motto are the most important image and identity of the organizations that can be easily observed by the public but many of the organization ignore or didn't give much attention on it and even the employees didn't memorize well and know the implication of the meaning.

2.4.11. Communication Channels

The development or updating of communication tools or tactics, including any brochures, websites, and standard news releases during particular times of the year or around scheduled events, must be included in the plan. Each communication tool or tactic developed should include a specific call to action, which tells people what they can do to act on the message (Mordecai, Grant & Kendra 2012: 151).

According to Mordecai, Grant & Kendra 2012 these are communication tools for informing and persuading.

- News releases
- Flyers, posters, banners announcing activities

- Interviews with local officials that you organized
- New documents uploaded to the website
- Public service announcements submitted to the local radio or television stations
- Community forums or meetings organized
- Speeches by government leaders to community groups
- Visitors to your website
- Forms downloaded from your website

Public relation tools help organizations to deliver messages or up to date information. Without the tools it is impossible to communicate therefore the PR practitioners identifies the appropriate tools to be used to disseminate information that is ease and accessible to the public at large. The government sectors should identify its public's status, demographical location and what types of PR tools are accessible for all to cover the whole public with the same information and messages within wanted periods of time.

2.4.12. Ethics and Professionalism in Public Relations

Josephson (1993) has identified 10 universal principles that form the basis of ethical life: Honesty, integrity, promise keeping, fidelity, fairness, caring for others, respect for others, responsible citizenship, pursuit of excellence accountability (Tench and Yeomans 2009: 278).

Ethics and professionalism is an interrelated feature and important aspect of any practices of fields. Especially in PR practices, ethical issues and professionalism plays crucial roles in relationship between organizations and society at large. Professionalism in the field is important to know ethical consideration in practicing the activities and knowing or specializing the subject with detail do's and don'ts do's, how to perform, when to perform, which appropriate communication tools to be used, identifying and knowing the audience, social values, national and international laws and all perspective should be analyzed. Once unethical and unprofessional information's are disseminated to the public it immediately damage the trust of the society, destroy the image of the organization, cause conflict and harden the relationship. In this manner the PR practitioners should consider the ethical practices and specialize in the knowledge of the field.

2.5. Theoretical framework

Many scholars and practitioners have presented various definitions of public relations based on their experience, knowledge and perspectives. These definitions would help in appreciating and evaluating the role and functions of public relations within our situation. One thing common about these definitions is that, public relations is undertaken to create and sustain mutual, goodwill, harmonious and beneficial relationship among the various entities and institutions of the society. Cutlip, Centre and Broom, in their classical book, *Effective Public Relations* (1994 p.68), defined public relations as “the management function that establishes and maintains mutually and beneficial relationships between an organization and the public on whom its success or failure depends”. This definition clearly underlines the fact that public relations is a two-way process between an organization and its identified publics, that is meant to benefit from both parties.

The British Institute of Public Relations (BIPR) defines public relations as “the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics”. (BIPR, 1993 p.68) These definition approvals that public relations is not a disorganized work. It is a process that is deliberately planned to achieve a pre-determined goal or objectives; which is mutually understand between an organization and its public or targeted audience. Another definition of public relations is given by a British author Frank Jefkins who says “public relations consists of all forms of planned communication both inward and outward between an organization and its public for the purpose of achieving objective concerning mutual understanding.” In this regard, the “inward and outward communication” consists of a two-way communication that involves the organization and its internal and external publics. (Frank Jefkins, *PR for management success*, 2016,p.78)

A notable definition of public relations by Canfield in his book, “*Public Relations: Principles, Cases and Problems*” sees public relations as a social philosophy of management expressed in policies and practices which are communicated to the public to secure its understanding and goodwill.

The predominant schools of thought on communications are the process and semiotics. These are the two main communication schools that have built the basic concept to the field of

communication. Both define communication as “a social interaction” that yield among human beings. However, there is an exclusive difference how both schools conceived communication. The process school defines it, as a mechanical process whereas; the semiotic school talks about the role of sign and meaning in human interaction.

Shannon and Weaver (1889,p.63), are the two pioneer scholars in this field. They defined communication as a mechanical movement of messages from sender to receiver. They argued communication is a liner process that passes through a certain channel. Accordingly, a sender, a message, a channel where the message travels, noise or interference and a receiver are the basic components of the process of communication. When a message is fully received by a receiver at the other end as the sender intended to, they assumed communication was successful. In this case it is the sender who encodes the messages. This was a predominant model of communication during WWII. People used it to exchange information about the war, as long as the receiver confirmed he/she received the information clearly without mechanical error, the sender used to feel communicate was effective.

“It sees communication as a process by which one person affects the behavior or state of mind of the other. If the effect is different from or smaller than that which was intended, this school tends to talk in terms of communication failure, and to look to the stages in the process to find out where the failure occurred” (Fiske, 1982, P:2). This school also identified “noise” as factor that hinders effective communication. According to them, “Noises are barriers of information that lower the quality of information and hinder the intended messages from being effectively communicated or totally distorted.”

Addressing issues of disability to the larger community comprehend these basic elements of communication. Senders are those working on the issue of disability by developing strategic communication, these senders are most of the time, Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven persons with disabilities associations which are located in Addis Ababa and other non -state actors, schools, religious institutions, different associations and even individuals. These senders usually encoded messages to be disseminated among the community (audience) to influence their behavior related to disability issues. In this context these groups of receivers are parents, children, youth, religious leaders and school community etc.

In-order to deliver messages regarding to disability using strategic communication is very necessary. Addressing parents require medium or channel either interpersonally (Face to face communication) it could be through group meetings, workshops, interviews and focus group discussions. On the other hand, mass media could also play significant role in addressing the majority at once in different places. Television, radio and newspapers are best examples of mass communication channels. However, reducing the social problem of disability non inclusiveness does not require a simple transmission of messages to the target audience. It requires designing strategic approach like audience identification, stakeholder mapping, identifying appropriate medium, on top of these analyzing existing situations on the ground and studying the socio-demographic background of the community will bring an encouraging turn out.

Semiotic school better defined communication as a multi –disciplinary practice and two-way influence. One of the scholars of this school; Fiske, argued that communication is not just only a mechanical process where message passes through a certain communication channel from sender to receiver rather he said that different interacting factors should be put into considerations. Culture, religion, economic and political set-ups should be considered prior to message deliver. Because these factors influence what the senders intended to transmit unless identified earlier. More than the mechanical movement of messages and information, the school of semiotic underlined “the meaning” of the information is more important.

Effective, integrated and coordinated communication is integral to carrying out goals of disability associations and relevant bodies to build a better future for people with disabilities.

Communication is a necessary component of any effort to achieve positive outcomes. Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) must provide accurate information in a way that encourages audiences to take action and follow advice and guidance regarding to disability issues.

Some communication practices and approaches focus on behavior change at the individual level, while others have a broader social view, addressing behaviors and decision-making made by organizations and communities. The main aim of disability communication is to influence at the personal level as well as policies at the community or national level to raise awareness.

Even though there are different public relations activities regarding disability, by Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD), we come across many misunderstandings on the issues of disabilities in the community. It is because public relations and communication is not a simple transmission of information also human mind is very sophisticated and subjective to be easily persuaded.

2.6. Communication as a Bilateral Process

Later scholars disproved that communication is not a linear process. “Communication is one of those human activities that everyone recognizes but few can define it satisfactorily. Communication is talking to one another, it is television, it is spreading information, it is our hair style, and literally it is criticism: the list is endless” (Fiske, 1978:p.1). In everyone’s day to day life one cannot be outside the practice of communication. Humanity is deeply rooted in communication. It is powerful to influence human behavior and solve complex social problem. Fiske concluded rather, “it is a multi-disciplinary study”

When Fiske said, communication is a multi-disciplinary study he intertwined several factors. His first assumption was, it is “amenable to study” which is open for study and needs to integrate interdisciplinary approaches to further inquiry in an inclusive manner. Second, he assumes that “it includes sign and codes” in any form of communications there are codes and signs, codes are usually the system in which the signs are organized and it determines how they relate to each other. Similar codes and signs might have a specific meaning to people from different cultural back ground. The third assumption is these codes and signs will be transmitted to receivers which in result made communication as “social relationship’. Fourth and at last he argued, “Communication is central to the life of our culture: without it culture of any kind will die; consequently, the study of culture with which it is integrated is important.” Considering all these facts Fiske in general defines that communication is “social interaction through messages” (Fiske, 1978).

All that has ever been accomplished by human and all that will be accomplished involve communication with others. When society fail to communicate effectively, complex and prolonged social problems will remain deeply rooted. As Adler and Towne (1978), any individual, social or organizational problem arose from unsatisfactory relationship due to

insufficient communication among people. As Fiske these two scholars also agree that communication is a multidisciplinary concept. They said that any human interaction in the social system whether it is verbal or non-verbal is communication. Communication serves as an umbrella to all fields in any social system.

Communication is powerful in one's survival; in any form of society people cannot survive without communicating with one other. "The term can refer to everything from messages on T-Shirts to presidential speeches, from computer codes to Chimpanzee's behavior, communication has been the professional concern of Philosophers, Scientists (Social, Biological and physical), Poets, Politicians and entertainers to mention few" (Adlerand Rodman, 2006:p.5).

People with disabilities often have unique insights about their disability and their situation. In formulating and implementing policies, laws, and services, persons with disabilities should be consulted and actively involved through public relation and communication practices.

Disabled people's organizations may need capacity-building and support to empower people with disabilities and advocate for their needs. When suitably developed and funded, they can also play a role in service delivery – for example, in information provision, peer support, and independent living. "it's a linear flow replaced with a more complex perspective in which communication is envisioned as a horizontal process aimed, first of all, at building trust, and then at assessing risks, exploring opportunities, and facilitating the sharing of knowledge, experiences, and perceptions among stakeholders" (Metaopolis,2005:p.3).

People from different background whether literate or illiterate have something new in their mind that can be communicated to their immediate environment. Accordingly, it is always important to incorporate ideas and thoughts from members of community themselves. This will help to achieve the communication objective as it helps to design strategic communication plan. With the invention of technological devices and the internet the nature of communication has shown significant changes in our contemporary world. Today everyone is informant and recipient of information simultaneously. We are at the age of citizen journalism and it is senders-receiver communication approach that is pervasive in our social system. This form of communication encourages the society to inform with the up-to-date information about disability easily, because it limits barriers of communication and also enables the problem bearer to have well-organized information.

According to world report on disability 2011, mutual respect and understanding contribute to an inclusive society. Therefore it is vital to improve public understanding of disability, confront negative perceptions, and represent disability fairly. For example, education authorities should ensure that schools are inclusive and have an ethos of valuing diversity. Employers should be encouraged to accept their responsibilities towards staff with disabilities.

Collecting information on knowledge, beliefs and attitudes about disability can help identify gaps in public understanding that can be bridged through education and public information. Governments, voluntary organizations, and professional associations should consider running social marketing campaigns that change attitudes on stigmatized issues such as HIV, mental illness, and leprosy. Involving the media is vital to the success of these campaigns and to ensuring the dissemination of positive stories about persons with disabilities and their families.

CHAPTER THREE

3. Research Methodology

The study is focused on analyzing the public relations practices used in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD). To do so, it thoroughly chooses a mixed approach of both qualitative and quantitative methodology to generate a comprehensive result from the study. Along with this, amid the three strategies cited by Creswell (2014) about mixed methods, i.e., sequential, concurrent and transformative; concurrent procedures are chosen for this study. By this strategy the student researcher link quantitative and qualitative data in order to provide a comprehensive analysis of the research problem. At the same time the student researcher collect both forms of data and then integrated the information at the time of interpretation of an overall results. (p.15)

The idea of combination is one of the techniques of triangulation of data within the study. In relation to the methodology applied, Creswell (2014) states: Qualitative study is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. While quantitative study is an approach for testing objective theories by examining the relationship among variables. And mixed methods study is an approach to inquiry involves collecting both quantitative and qualitative data, integrating the two forms of data and using distinct designs that may involve philosophical assumptions and theoretical frameworks. The core assumption of this form of inquiry is that the combination of qualitative and quantitative approaches provides a more complete understanding of a study problem than either approach alone. (p. 32)

3.1. Methods

The study uses descriptive method in order to depict what is the public relation practice looks like in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD). Neuman (2007:p.64) states “descriptive method provides a detailed highly accurate picture; locate new data that contradict past data; create a set of categories or classify types; clarify a sequence of steps or stages; document a causal process or mechanism and report on the back ground or context of a situation.” (p. 12)

So, this study tries to illustrate the actual picture of public relation practice in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD).

3.2. Research Approach

Both quantitative and qualitative research methods have been used. According to Trochim (2004), it is always advisable to use combined research methods to get better result than using in single method. The study began with a survey to simplify results according to the responses obtained from the questionnaire. In relation to this, Mathers, Fox and Hunn (2009) explained: Surveys are a very traditional way of conducting study. They are particularly useful for non-experimental descriptive designs that seek to describe reality. Usually surveys are restricted to a representative sample of the potential group that the researcher is interested in, for reasons of practicality and cost effectiveness. Surveys have internal and external validity, are efficient, can cover geographically spread samples, have ethical advantages since the individuals included in a study merely be exposed to events that occur in the real world, can be combined with other methods to produce richer data like FGDs or in-depth interviews. (pp. 5-6) Following these responses some discussion subjects were coined for key-informant interviews. Kraemer (cited in Glasow, 2005) identified three distinguishing characteristics of survey study. First, survey study is used to quantitatively describe specific aspects of a given population in which it often involve examining the relationships among variables. Second, the data required for survey study are collected from people, therefore, they are subjective. Finally, survey study uses a selected portion of the population from which the findings can later be generalized back to the population. (p.1)

Thus, the use of mixed methods through quantitative survey and key-informant interview enabled the researcher capture better understanding of the research problem. Such triangulation also helped to complement on the analysis and fill the gaps in the findings of the survey.

Contesting different research techniques have been found noteworthy in gathering full-fledged information about the communication trend and the new behavior attained with in the study population. “The different methodological perspectives complement each other in the study of an issue and this is conceived as the complementary compensation of the weaknesses and blind spots of each single method” (Flick, 2002:265).

The triangulation helped to compliment on the analysis and fill the gaps in the findings of the survey. Strauss and Corbin (1998:28), on their part, said that “combining methods may be done for supplementary, complementary, informational, developmental and other reasons.” The study

also used a cross sectional study design as Neuman (2007) explains “it is usually the simplest and least costly alternative.

3.3. Methods of Data Collection

3.3.1. Survey

Comstock and McCombs (1981) said that, observing the social and behavioral characteristics, attitudes, values, and beliefs of large populations using survey method is important research technique. It is a research method to collect the necessary information from the sample population in the study area. Depending on the qualitative data would limit the research findings to inadequacy of information, as a result; surveying had been conducted so as to collect data from the larger public and determine the sample population.

This type of approach takes a onetime snapshot. Its disadvantage is survey cannot capture social processes or changes. It can be exploratory, descriptive or explanatory. But it is most consistent with a descriptive approach.” (p. 17) So as to analyze the data collected from the study areas the student researcher used a convergent mixed method. As (Creswell, 2014) cited by this data analysis method both quantitative and qualitative data collected, analyzed separately and then compared if the results confirm or disconfirm each other. (pp. 268-272)

The respondents of the questionnaire were one hundred and eight. The researcher used quantitative type questions in order to be filled by 108 individuals from management members, senior experts and members of the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and and its seven persons with disabilities associations. The selection of respondents from members of the disability associations and the federation have been selected by purposive sampling.. Therefore, the study at hand deploys the survey method to assess the public relations practice of disability communication.

The questionnaire has three major sub-sections. The first section is comprised of the socio-demographic background of the respondents such as, age group, sex, and level of literacy, type of occupation, income and religion. The second part involves questions about the respondents’

knowledge of disability communication, the third section dealt with the available medium, exposure and understanding of messages related to public relation practice of disability communication.

In the preparation of the questionnaire all the necessary caution will be taken to avoid ambiguity and keep them as clear and simple as possible. To keep the privacy of the respondents and make them comfortable while responding to the questions the data collectors remain respectful. The purpose of the research was clearly stated and respondents were assured the confidentiality of their response.

3.3.2. Key-Informant Interview Method

Key informants will be stakeholders with firsthand information and knowledge of the disability communication in Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven persons with disabilities associations' eight key-informant interviewees who are management members have been interviewed.

This will help to dig out how the public relations practices in awareness creation among the members and the society is done by the federation of associations of persons with disabilities is working.

Key- Informant unstructured check list has been prepared by the researcher as is help to from the discussion points. So from each member association and the federation one management member have been interviewed.

3.4. Sampling Procedures

In order to make the research on public relations practices of disability communications, Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven persons with disabilities associations 108 respondents are selected purposefully. The federation`s main task is solely on disability issue. Its member associations are established by persons with disabilities and are engaging in awareness creation for their members and the whole community and other stake holders. The federation and the associations are the main practitioners of public relation activities in disability communications.

3.5. Data Analysis, Ethical issues and Coding

The data have been analyzed using different data analysis techniques, SPSS software version 25. All in all, interviews are qualitative data and they analyzed thematically based on content analysis procedure.

To fulfill the study ethics and securing the informants anonymity and other reasonable codes during analysis and presentation time have been implemented. Finally, the result revealed based on the given codes consequently.

3.6. Reliability and Validity

To make the primary data collected from Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven persons with disabilities associations reliable and valid; the student researcher used a mixed methodology. With this approach a pragmatic descriptive method is used and three data collection instruments applied for the purpose of triangulation of the final study result. Neuman (2007, p. 115) states:

Reliability and validity are central issues in all measurement. Both concerns with how concrete measures are connected to constructs. Reliability and validity are salient because constructs in social theory are often ambiguous, diffuse, and not directly observable. Reliability means dependability or consistency. It suggests that the same thing is repeated under very similar conditions. On the other hand, validity suggests truthfulness and refers to the match between a construct or the way a researcher conceptualizes the idea in a conceptual definition and a measure. It refers to how well an idea about reality "fits" with actual reality.

CHAPTER FOUR

4. Data Presentation, Analysis and Discussions

4.1. Data from the questionnaire and analysis

Twenty-five relevant questions were prepared to answer the research questions of the study by 108 individuals from management members, senior experts and members of the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven persons with disabilities associations. But eight of respondents have not returned the paper of the questionnaire. So we analyzed the answers given by the hundred respondents.

4.1.1. Responses to the closed ended questions (Sex, Age, Educational level and background and work position)

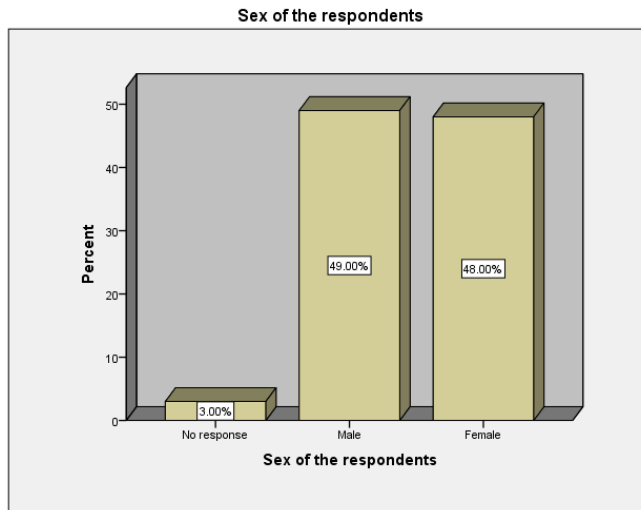


Figure 1, Sex of the respondents

Sex of the respondents of the questionnaires among the distributed 100 questionnaires is 49% males and 48% females. 3% of the respondents haven't fill their sex; from the above figure we can see that the sex distribution is approximately equal.

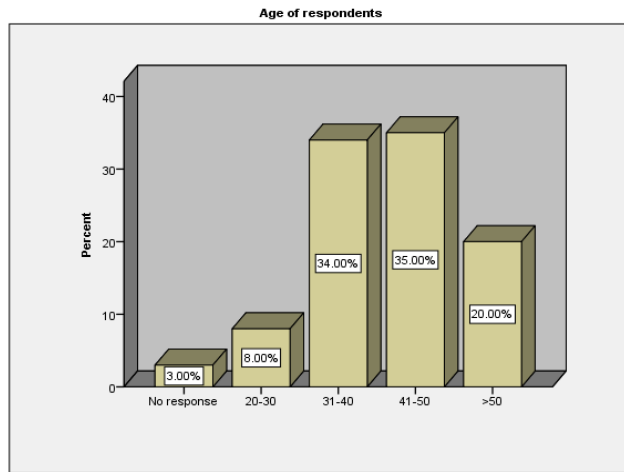


Figure 2, Age of the respondents

When we see their ages, 8% of the respondents are from 20-30 years old, 34% are 31-40 years old, 35% are 41-50 years and 20% are above 50 years the rest 3% of the respondents didn't fill their ages. (Figure 2) From the above figure we see that the majority (70%) number of respondents are in a good working age. This is an opportunity for the organization.

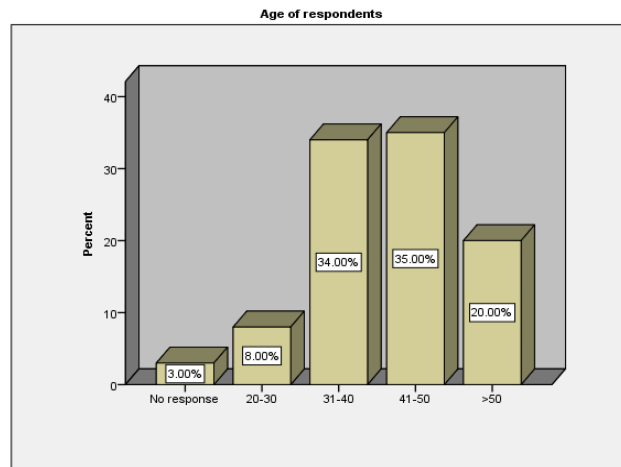


Figure 3, Educational level of the respondents

In the case of Educational level, 88% of the respondents have first degree, 8% have second degree while 3% are diploma holders. (Figure 3)

The specialization areas of the respondents are social studies 89%, while the rest of them (11%) are from natural science background.

The work positions of the respondents are; managers (75%), team leaders (15%) and senior experts (10%).

4.1.2. The Respondents Association in the Federation of Ethiopian National Associations of Persons with Disabilities

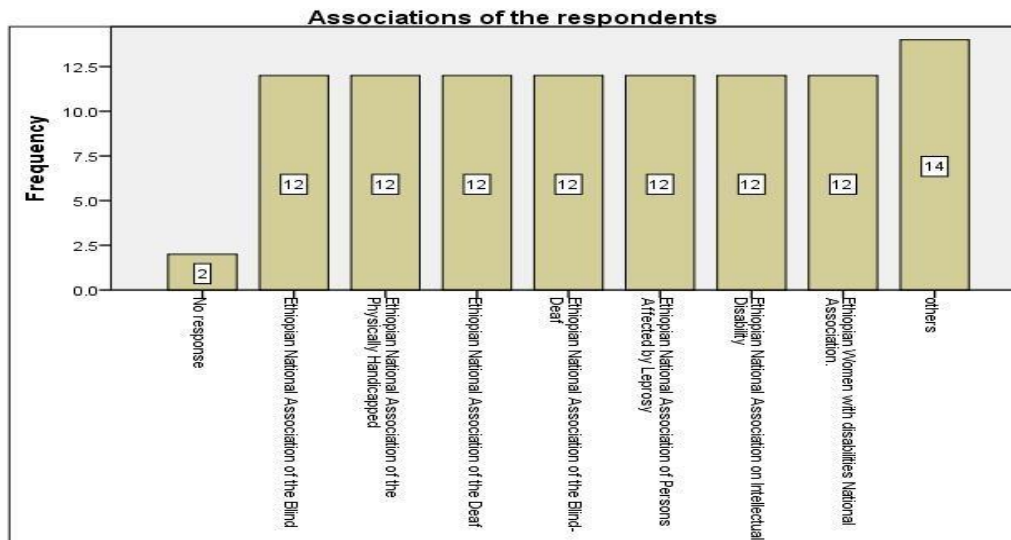


Figure 4, Associations of the respondents.

As we see from Figure 4, out of the distribution of 100 questionnaires for member association of FENAPD, and their response is each 12. The researcher distributed 16 questionnaires to Federation of Associations of Persons with Disabilities (FENAPD) head office as it is the umbrella of all associations, and 14 officials filled in the `other` option and two persons omitted the response.

4.1.3. Basic Questions

4.1.3.1. Major activity of public relation department

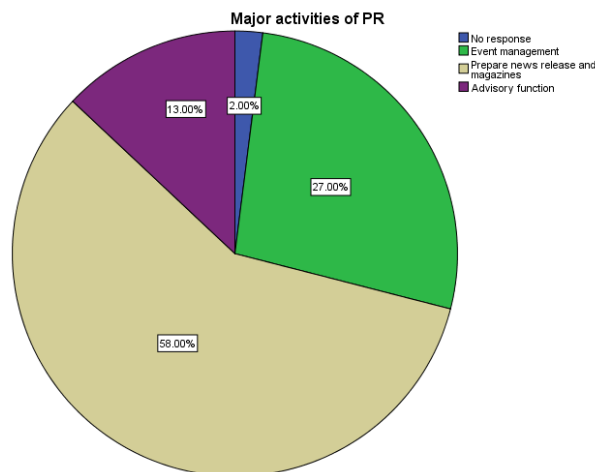


Figure 5 , major activities of PR

The respondents were asked to indicate the major activity of public relation department of FENAPD. Based on Figure 5, it is likely to classify which PR functions are the most common activities of the PR department of the Federation of Associations of Persons with Disabilities (FENAPD). 58% of the respondents replied that, preparing news release and magazines are the most common activities that are practiced by the PR department. 27% of the respondents described that, event management is the second practiced activity by the PR department. Advisory function is less practiced PR activity in the PR department of the FENAPD as the data shows in Figure 5.

The result shows that high emphasis are given to preparing news release, magazines and event management by the PR department of FENAPD to carryout activities that are pertinent to PR whereas advisory functions are not that much significant activities of the PR department.

From the data it is clear that all public relation activities of the PR department are not used equally. Major emphasis is given to preparing news release and magazines, and event management activities this will minimize the effectiveness of the PR department. Advisory function and crisis management activities should also be given emphasis.

4.1.3.2. Public relation activity mostly practiced by public relation department

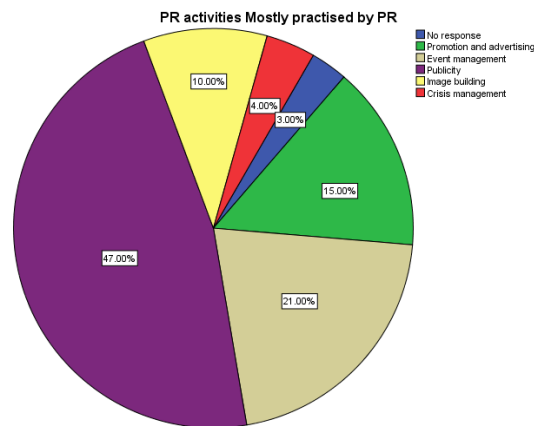


Figure 6, Most practiced PR activities

The respondents were asked to indicate the most common PR practices in FENAPD. Therefore, based on the results described in Figure 6, it is possible to identify which PR activities are most common PR practices of the PR department of FENAPD. According to the data shown in Figure 6, 47% of respondents replied that, publicity is the most common practiced activity and high

attentions are given to it by the PR department of FENAPD. 21% of respondents described that, Event management is also one of the PR activities, and 15% of respondents answered, promotion, advertising and Image building is the third and the fourth common practiced by the PR department the data indicate in Figure 6. The data shows that an emphasis is not given to crisis management by the PR department of FENAPD head office and the associations. Thus the PR department should give equal priority to the least PR activities which are described in figure 6.

4.1.3.3. Importance of PR department in FENAPD

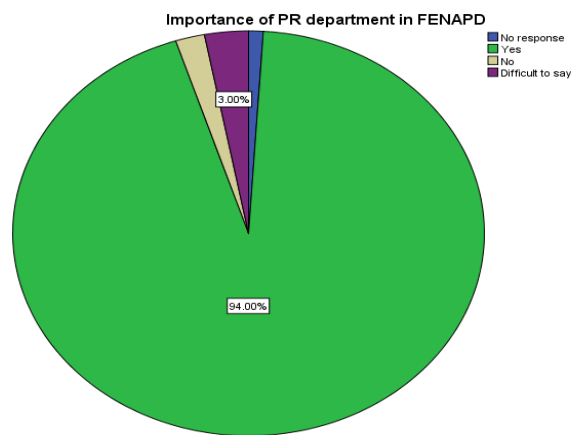


Figure 7, Importance of PR department in FENAPD

The figure reviews the respondents` response to the question of importance associated with the PR department in FENAPD.

Figure 7 shows that the importance of public relation directorate/department is very important for FENAPD head office and the associations. From the total of 100 respondents (94%) responded PR department is important, (3%) respondents described it is not important and (2%) respondents are not decided whether it is important or not by describing difficult to say so. (1%) of the respondents haven`t say anything (no response). In this graph it`s understood that the majority believed that the PR department is important for the Federation; very few respondents do not believe and agree with it and few of them don`t decide that whether it is important or not.

4.1.3.4. Issues which get more importance in FENAPD communication

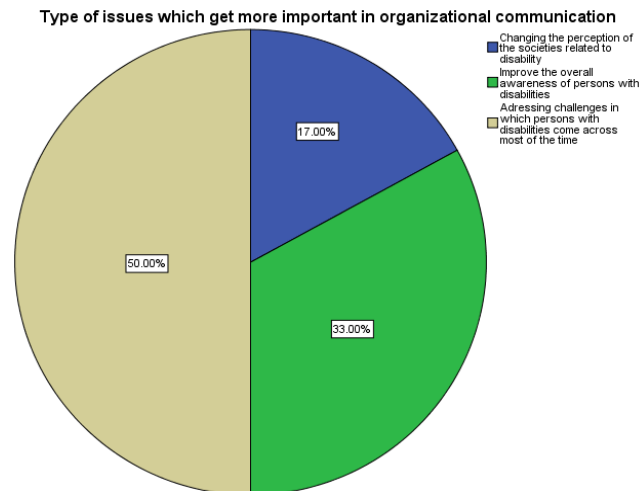


Figure 8 Issues which get more important in communication of FENAPD

As it can be seen in the Figure 8, addressing challenges in which persons with disabilities come across most of the time get more importance in FENAPD communication practices. Improve the overall awareness of persons with disabilities issues are also the second issues that get importance in practices of communication in FENAPD communication practice, while changing the perception of the society related to disability issues have not got more importance. In this case addressing challenges in which persons with disabilities come across most of the time got more attention in FENAPD' communication practices.

That is significant that, issues like addressing challenges in which persons with disabilities come across most of the time are given priority. The PR department should also give priority to improve the overall awareness of persons with disabilities in the society.

Based on the information given by Ministry of Labor and Social Affairs (MOLSA) fact sheet on disability (2010. p.23), In many societies disability was considered as a curse and an attack by an evil spirit. From the above information, we understood that we must change the perception of society on disability by doing public relations activities.

4.1.3.5. PR tools to disseminate information and policies

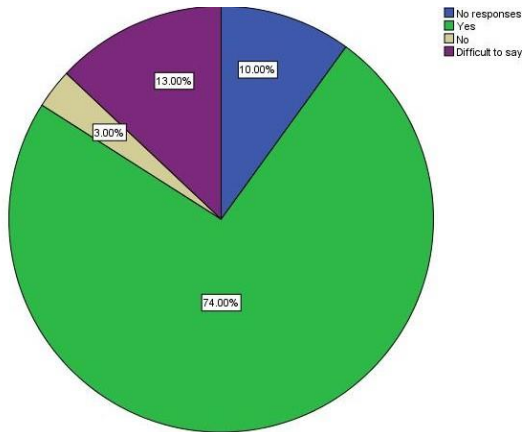


Figure 9 PR tools to disseminate information and policies

The figure summarizes the accessibility of PR tools used to disseminate information and policies by PR department of FENAPD. Figure 9 shows that the PR tools used by PR department of FENAPD head office and the associations are accessible to the audiences by the majority of the respondents.

3% of respondents described the PR tools used by the PR department are not accessible to the audiences while a few of respondents are unable or unwilling to describe whether it is accessible or not.

4.1.3.6. Attention given to internal and external communication

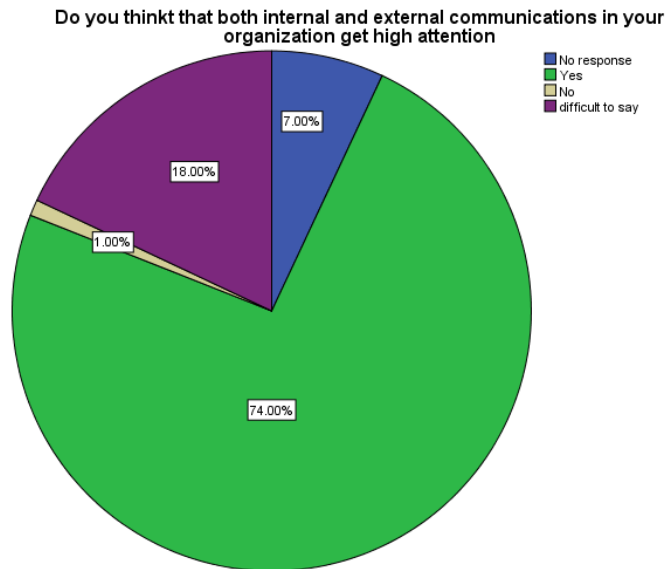


Figure 10 Attention given to internal and external communication

According to 74% of the respondents described by pie-chart in the figure 10, both internal and external communications in the FENAPD. 18% of the respondents described that it is difficult to say both internal and external communication got equal attention. A few of the respondents (1%) say same attention is not given to both internal and external communication; while few of the respondents (7%) don't decided or unwilling to describe whether internal and external communications have given equal attention or not.

4.1.3.7. Most common tools of communications

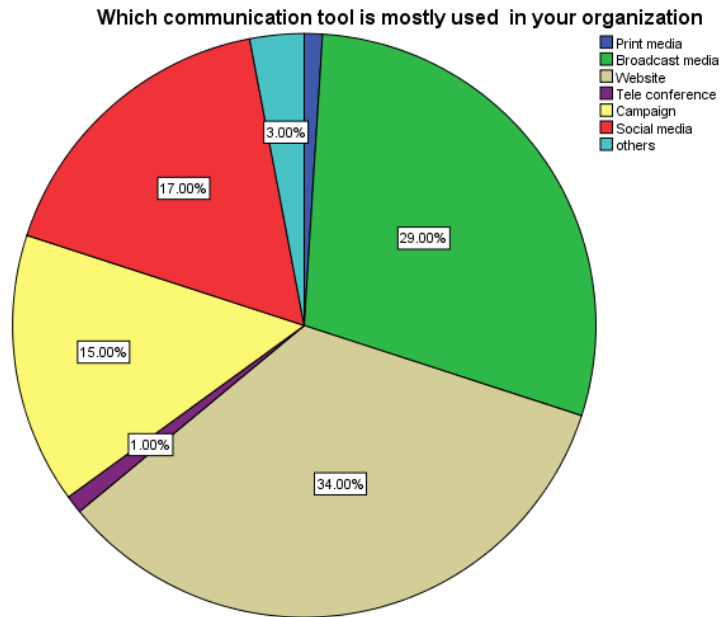


Figure 11 Most common tools of communications

The respondents were asked to identify the mostly used communication tools in the FENAPD head office and the associations. In the above figure 11, the communication tools that are mostly used in the federation are described. According to the respondents websites/internet is identified as mostly used communication tools in the FENAPD among the other. Broadcast media (TV and radio) is the second most used communication tools in the federation whereas social media and campaign are third and fourth level used communication tools respectively.

4.1.3.8. Are public relation experts are assigned based on knowledge and skill?

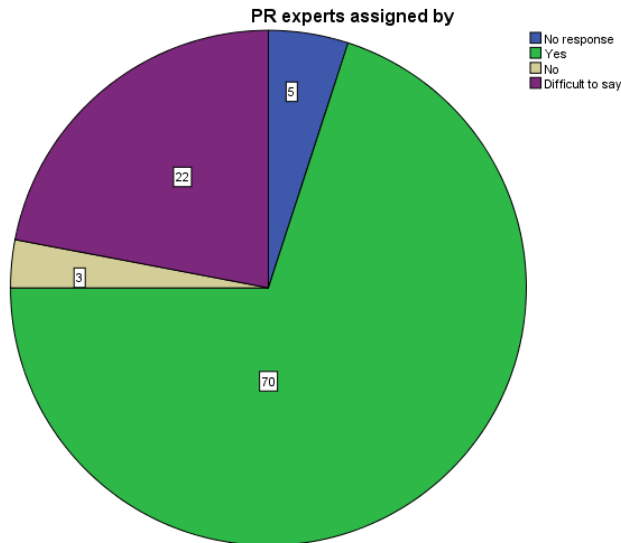


Figure 12 PR experts assigned based on Knowledge and skill?

The respondents were asked to indicate that the PR experts are assigned based on knowledge, capacity and skills or not.

According to the Figure12, the result (70% of respondents) shows that the experts of PR in the FENAPD head office are assigned based on knowledge, capacity and skill. 22% of respondents said that it is difficult for them to say yes or no, while 3% of the respondents described that the assigning of PR experts is not based on knowledge, capacity and skills in the FENAPD, while 5 % of respondents had not been described their says.

4.1.3.9. Professional trainings of public relation ?

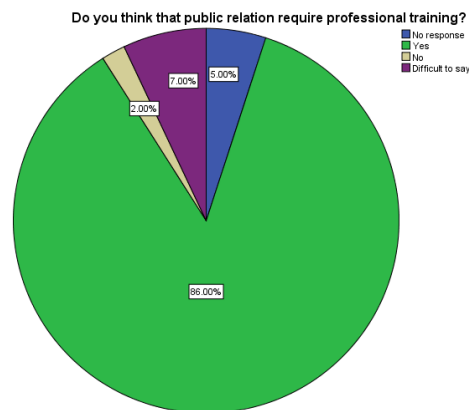


Figure 13 Professional trainings of public relation

From Figure 13 we understand that 86 % of the respondents say, the professional trainings are required for the PR department of in the FENAPD head office and the associations. A few respondents (7%) didn't decide or unwilling to describe whether professional trainings are required or not. While few of the respondents (2%) are described professional trainings are not required for the PR departments. 5% of respondents didn't reply their choice.

4.1.4. Major Questions

4.1.4.1. Public relation Professionalism.

- **PR practitioners are assigned based on profession and skill ?**

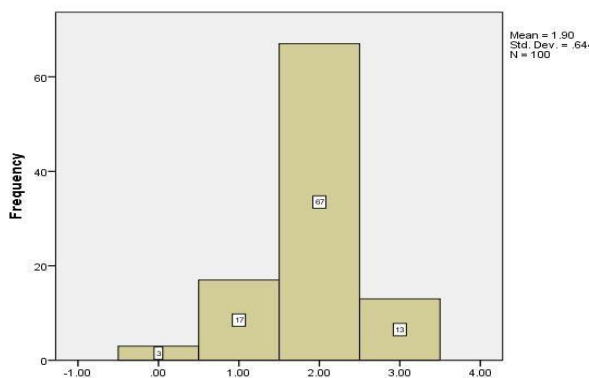


Figure 14 Is PR practitioners assigned based on profession and skill?

As shown in Figure 14, the questions of public relation professionalism and practitioners' skill in FENAPD are described. Such questions are asked to address how the profession of the PR is related with its practice. The result shows that the PR practitioners in FENAPD head office and the associations are assigned based on their profession and skill which is described by more than 80% of the respondents (strongly agree plus agree). However less than 5% stated disagree that the practitioners of PR doesn't assigned based on their profession and skill while less than 20 % respondents described that they didn't decide or unwilling to describe by being neutral.

➤ **PR professionals have knowledge and skill of PR ?**

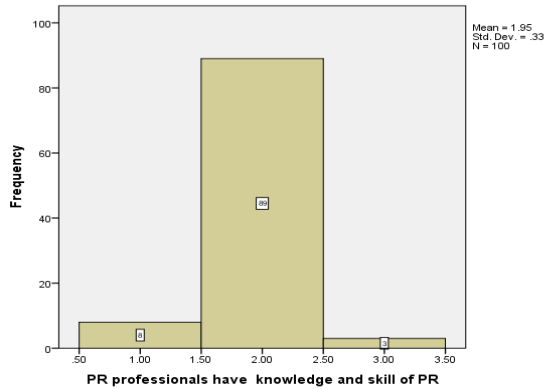


Figure 15 Professionalism knowledge and skill of PR practitioners.

For the question PR professionals have knowledge and skill of PR, the result shows that more than 95% of the respondents (strongly agree and agree) are reported that the PR practitioners have knowledge and skill in the PR department of FENAPD head office and the associations, whereas few of the respondents didn't decide by labeling being neutral to the question.

➤ **PR Professions and skills are not priority ?**

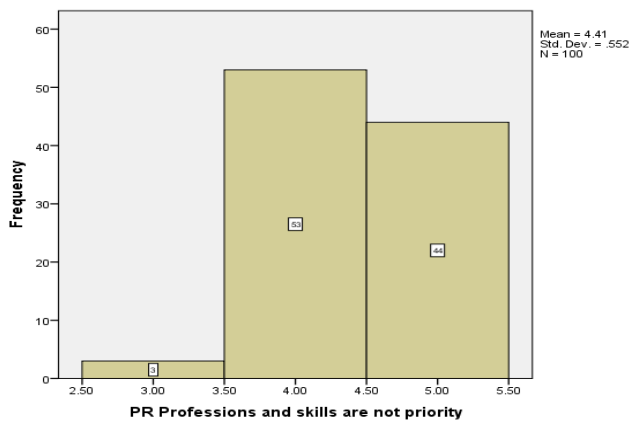


Figure 16 PR Professions and skills are not priority.

For the question PR profession and skill are not priority, the result shows that more than 90% of the respondent reported profession and skill are priority in the PR department of the FENAPD head office and the associations. A few of respondents didn't decide or unwilling to describe whether profession and skill are priority or not in PR department of FENAPD head office and the associations by stating neutral to the question.

4.1.4.2. Public Relation roles and practices.

➤ PR activities are more of protocol ?

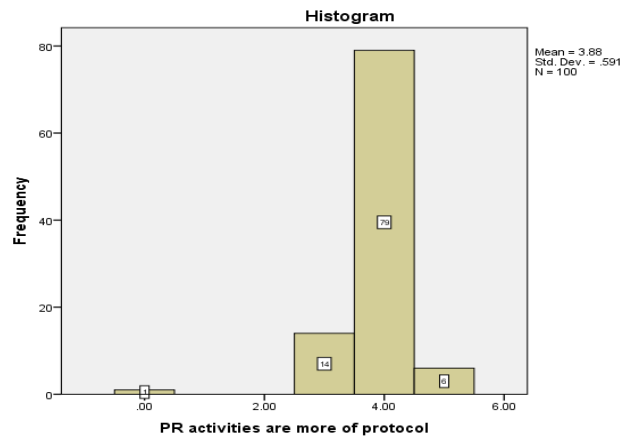


Figure 17 PR activities are more of protocol

For the questions that PR activities are more of protocol, 85% respondents (disagree and strongly disagree) stated that PR are not more of protocol in FENAPD. On other hand less than 15% of respondents reported neither more of protocol or not by answering neutral to the question.

➤ PR activities are more of promotion and publicity ?

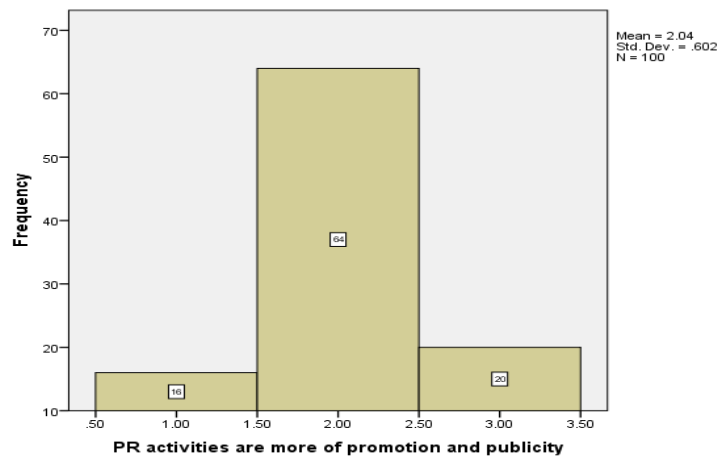


Figure 18 PR activities are more of promotion and publicity

According to the results shown in Figure 18, PR activities are more of promotion and publicity in the FENAPD that are described by 80% of the respondents (strongly agree and agree); Whereas, 20% of the respondents didn't decide by being neutral to the question.

➤ **PR activities are more of preparing newsletter or magazines?**

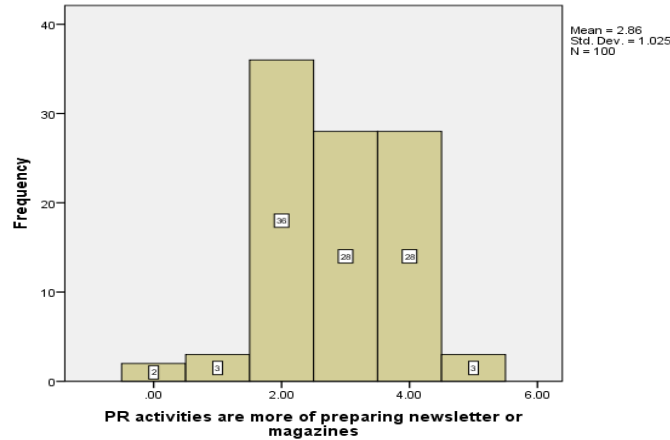


Figure 19 PR activities are more of preparing newsletter or magazines

From the above figure we understand that 39% of the respondents reply by strongly agree and agree that PR department activities of FENAPD and its associations are more of preparing newsletter or magazines; 31% of the respondents (strongly disagree and disagree) described PR activities in FENAPD and its associations are not more of preparing newsletter or magazines. 28% of the respondents haven't decided or unwilling to describe about the issue by answering neutral.

➤ **Public relation is very important for image building?**

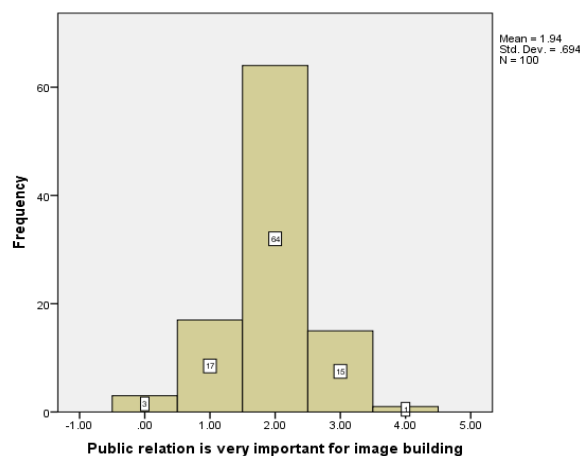


Figure 20 PR is very important for image building

According to figure 20, the data shows PR is very important for image building of FENAPD and its associations, which is described by more than 81 % respondents (strongly agree and agree),

on other hand 1% of the respondents answered that they don't believe that the PR is very important for image building of FENAPD. While 15% of the respondents haven't decided or unwilling to describe whether the PR is very important in image building of the FENAPD and its associations.

➤ **Public relation is a management function ?**

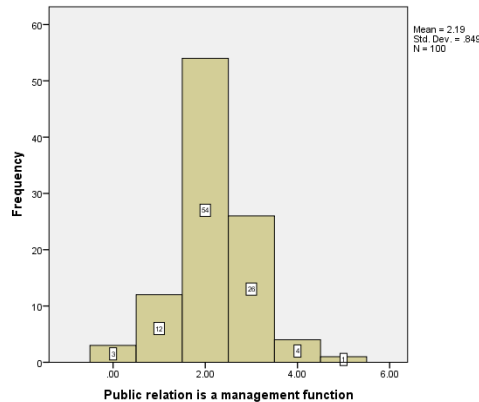


Figure 21 Public relation is a management function

As it can be seen in the figure 21, 66% of the respondents confirm that public relation is a management function in the PR department of FENAPD and its associations. 26% of the respondents haven't decided or unwilling to describe the question, whereas 5% of the respondents (disagree and strongly disagree) described PR is not management function in the FENAPD and its associations.

➤ **Public relation is advisory function?**

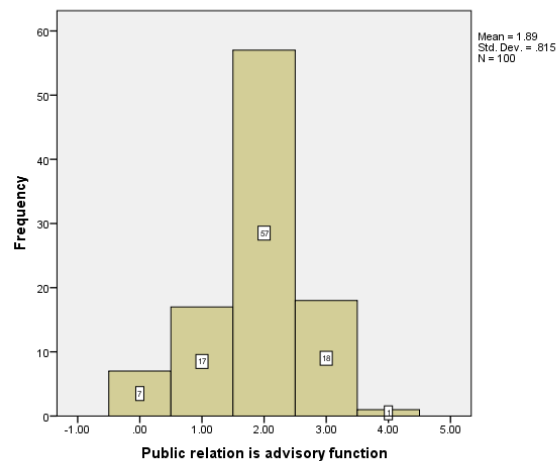


Figure 22 public relation is advisory function

For the question public relation is advisory function, the result shows that, PR is advisory function in the PR department of the FENAPD and its associations as it can be seen the majority of the respondents (strongly agree and agree) reported. On other hand some of the respondents haven't decided or unwilling to describe.

➤ **Public relation is very important for reputation management?**

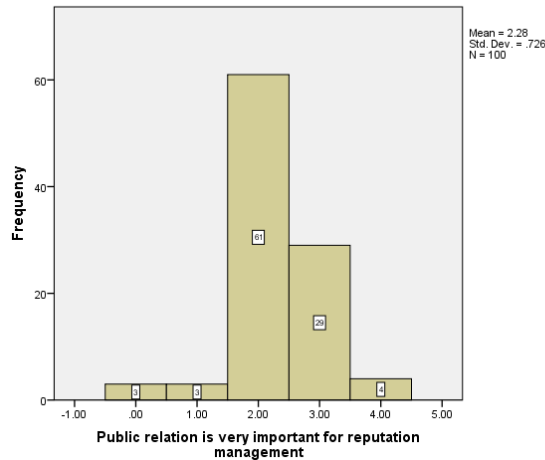


Figure 23 Public relation is very important for reputation management

As it can be seen in the above figure, 64% of respondents replied that PR is very important for reputation management in FENAPD and its associations. 4% of the respondents replied that they disagree with the question in which PR is not very important for reputation management in FENAPD and its associations, while 29 % of the respondents haven't decided or unwilling to describe it.

➤ **Public relation practices are more of propaganda ?**

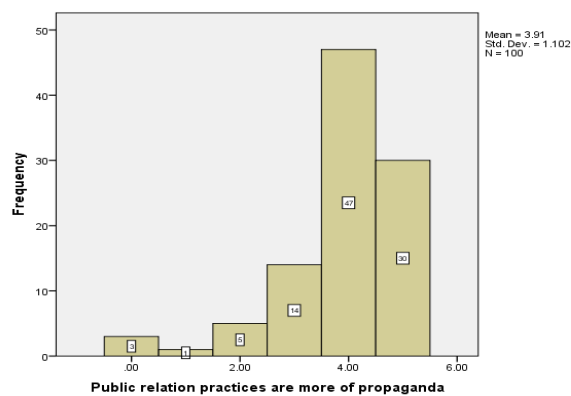


Figure 24 Is Public relation practices are more of propaganda?

As we see on Figure 24, 77% of respondents replied that public relation practices are not more of propaganda in the FENAPD and its associations which are described by disagree and strongly disagree. 6% of the respondents (strongly agree and agree) reported public relation practices are more of propaganda in the FENAPD. However 14% of the respondents haven't decided or unwilling to describe whether the PR practices are more of propaganda or not in the FENAPD.

➤ **Public relation is a bridge between organization and public**



Figure 25 public relation is a bridge between organization and public

As it can be seen in the above figure, 87% of the respondents agreed that PR is a bridge between organization and public in the FENAPD and its associations, whereas 11% of the respondents have not decided or unwilling to describe the question by stating neutral.

4.1.4.3. Public relation challenges in your organization

➤ **Insufficient budget allocation for PR department**

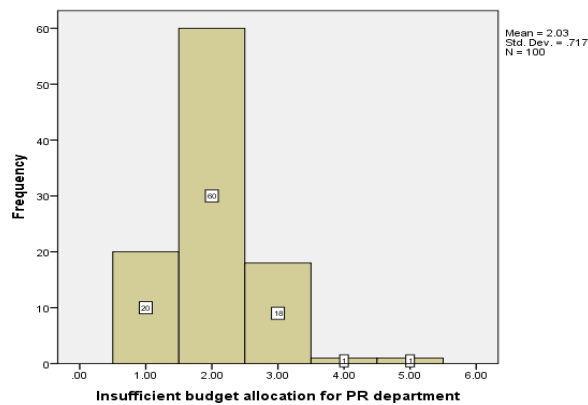


Figure 26 insufficient budget allocations for PR department

For the question budget allocation for PR department in the FENAPD is insufficient, the result shows that, 80% of the respondents replied strongly agree and agree with the question. Whereas 18% of the respondents replied that, they have not decided or unwilling to describe whether sufficient budget is allocated or not. 2% of respondents disagree and strongly disagree on the question of insufficient budget allocation in FENAPD.

➤ **The number of professionals**

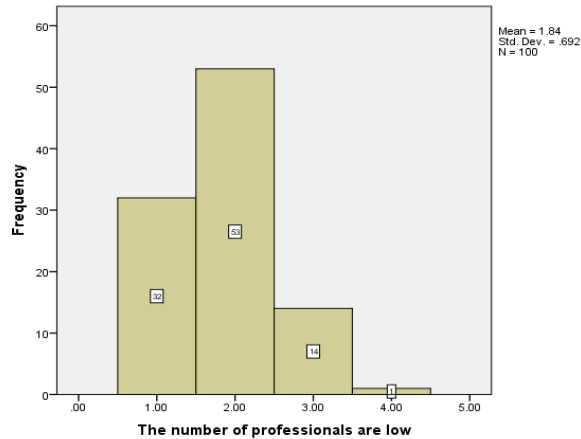


Figure 27 The number of professionals

For the question that the number of PR professionals are low in FENAPD and its associations, the result shows that, the number of professionals are low in FENAPD and its associations that are described the majority of the respondents (strongly agree and agree). On other hand 1% of the respondents (disagree) described that, there are sufficient number of PR professionals; while, 14% of respondents are not sure or unwilling to described it by replying neutral for the question.

➤ **How PR employees are assigned**

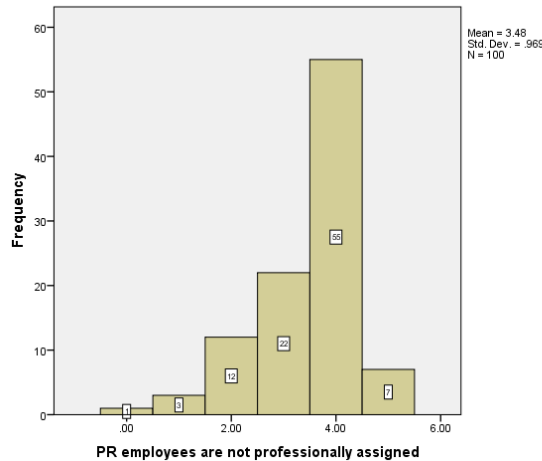


Figure 28 How PR employees are assigned

For the question PR experts are not professionally assigned the result shows that, PR experts are assigned professionally in FENAPD and its associations that is described by the majority of the respondents (strongly disagree and disagree). Whereas some of the respondents (strongly agree and agree) are reported PR experts are not professionally assigned in the Ministry while majority of the respondents are don't decided or unwilling to describe it.

➤ **The importance of PR is underestimated**

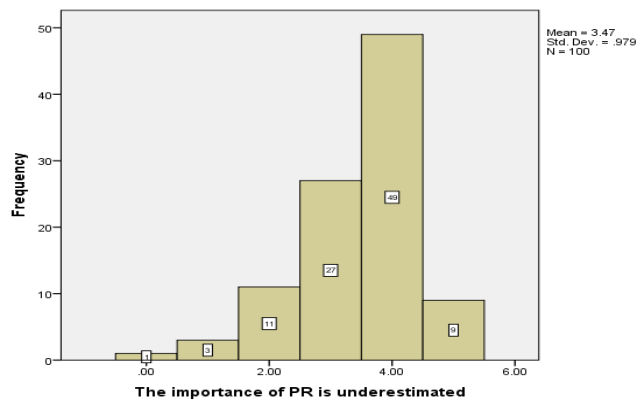


Figure 29 The importance of PR

For the question that the importance of the PR department/directorate is underestimated in the FENAPD and its associations, the result shows that, the importance of PR is not underestimated in the FENAPD and its associations described by the majority of the respondents (disagree and strongly disagree). On the other hand some of the respondents put that the importance of PR is

underestimated in the FENAPD and its associations while some of the respondents haven't decided or unwilling to describe it.

➤ **There is no PR code of conduct**

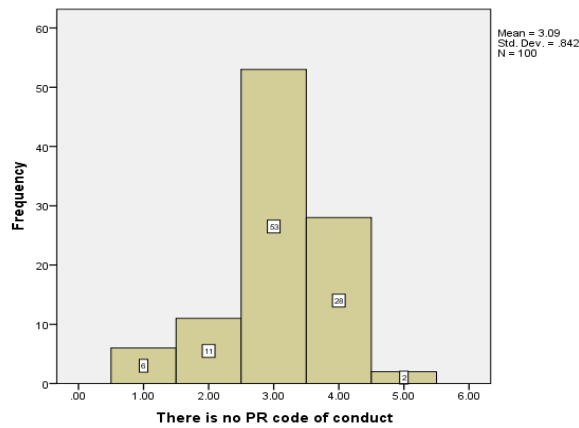


Figure 30 code of conduct of PR

On the topic of the PR code of conduct in the FENAPD and its associations, the data shows that, there is PR code of conduct in the ministry that are described by (disagree and strongly disagree) respondents. Whereas some of the respondents (strongly agree and agree) reported there is no PR code of conduct while the majority of the respondents haven't decided or unwilling that there is PR code of conduct in the federation or not.

➤ **PR does not play management function and advisory role**

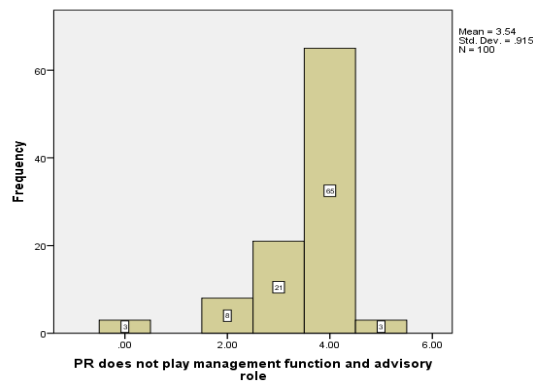


Figure 31 management function and advisory role of PR

On the topic of PR does not play management function and advisory role in the FENAPD the data shows that, PR plays management function and advisory role in the FENAPD and its associations that are described by the respondents (disagree and strongly disagree). On the other hand some of the respondents (agree) reported PR does not play management function and

advisory role in FENAPD while some of the respondents are haven't decided or unwilling to describe it.

➤ **Are PR practices politicized?**

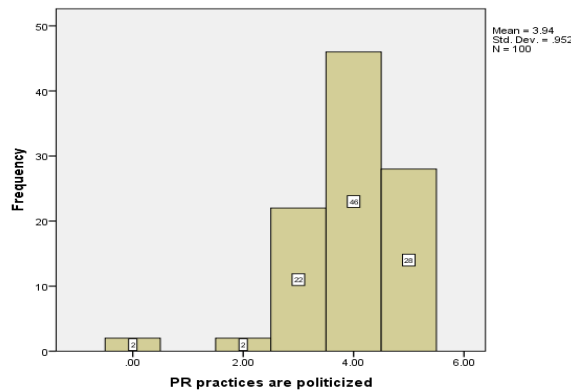


Figure 32 PR practices politicized or not?

As we see in Figure 32, for the question PR practices are politicized in the FENAPD and its associations, the result shows that, 74 % of respondents disagree and strongly disagree that PR practices are not politicized in the FENAPD. , while some of the respondents haven't decided or unwilling to describe whether the PR practices are politicized or not in the FENAPD. From the data it is understood that the condition of PR is relatively free from being politicized.

4.2. Data from key informants' in-depth interview

In this part of an in-depth interview of data collection eight key informants are selected deliberately from the FENAPD and its associations and interviewed by an unstructured interview questions. Those are eight senior management members from the FENAPD and its associations. One of them is PR department manager, here the interview is presented and analyzed as follows:

- 1) For the question indicated, what are the major activities of PR in your organization please explain?

Interviewees 1, 2 and 4 stated that the major activities of PR are:

- Institutional image building.

The thee interviewees replied that one of the roles of PR in our federation is institutional image building. When they do institutional image building, they tried to promote the image of it. Then

when they express and publicize the tasks and works that are done by the federation and its seven member association. Here good image will be created

- Crises management

There are so many social distractions in the country in the aspects of persons with disabilities. Such as: vulnerable of demographic challenges. Demographic challenges here are taken as personal challenges. These may include age, sex, marital status, types of impairment, level of impairment, education, coping style, social background, occupation, etc.

One of them said; *" If the problem happened we react as fast as possible with collaboration with FENAPD`s seven associations and our law department. Therefore the major responsibility of PR in this regard is dissemination of information and policies with appropriate tools to create understanding and awareness by reaching the public`s as much as possible."*

- Media relation

FENAPD and its associations use different media accordingly to PR department to deliver different messages and reach the publics with new information and institutional polices. Those Medias are broadcast media TV and radio: they simply produce and send the messages that they broadcast. Print media is also one of the mostly used in their department they print different announcement, awareness creation and mobilization messages on different brochures and leaflets however we are not actively using magazines and newspaper.

One of them said *" we have nice magazine 'BIRUH TESFA 'which is being published yearly. Web site and social media is one of the major media we are are using actively in daily basis specifically the face book.*

Generally preparing news release and magazines are the most common activities that are practiced by the PR department"

Interviewee 2 (manager of PR) stated that additional to the above major activities of PR:

"The major activities of public relations are mostly corporate Communications, Media Relations, Events management and Social Media practice. Event management is organized to create awareness and understanding on the community, mobilizing persons with disabilities to have a culture of volunteering in social activities. We also conducting different events; such as world

and national disability day, awareness creation meetings and conferences collaborating with ministry of labor and social affairs, NGO's, etc... "

- Peace building

"Mobilizing persons with disabilities to be associated with civic society and help themselves and their parents. Mobilizing and empowering youth to have the knowledge about peace value and peace building. "

Respondent 3 and 5 stated: Event management to promote and create social awareness in terms of disability issues.

Interviewees 6, 7 and 8 described that: the major activities of PR are passing information on social Medias, documenting information based on image and videos, news release and event organizing.

According to the Interviewee 6 the different major activities of PR are practicing; such as organizing campaigns and mobilizing awareness creation tools.

- 2) For the question listed, what are the strength and weakness of public relation department in your organization?

Interviewee 1 stated that the strength and weakness of PR are as follows:

Strength:

"Currently professionalism in the PR department is accepted by the CEO and management. During the establishment of the department at the first stage there were no concerns for the professionalism of the field. Employees from natural and social science backgrounds trained for weeks and assigned. Thus, nowadays management members of FENAPD are aware about the value of public relation and communication. The overall acceptance of PR is increasing."

Interviewee 2 stated additional opinion as follows:

"The strength is, PR in our organization is mostly helping the general public understand the activities of Federation of Ethiopian Associations of Persons with disabilities.

Addressing the public at large by small number of PR department is one of the strength of the department and practice different PR tools to increase the awareness of societies and solve the challenges of persons with disabilities as much as possible in order to create awareness and provide necessary information to the public."

Interviewee 3 additional opinions:

Organizing events and creating messages on social media to reach the public.

Respondent 4 and 5 stated similar idea that is: it is difficult to describe the strength of PR in their organization at this stage.

Interviewee 6, 7 and 8 described that the strength of PR Practitioners in their organization is fast information posting and updating on website and social media.

Weakness:

Interviewee 1, 7 and 8 described the weakness of PR in their organization concluded as follows: There is no sufficient measurement of media outreach, gap of using selective media potentially to reach the public's in the whole parts of the country, the PR's are assigned by FENAPD and its associations, but number of PR expert are not enough according to the burden of different activities.

Interviewee 2 stated the weakness as follows:

"The weaknesses are lack of conducting frequent research on the societies understanding of disability issues.

Difficulties in terms of editing pictures, videos and texts, "the weakness of PR department in our organization is there is a problem on the aspect of quality of work like a problem on editing, the presentation of news and the selection of pictures that are appropriate for the news" and inefficient experiences of media relations."

Interviewees 3 and 4 stated additional weakness of PR in the organization as follows:

There are no international relation activities and strategies, sometimes different directorates give press release without the consent of PR directorates. Mostly PR activities are limited in event management and publicity.

Interviewees 5 and 6 stated their opinion on the weakness of PR department in the organization: broadcast media is only used in event based and it is only ETV.

- 3) For the question stated, what are the administrative challenges and problems of public relation department in FENAPD and its associations?

Interviewees 1 stated that the administrative challenges and problems of PR in FENAPD and its associations are as follows:

"Budget allocation is one of the great administrative challenges in the PR department. From its structure PR departments is not established as core work department. Therefore the department does not have its own budget allocations.

Insufficient man power, the structural adjustment doesn't have organized supportive form, insufficient video and photo cameras and computers"

Interviewees 2, 6 and 8 stated additional opinion as follows:

The public relations directorate challenges in our organization is fighting misinformation regarding of disability issues in which changing some persons` misunderstanding.

Interviewees 4 and 5 additionally described the challenges of PR in their organizational are: Lack of audiovisual equipment, advanced communication technologies the information and messages from the organization are not equally reaching the whole public equally and at the same time.

According to the opinion of **Interviewee 6**, the PR challenges in the organization are that of the department announce information or deliver their messages on different Medias rather they do by themselves.

- 4) For the questions stated, do you think the Public relation department needs to restructure in FENAPD and its associations? Explain why?

Interviewees 1 stated that:

"Rearrangement of PR department or structural adjustment is very important in the FENAPD and its associations. It has to be established as a core work department to be independent from other departments that enables to be strengthened to accomplish PR tasks or activities in better ways. Restructuring also helps to get separate budget allocation and to equip the department with necessary materials."

Interviewee 2 and 7 added their opinion as follows: I think it is well organized. But "There must be a way that will make maintain its professional right. There must be appropriate or moderate situation that helps increase PR professionals communication with mass media and other media

Interviewees 3 and 8 stated their opinion regarding restructuring of PR department as follows: The public relation department/directorate doesn't need to be restructured it needs strengthening as it is and assigning more professionals.

Interviewee 4, 5 and 6 similarly stated their opinion that the PR departments in their organization need to be restructured and professionals have to be assigned based on their profession and experience.

5) For the question indicated, what should be done for improving public relation practices of FENAPD and its associations?

Interviewee 1 stated what should be done for improving PR activities are as follows:

"Restructuring the PR department, empowering the practitioners by providing trainings, increase awareness creation on the concept of PR, assigning PR professionals and experienced practitioners in the area."

Interviewees 2 and 8 additionally stated:

"Getting relevant training, strengthening media relation, equipping the department with necessary tools and materials and promoting professional freedom of PR department"

Interviewees 3 and 7 described as follows

"Recruiting external PR consultants should enhance the capacity and experiences of the practitioners."

Interviewee 4 stated that:

"The public relation practices in FENAPD and its associations can be improved by building the capacity of the practitioners and by creating understanding among the associations."

Interviewee 5 and 6 also described similar opinion on the issues of improving the PR practices in FENAPD and its associations as follows:

"The PR department activities can be improved if there are more PR professionals assigned and necessary materials fulfilled collaboration and building relationship among FENAPD different departments."

From the above data it could be concluded that, members of PR department in FENAPD are accommodating, seem carrying the vision and mission of the sector forward. That is a very good indicator which shows the existence of favorable human resource at the section which can bear assignments in the sector, and takes it forward to the end.

The missing activities and tasks which could be seen as crucial roles of public relations like counseling, public relations research, corporate social responsibility tracking, and health care public relations for persons with disabilities are not well accomplished the same as the list of principal duties carried out by the department of PR in the Federation of Ethiopian National Associations of Persons with Disabilities. Activities like internal communication, external stakeholder's communication and training and PR capacity building programs are being implemented in a traditional manner. So it should be getting into account when PR is practiced in FENAPD.

PR duties are seen overlapping, the experts and manager who are doing PR activities are overloaded with vast tasks which are not accomplished with a small number of experts.

CHAPTER –FIVE

5. Conclusions and Recommendations

This chapter deals with the brief summary, findings, conclusions and recommendations of study based on data presented and analyzed that are described throughout the study.

5.1. Summary

The objective of this study is to assess the practices of public relations in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) in light of PR theories and communication practices.

The researcher employed qualitative and quantitative (mixed) method research design that was believed appropriate to address the listed research questions and to investigate the statements of the problem. In this regard different data collection tools are conducted. Questionnaires and unstructured in-depth interview were conducted and the primary data were used in the study. The study involved the purposefully selected employees of the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its seven member associations; who are director, team leader and senior experts.

The quantitative data were computed by using SPSS and the qualitative data were interpreted by the researcher. The PR practices were discussed briefly in order to solve the research problems and answer the basic research questions by conducting review of related literature and empirical studies.

In the study, attempts have been made to provide answers to the following basic research questions:

- What are the Public relations practices implemented in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD)?
- Does the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) use appropriate PR tools?
- What are the major challenges of PR practices in in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD)?

Thus, by conducting and implementing the above research methods the assessment of PR practices in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) were conducted and the following major findings, conclusion and recommendations are provided.

Based on the analysis, the following major findings were obtained:

- The PR department/directorates in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) doesn't have organizational PR strategies that helps the PR practitioners contributes to organizational effectiveness and helps to reconcile the organization's goals with the expectations of its strategic constituencies. The PR activities implemented in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) are very limited to some PR activities and the tools used to disseminate information are very limited and not accessible by the whole area of Ethiopia.
- Addressing challenges in which persons with disabilities come across most of the time get more importance in FENAPD communication practices. Improve the overall awareness of persons with disabilities issues are also the second issues that get importance in practices of communication in FENAPD communication practice, while changing the perception of the society related to disability issues have not got more importance. Thus this should be improved.
- The practices of PR in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) are mostly determined by the free will of the top management and the PR practitioners are dependent on other departments for budget and facilities.
- The media relation procedures of PR department/directorates are relatively small and mostly it is limited to web site, social media and state owned broadcast Media.
- The budget allocated for the PR department/directorate is insufficient and the department is not established as a core work of the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD).

5.2. Conclusions

Finally, it may be concluded that the public relation practices in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) can be improved. However, it will require sufficient budget and combined effort by the PR department and top management of the federation. Organized, appropriate PR activities such as; image building and reputation; event management, press release, organized campaign, newspaper and magazines activities; organized crises and issues management activities by developing strategies and implementing appropriate communication tools that can be accessible to all public in different location as much as possible and quickly getting ahead of the problems and justifying its effect is a vital function performed by the PR department; conducting employees relationship activities that helps to build internal communication within the federation to have common understanding on the issues of the major activities accomplished by the PR department; strengthening the external stakeholder by exerting continuous effort and execute external communication policy; developed strong media relation procedure that will helps the PR practitioner to easily disseminates the information wanted to be communicated. The key tasks in this area include answering questions, disseminating press releases, arranging interviews and placing the right news reports or the right publication at the right time. Conducting formal organizational PR monitoring and evaluation activities then it is possible to identify the problems and understand how the internal and external communication look like to set the way of improvement. .

Understanding the audience or the public information is very important for the FENAPD's information to flow to. The next step is to identify the appropriate communication tools that are accessible and open to the public to ensure that the right information reaches them at the right time. Outreach to the targeted audiences through different institutes such as; schools, community organization, traditional and cultural public meeting or events would help to create awareness and mobilization activities. If these activities can be implemented the PR practices in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) can be improved.

5.3. Recommendations

Based on the findings of the study, the following recommendations are provided:

- Conduct and establish the organizational PR strategies in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) that enables the PR practitioners to perform as per the planned activities.
- Implement diversified and appropriate PR activities that create opportunities to raise awareness and mobilize the public toward the issues wanted to be communicated.
- Conduct public opinion research in order to investigate the outreach of information or messages and the accessibility of PR tools that are implemented to address the public.
- Establish strong media relation procedures in the PR department that harmonize the relationship and creates attractive environment to disseminate information.
- Conduct long and short term strategic plan for PR practices in in the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD)and allocate annual budget.

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APPENDIX

1. Questionnaires

Addis Ababa University

School of Journalism and Communication

Questionnaires prepared for managers and other employees of the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) for the Assessment of Public Relation Practices

Dear Respondents : The purposes of these questionnaire is to collect data that helps to assess public relation practices in Federation of Ethiopian National Associations of People with Disabilities (FENAPD) and its member associations to be conducted by MA student from Addis Ababa University School of journalism and communication specialty in Public relation and strategic communication. I would like to inform you that your authentic and accurate answers are very important for reliability of the research findings. I would like to inform you that the answers you will provide are used only for this research purpose confidentially. Thank you in advance for your time and cooperation.

Part I-Personal information

A. Please encircle for the following questions

1. Sex A. Male B. Female
2. Age A. 20-30 B. 31-40 C. 41-50 D. >50
3. Educational Level A. High school B. Diploma C. BA/BSc/Bed D. MA/MSc
E. other

B. Please write your answers for the following personal information

4. Field of Study _____
5. Your work position _____ , year of experience _____
6. What is your Association name in the Federation of Ethiopian National Associations of Persons with Disabilities?

A. Ethiopian National Association of the Blind

B Ethiopian National Association of the Physically Handicapped

C. Ethiopian National Association of the Deaf

D Ethiopian National Association of the Blind-Deaf

E. Ethiopian National Association of Persons Affected by Leprosy

F. Ethiopian National Association on Intellectual Disability

G Ethiopian Women with disabilities National Association.

H. Others

Part II- Basic Questions

7. Which one of the following public relation function is **major** activity of public relation department/directorate in your organization?

A. Event management B. prepare news release and magazines C. advisory function

D. management function E) Crisis Management task

8. Which one of the following public relation activity is mostly practiced by public relation department/directorate in your organization? A. Promotion and Advertising B. event management C. Publicity D. Image building E) Crisis management

9. Do you think that public relation directorate/department is important for Federation of Ethiopian National Associations of People with Disabilities (FENAPD)?

A. Yes B. No C. Difficult to say

10. What types of issues get more importance in your organizational communication?

A. changing the perception of the societies related to disability B improve the overall awareness of persons with disabilities C. addressing challenges in which persons with disabilities come across most of the time

11. Do you think the public relation department/directorate uses PR tools to disseminate information's and policies? A. Yes B. No C. Difficult to say

12. Do you think that both internal and external communications in your organization get high attention? A. Yes B. No C. Difficult to say

13. Which one of the communication tools is mostly used in your organization? A. Print media (newspaper, brochures and notice board etc.) B. Broadcast media (TV and radio) C. Websites/Internet D. Teleconference E. Campaign (public meeting) F. Social media. Describe if others _____

14. What are the major activities of public relation directorate/department in your organization which are not mentioned above?

15. Are public relation experts are assigned based on knowledge and skill? A. Yes B. No C. difficult to say

Explain _____

Why is it so _____

16. Do you think that public relation require professional training?

A. Yes B. No C. Difficult to say

Part III Major Questions

Please give your answers by ticking on the space provided in front of each question according to the following numbered choices.

1 = strongly agree 2 = Agree 3 = Neutral 4 = Disagree 5 = strongly disagree

S/No	Items	1	2	3	4	5
I	Public relation Professionalism in your organization					
1.	PR practitioners are assigned based on profession and skill					
2.	PR professionals have knowledge and skill of PR					
3.	PR Professions and skills are not priority					
II	Public Relation roles and practices in your organization					
4.	PR activities are more of protocol					
5.	PR activities are more of promotion and publicity					
6.	PR activities are more of preparing newsletter or magazines					
7.	Public relation is very important for image building					
8.	Public relation is a management function					

9.	Public relation is advisory function					
10.	Public relation is very important for reputation management					
11.	Public relation practices are more of propaganda					
12.	Public relation is a bridge between organization and public					
III	Public relation challenges in your organization					
13.	Insufficient budget allocation for PR department					
14.	The number of professionals are low					
15.	PR employees are not professionally assigned					
16.	The importance of PR is underestimated					
17.	There is no PR code of conduct					
18.	PR does not play management function and advisory role					
19.	PR practices are politicized					

2. In-depth interview questions

In-depth interview questions prepared for managers and other employees of the Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) and its member associations for the Assessment of Public Relation Practices

Dear Respondents : The purposes of these questionnaire is to collect data that helps to assess public relation practices in Federation of Ethiopian National Associations of People with Disabilities (FENAPD) and its member associations to be conducted by MA student from Addis

Ababa University School of journalism and communication specialty in Public relation and strategic communication. I would like to inform you that your authentic and accurate answers are very important for reliability of the research findings. I would like to inform you that the answers you will provide are used only for this research purpose confidentially. Thank you in advance for your time and cooperation.

Please give brief explanation for the following questions

1. What are the major activities of PR in your organization please explain?

2. What are the strength and weakness of public relation department/directorate in your organization?

Strength

Weakness

3. What are the administrative challenges and problems of public relation department/directorate in your organization?

Do you think the Public relation department/directorate needs to restructure in your organization? Explain why?

5. What should be done for improving public relation practices of your organization?
