



# **Evaluating the Practices of Media Relations in Federal HIV/AIDS Prevention and Control Office (FHAPCO)**

**By**

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**Graduate School of Journalism and Communications**

**A Thesis Submitted in Partial Fulfillment of Requirements for The Degree of  
Master of Arts in Public Relations and Strategic Communication.**

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**November 2018**

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AND COMMUNICATION**

**DEPARTMENT PUBLIC RELATIONS AND STRATEGY  
COMMUNICATION**

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**APPROVED BY BORD OF EXAMINERS**

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### **List of acronyms**

|        |                                                |
|--------|------------------------------------------------|
| AIDS   | Acquired Immune Deficiency Syndrome            |
| ART    | Anti-Retroviral Therapy                        |
| EBC    | Ethiopian Broadcasting Corporation             |
| DHS    | Demographic Health Survey                      |
| FBC    | Fana Broadcasting Corporate                    |
| FHAPCO | Federal HIV/AIDS prevention and Control Office |
| FSW    | Female Sex Workers                             |
| HIV    | Human Immunodeficiency Virus                   |
| MARP   | Most at Risk Population                        |
| NGO    | Non-Governmental Organizations                 |
| PLHIV  | People Living with HIV                         |
| PR     | Public Relations                               |

## ABSTRACT

*The study aimed at evaluating the practice of the media relations in Federal HIV/AIDS Prevention and Control Office (FHAPCO). The current wider prevalence of HIV/AIDS in Ethiopia especially in urban and industrial zones though it was somehow possible to culminate it before was the main reason to conduct this study. FHAPCO was taken as the focus of the study because the duty of directing, coordinating and implementing the country's HIV/AIDS policy was given by Ministry of Health (MoH). The study employed qualitative research method in order to gain an in depth data about the practice of media relations in the specific organization. In-depth interview and document analysis were the research instruments that have been used for this study. In order to gather the intended data ten respondents were selected by using purposive sampling technique. Samples were selected both from FHAPCO and journalists. Regarding documentary analysis two documents, which had different message contents, were selected purposefully and analyzed based on parameters of media content analysis. The collected data were organized according to the research questions and categorized under related data in a theme wise. Increasing public awareness, provide useful information in attractive and persuasive way and facilitating ART (anti retrieval treatment) was the main media relation goal of FHAPCO. There is no well-organized and documented media relations plan in the organization however, FHAPCO used the media relations forum plan as its media relations plan of the organization. Two-way*

*communication strategy is used to create a relationship with the media and also FHAPCO used all available media relations tools in line with its media channels in order to reach every individual community. The study also found out that there were no media relation's measurement tools in the organization. FHAPCO failed to evaluates its media relation's activity. This resulted not to know whether the message is fully addressed and understood among the stakeholders. Generally, the employed media relations mechanisms were not fully utilized and not yet effective. Finally, recommendations are forwarded regarding media relations strategies, plans and tools.*

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Media relations are the most visible components of public relations (PR). Effective media relations presuppose a strategic planning as organizational communication processes. Coherent and well-planned communication activities assure long-term cooperation relationships with media. Moreover, it helps build and keep a positive reputation of a given organization. Good relation with media is more likely to result excellent media coverage to reflecting organizational objectives and messages, which in turn, influence public opinion towards the organization (Dustin, 2014).

Mass media is a way of communication to interact with the public, which an organization desires to interchange messages. According to Grunig (2002), communication is critical because it raises the organization's behavioral relationships with the community.

Clearly the media have a pivotal role in fighting against HIV/AIDS. It is often said that education is the vaccine against HIV/AIDS. Many media organizations are standing up to the challenge, by increasing awareness of HIV/AIDS and educating listeners, readers and viewers about the facts of the epidemic and how to prevent and control it. Therefore, Federal HIV/AIDS Prevention and Control Office (FHAPCO) is one of the governmental office standing for preventing, controlling and creating awareness of the community.

According to national studies made in the United States, 72% of Americans identify televisions, radios and newspapers as their principal source of information about HIV/AIDS, more than doctors, friends and household. Similar statistics have been also found and reported in the United Kingdom and elsewhere in the world.. For example, related study carried out in India indicated that more than 70% of respondents stated they had obtained their information about HIV/AIDS from television. (Bowman, 2004)

Thereby, it is obvious media organizations have an enormous influence in developing awareness and empowering individuals to avoid contracting with HIV.

To undertake with maximum efficiency, however, it requires a clear understanding of the challenges and the obstacles to control the widespread and handling of effective HIV-prevention education.

Currently, HIV response in Ethiopia has evolved. Over the past three decades, since the first time HIV was known in Ethiopia in 1984, efforts to address the epidemic were underway. Especially around mid-1990's, it became clear that the social, economic, psychological, and demographic impacts were foreseeable huge and serious threat to the development efforts of the country.

According to Federal HIV/AIDS Prevention and Control Office report (2014), Ethiopia has achieved exemplary successes in terms of HIV service expansion and up take. This influenced to a 90% decline of new HIV infection and 70 % reduction of AIDS deaths compared to the periods 2000 and 2004 respectively. Currently, according to DHS HIV 2018 estimation, at an HIV prevalence of 1.2%, there are 741,478 people living with HIV, of which 60 % are female. Besides, there were an estimated of 21,216 people newly infected during 2015, from this 6,989 (32.9%) are young people between 15-24 age. An annual AIDS death during the same period is 16,865.

The new strategic plan of the country, which comprehends the period 2015 -2020, has set targets to accomplish and end HIV envision through different strategies by 2030. The effective implementation of strategic Plan, which is prepared in an investment case approach, will take the HIV situation of the country down to a level where it will not resurge. Thus, during the strategic period, the country ends to attain the three 90's targets, so that 90% of the PLHIV know their HIV status.

Thereby, the aim of this thesis was to examine the media relation's practice of the Federal HIV/AIDS prevention and control office, which is operating in the field of HIV prevention and control. It needs to have effective media power to strengthen and make its own identity as a powerful and recognizable organization; whereas the diminishing number of HIV epidemic across the nation could not have been achieve without media engagement and practice through building relationship with media and communication with target public. Therefore, this study focused on how the office used media relation activities to achieve the HIV/AIDS strategic plan II (2015-2020).

The Federal HIV/AIDS Prevention and Control Office is hereby constituted as an autonomous federal government organ, possessing its own legal personality. The office is directly accountable to the Prime Minister. The headquarter is found in Addis Ababa. There are branch offices in different regions of the country. According to the proclamation no.276/2002 the establishment of the national HIV/AIDS prevention and control council

main objectives are to coordinate and direct the implementation of the country's HIV/AIDS Policy.

Federal HIV/AIDS Prevention and Control Office (FHAPCO) has a duty of serving as the secretariat of the Council; prepares the national HIV/AIDS program and submits it for approval of the government. After that, on the basis of the recommendations of the Council works for the realization of its duties. Additionally, the office effort on coordinate the activities of federal and regional government organs and non-governmental organizations engaged in HIV/AIDS' prevention and control activities and facilitate conditions for integration and organize local and international meetings and workshops for enhancing the awareness of the society about HIV/AIDS and facilitate conditions for organizing it. Moreover, the office collects and compiles information on the general situation of HIV/AIDS in the country and disseminates it to all concerned, as deemed necessary.

## **1.2 Statement of the Problem**

The Federal HIV/AIDS Prevention and Control Office is an autonomous federal government organization established under proclamation no.276/2002 with the main objectives of coordinating and directing the implementation of the country's HIV/AIDS Policy. Since 1990's HIV/AIDS virus is known in Ethiopia. As the Ethiopian health policy concerns on prevention, many actions are taken by the government and awareness creation programs are conducted to control the transmutation rate of the virus.

The recent revival of HIV/AIDS in the country specially in urban areas and industrial zones has a potential to affect adults and damage the image of the country regarding health care. The revival of the virus shows the gap in communicating the adverse effect of the disease to the public. So, the government, the general public and media should work on preventing and controlling the virus. So, it is important to know the media relations dimension of the FHAPCO in question especially as it is aimed to controlling and preventing the country's HIV/ADS issue by its duty given by federal ministry of health. In addition, many researches are conducted regarding the issue of HIV/AIDS however there is no study concerning the media relation program that indicates the success and failure of the organization by using media. Thus, it becomes necessary to plot its media relations plans, strategies and actual practices as it engages the media and are also regarding indorse public health care

Effective strategic communications are keys to effective coordination and directing of key stakeholders in achieving the goals and objectives of the country's HIV/AIDS Policy. Media

selection has a huge impact on the ability of strategic communicators to get the right message to the right publics. As the study aimed to evaluate the practice of media relations of FHAPCO, it's necessary to observe the media relations tools and channels that have been used in organization to achieve its objectives.

### **1.3 Objectives of the Study**

The general and specific objectives of the thesis are presented below.

#### **1.3.1 General Objective**

The main objective of this study is to evaluate the media relations practices FHAPCO in communicating with target population.

#### **1.3.2 Specific Objectives**

The specific objectives of this study are-

- To asses strategic commutations of FHAPCO's to meet its' goals, objectives and plans.
- To evaluate media platforms of the FHAPCO in communucating organizational strategies.
- To identify the relationship the organization had with the media.
- To evaluate the media relations practices of the organinztaion.

### **1.4 Research Questions**

This research was designed to answer the following questions

1. What are the communcation strategies to approch media to reach goals, objectives and plans of FHAPCO?
2. Which media relations strategies are used in the organization?
3. What are the relationship between FHAPCO and media?
4. How does the organization evaluate its practices of media relations?

## **1.5 Significance of Study**

In this study, the factors surrounding and shaping the role of media relation were discussed. Thereby, this study has a its significance in diverse ways. Basically, it provides insights into how the media relations role is performed at FHAPCO, who work on the HIV/AIDS prevention and control activities.

This study is helpful for responsible bodies who enact the media policy's and will serve as a material for studying media relations for growing and the practitioners to design strategies and their media relation efforts. This study will also add to the limited research on public relations, particularly on the role of media relations. Moreover, it brings out how practitioners feel towards members of the media. Since the public relation departments is a new discipline in Ethiopia and documents are also insufficient for the profession, this study will enrich the shortage of knowledge in public relations practice in Ethiopia particularly for media relations practice. This study will be come up with effective measurement tools for media relations impact for those organizations in the same circumstances. Finally, this study will be used as a source of data for other scholars who work a research in similar topics

Moreover, it is the researcher's hope that the findings of this study would reflect some of the best practices in media relations and thus, allow practitioners to benchmark against these practices.

## **1.6 Scope of the Study**

This study mainly focused on media relation activities and communication strategy utilized in federal HIV/AIDS Prevention and Control Office. Thus, the research was conducted in FHAPCO as a case.

This study also focused on the evaluations of media relations practice in Federal HIV/AIDS Prevention and Control Office and how the media relation department is handling the practice of media relation in order to communicate with target population. it was implemented in the organization to achieve its goals and objective. Moreover, the study was conducted in media relations plan and strategy, communication tools employed, and their relationship with the media and in addition, evaluated the organization media relations practices weather media relation plan effectively meet its goal and objectives or not.



## **1.7 Limitations of the Study**

There were some limitations in this study; this section presented the limitations of the research, which encountered while conducting the study. First, the subject of PR is a new profession in our country, most of the officers who are the sources of data were hired from other related profession, such as journalism and language studies. As a result, it may be difficult to generate the required data and professional practices from those officers.

Methodological limitations, during interview with the respondents the quality of data depends upon the nature of the interaction the researcher had with the interviewees. In an interview, the nature of interaction between an interviewer and interviewees is likely to affect the quality of the information obtained. Therefore, in order to overcome this problem, the researcher prepare interview questions for the journalists for the result of evaluating the practice of media relations in the organization. In addition, because the interaction in each interview is unique, the quality of the responses obtained from different interviews may vary significantly.

In an interview situation, the quality of data may vary when many interviewers are used. Usage of multiple interviewers may magnify the problems identified in the two previous levels.

## **1.8 Organization of the Paper**

This study was organized in to five chapters. Thus, their sequential arrangement is presented below.

- The first chapter deals with the introduction including background of the study and the organization, statement of the problem, research questions, general and specific objectives, significance, scope, limitation and organization of the study.
- The second chapter compact with the literature review, including what media relation is, strategic media planning for organization, communication models, media relations plan, importance of media relationship excellent theory and media measurement.
- The third chapter contains methodology, including sampling, data collection, analysis validity and reliability of the study.
- Chapter four is all about data presentation and discussion. All collected data are presented according to their validity.
- The last chapter, which is chapter five contains conclusion and recommendations

## **CHAPTER TWO**

### **2. REVIEW OF RELATED LITERATURE**

#### **2.1. Introduction**

This chapter is mainly consisting of some related literature regarding media relations practice. The importance of mass media is widely discussed and public relations practitioners mostly practiced media relations tools and channels were identified by their function for organizational effectiveness. This chapter also important part of the study to discuss theories and models that have specifically on media relations and communication discipline. This would help to interpret and analyze the study in particular from the discussed key terms in this chapter; media relation, media relations tools and channels, media relations communication strategy, communication model, four models of public relations, excellent theory of public relation and media relations measurement model are discussed.

#### **2.2. What is a Media Relations?**

According to Ridgway (1996), "The term media relations refer to the communication pattern between an organization and those sections of the media which are interested in its activities" (p. 5). Swaan (2010) added another definition and said, "Media relations are described as the practitioner's relationship with the editors and reporters of the mass media that function as communication channels directly to the organization's stakeholders" (p. 78). These definitions explain the importance of media relations in the process of communication, which is a key role of public relations.

Media relations are the core activity in many public relations jobs (Wilcox, 2005). To understand this strong link between the media and public relations, the researcher examined Grunig and Hunt's (1984) view on how public relations originated. According to the authors, in the constant effort to get free space in the media for their clients, press agents or publicists used every possible trick to take advantage of the media.

Media relations consist of all the different ways an organization interacts with media outlets or individual media representatives. Managing media relations include the ability to build long-term relationships with journalists who cover the topics of the organization on a daily basis, as well as interacting with journalists who are calling the organization for the first and maybe the only time in their career. (Doorley, 2007)

Media has a great influence on shaping public opinion. Public opinion is about opinion and attitude towards constricted socially relevant issue or situation, and also shared expressed by a large percentage of the population. Thus, public persuasion reflected and magnified in the media bears a big shock on all areas of a company. According to McQuail, (2000) mass media is the most easily accessible source for people to evaluate and reflect their views and form their opinions. Individual opinions that do not concur with the prevailing opinions in the media tend to be kept still in fear of falling into isolation or reshaped to accommodate the public view.

According to Greary (2005) there are two chief benefits of media relations to public relations practitioner. The first one is a respectable means to achieve a large, or a cosmopolitan consultation. Public relations practitioners might want to reach a large audience for a variety of reasons, including increasing awareness, creating a positive reputation, disseminate point-of-view messages from the organizations, or to create “buzz” about their organization whether that organization is a corporation, not-for-profit, or even an individual.

The second purpose of media relations is the news media serve as a “credible third party” for public relations practitioners, though, public confidence in the news media is on the decline, and at the time of his study, had waned to about 30% Greary(2005). Despite public confidence in the news media, credibility is declining; however, they remain for media relations practitioners the only outlet to reach a broad general audience.

Public relations professionals dealing with the media actively seek media coverage, respond to information requests from journalists, and arrange interviews. They also develop media strategies and methods to monitor and measure the effects and quality of the relationship as well as managing the contacts between the organization’s employees and journalists. (Doorley, 2007)

## **2.3. Models of Public Relations**

The models of Public Relations describe the different forms of communication between an organization and its publics.

The first model is publicity or press agent, the second is public relations information model, the third asymmetric persuasion, and the final one — the two-way symmetrical model — has become accepted as a formal definition of best practice for communication in Western markets between an organization and its audiences.

### **2.3.1. Press: a gentry or publicity model**

According to Grunig and Hunt (1984), the public relations profession started out following the press a gentry model. In a constant effort to gain free coverage in the media for their clients, press agents or publicists used every possible trick. This was called ‘flaking for space’. The media and the public have never forgotten the press a gentry roots of public relations. Hence, this explains why media relations are considered to be the most traditional, visible and prominent of all organizational communication functions. (Grunig & Hunt 1984) Publicity is one function of public relations that involves deliberately disseminating strategic messages through mass media outlets (such as newspaper, television, radio, or Internet), without payment to the media, to advance the particular interest of the publicity client. (Heath, 2005) While publicity generally refers to information placed in the mass media, it can also involve placing information in a controlled medium such as an organizational publication or corporate report. A good publicist has wide-ranging understanding of media outlets and appropriate content in those outlets and is able to carefully select the most appropriate outlets to obtain free coverage and be of interest to the client’s target audience. Much of the success or failure in obtaining publicity hinges on the ability to understand what the media gatekeeper deems newsworthy. (Heath, 2005)

### **2.3.2. Public information**

The second model of public relations that Grunig and Hunt (1984) termed public information. In this approach to public relations, a former journalist works as a writer representing clients, issuing, and News release to media outlets in the same style as journalistic writing. The idea of public relations specialists acting as a counselor to management, both press a gentry and public information model of public relations are based on writing and technical skill with image, word, web sites and media relations. These concepts are based on a one-way dissemination of information. They are not management-based model because strategic management is based on research, a strategic pursuit based on knowledge and data that comprise two-way way communication, as opposed to a simply one-way dissemination of information based on assumptions.

### 2.3.3. Two-way asymmetric model

The two-way asymmetrical model conducted on public relations research seeks to determine what public knows and understands or believes about the client's organization, issues of importance, and so on. Additionally, this model is called asymmetrical because it focuses heavily on persuasion than hitting feedback. Research is basic component for this model, as it seeks to persuading publics to take the attitude and beliefs that are favorable to the organization based on the collection of data about their existent beliefs.(Gruing, 2009)

### 2.3.4. Two-way symmetrical Model

Like two-way asymmetrical model, this model also seeks public relations research on public opinion, however, it doesn't use the research output for persuasion, but to build mutual understanding between both public and organization.

In line with the Excellence theory, Grunig and Hunt's (1984, 22) two-way symmetrical communication has been proposed as an ideal means for fostering mutually beneficial relationships. However, it pre-supposes a climate of trust and engagement of other actors. The model encourages an understanding of publics and working together to reach outcomes that create mutual benefit for both parties in the relationship. Providing stakeholders with useful information and engaging in dialogue allows public relations practitioners to be perceived as a responsive, accessible and useful resource to the media (Callison, 2008)

In modern public relations, it had batter to mix of the public relations models among multiple tactics of communications tools within one public relations campaign.

**TABLE 1. Four academic models of public relations (Grunig & Hunt 1984)**

| <b>Model</b>                | <b>Type of Communication</b> | <b>Characteristics</b>                                                                                                               | <b>Potential Benefits</b>                                               | <b>Potential downsides</b>                                                            |
|-----------------------------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 1. Press agent or Publicity | One-way                      | Uses persuasion and manipulation to influence audiences to behave as the Organization desires and aims to get favorable publicity.   | Good results in the short-term for the organization.                    | Known as 'spinning' Gives public relations a bad reputation.                          |
| 2. Public information model | One-way                      | Uses one-way communication techniques to distribute organizational information. The focus is on communicating objective information, | The constituency wins, as can governmental or non-profit organizations. | Communication practitioners have the responsibility to advocate for their client, not |

|                             |                      |                                                                                                                                                                                                                                                      |                                                                                                                                          |                                               |
|-----------------------------|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
|                             |                      | dismissing the interests of the organization.                                                                                                                                                                                                        |                                                                                                                                          | just disseminate information.                 |
| 3. Two-way asymmetric model | Two-way (imbalanced) | Uses persuasion and manipulation to influence audiences to behave as the organization desires. Conducts research to know the views of a particular constituency, but does not use research to find out how stakeholders feel about the organization. | The Organization can win in the short-term.                                                                                              | Can be a shortsighted And unethical approach. |
| 4. Two-way symmetric model  | Two-way              | Uses communication to negotiate with the public, resolve conflict and promote mutual understanding and respect between the organization and its stakeholders.                                                                                        | Will most often result in a win-win outcome. Fosters dialogue. Can be useful in conflict resolution and in addressing ethical questions. |                                               |

Source: Models of public relations (Grunig & Hunt 1984)

## 2.4. Communication Model in Media Relations

In organizational media communication, three communication models are widely employed to execute and practice media communication. The first one is the '**classical**' communication model. This model describes communication in six steps: Sender, message, channel, audience (receiver), effect, and feedback. This model takes its starting point in the sender and the message the organization wants to deliver. The channel is then, used to reach the audience and get the desired effect. The impression that the message induce on the audience is monitored through some sort of feedbacks (Nitsch, 2000, p. 205).

The classical model has a strongly sender focused, and the emphasis is on the sender, and the message that the sender wants to deliver. This model has a tendency to neglect the target group's perspective.

This results in a failure to adapt to the target group's needs and to communicate effectively. If the target group is proceeding to accept, interpret, and use information, they have to be able to understand the relevance of the information from its own position. This means that it is important for communicators to learn how to look at the situation from the target group's point of view and try to see it through their eyes (Nitsch, 2000).

The second model is the **relevance** communication model. This model describes communication as “an encounter, or an exchange between the sender and the target group that is actively seeking information” (Nitsch, p 28, 2000).

The relevance model looks upon communication as an exchange between sender and receiver, where the senders must listen to and adjust the information in the receivers’ point of view and situation. In this model, the sender attempts to acquire, understand, and calculate the perspectives of the target group as a prerequisite to communicating new information or suggesting behavioral changes. The sender attempts to understand not only by putting themselves in the shoes of the target group, but also how the context or environment in which the act of communication takes place. Since context and environment may affect one’s decisions. In both communication models, Media are method that a sender uses to send a message to a recipient (Nitsch 2000).

The third model is the community based **social marketing** model, developed by Doug McKenzie-Mohr (2007). The community based social marketing (CBSM) model is quite similar to the relevant model. Like the relevance model, barriers are identified by recognizing both the perceived needs of the target group, as well as considering external, personal, and situational factors that might influence their decision-making processes. This is done through community-based research processes, such as forming focus groups, where the actual needs and perspectives of the target groups are expressed through their participation. CBSM practitioners are primarily concerned with identifying barriers that might prevent people from accepting innovations, or changing their behavior. Barriers to change in specific contexts are identified, and subsequently applied to influence the strategies and tools when introducing innovations or trying to attain alterations in societal behavior (McKenzie-Mohr, 2007).

## **2.5. Goals and Objectives of Media Relations**

In the organizations like FAPCO, effective media relations are hoped to be strategic; it has a purpose. To this effect, each media relations action should be designed and intended to achieve something for the organization. Goals are an important part of developing organizational media relations strategy and evolve from its formative or background research. A goal is a general statement of what the organization hope to achieve with its media relations action(s)-the outcomes expected from the media relations effort. It is tied to the problem statement that was developed from your formative research. One cannot create a goal until you understand the media relations situation. It is designed to eliminate the media

relations problem and indicates what needs to be changed. (Heath, 2005). Goals are sometimes called directional statements because they provide the overall direction for the public relations actions. Goals are general statements of where you want the public relations action to go. A few examples will help clarify the discussion of goals. Consider these two goals: (a) “to increase the awareness of the community” and (b) “to bring a behavioral change in the community.” Even though the general comprehensive knowledge about HIV/AIDS throughout the country is less, HIV/AIDS issues are not new phenomenon. This problem has occurred because of the ineffectiveness of media usage by responsible bodies. The general solution (direction) is to create awareness about HIV/AIDS. In order to bring a behavioral change in the community the organization’s media relations activities must rebuild its capacity. The general solution (direction) is to improve community perceptions of HIV/AIDS. The goals are vague; the organization do not have a clear idea of the exact outcome that is desired. Objectives provide the specific outcomes for the public relations actions. Objectives are specific and measurable, whereas a goal is vague and probably not measurable.

## **2.6. Plan of Media Relations**

Successful media relations’ plans require an understanding of the organization. Creating a media relations plan demonstrates the organization's effectiveness of the program of media relations. This media relations plan must be based on assets and rules. The Hartford Loss Control Department (2000, p. 1) explains this as follow:

*Develop a written policy statement that clearly reflects the organization’s dedication to an effective media relations plan. Define the purpose and objective of the program, identify the roles and responsibilities of the media relations team, and ensure that the policy statement is fully endorsed by senior management*

Thus, the Media relations plan should be consistent with the organization' goals and strategies.

When practitioners prepare the media plan for an organization, they should develop and understand the organization’s framework and goals, because these help to convey messages and achieve the goals. Ridgway (1996, p. 5) elucidates it as:



*It is far better to plan a media relations program within the framework of your organization's objectives as a whole. This not merely helps to channel your efforts into the most effective areas, but also guarantees that everyone who adds up into contact with the media knows what their governing body is attempting to attain*

Therefore, creating a plan for media relations gives many benefits that help to deal properly with the events in organizations.

Creating a media plan helps to regulate media work in the organization. According to Ridgway (1996), (p. 9), It is much more effective to carry out media relations activities within the framework of a detailed plan than simply to publicize events as they happen and haphazardly respond to media inquiries.

During preparing a media plan for the organization, it needs to focus on some points. The portioned needs to pay more attention on the type of media that is appropriate for the organizational objectives, the method and tools that the organizations use also should be considered. Therefore, developing a program for media relation helps to define goals in spreading news through the media. In addition, it helps to choose the appropriate means and identifies the names and types of publications desired for placement.

### **2.5.1. Strategic Media Planning For Organizational Communication**

Strategic media communication is transferring the right message to the right people through the right medium at the appropriate time (Warrier, 2014). When time, money and resources are tight, it is significant to understand what the organization wants to achieve with PR activities and why. Being a strategic is vital; it enables the organization to deliver a consistent message that is picked up by the proper people at the proper time.

Organizational messages that are conveyed to stakeholders are formed through an ongoing strategic planning operation. A strategy defines the course of action to reach organizational objectives. Tactics describe the specific activities used to accomplish the strategy (Alsa, 1997). Strategic plan proceeds from organizational mission that describes the use of the existence of the system, existence of the organization. Ideally, it is a short and memorable statement, and takes into account all stakeholder groups. In principle, the mission is a static

definition of the organization. The mission can be altered when the organizational environment changes dramatically.

Strategic planning starts with a situation or problem analysis and research. The research provides a solid platform for understanding the organizational environment and characteristics of each stakeholder group such as media consumption habits, lifestyles, behavior, and attitude towards the organization and its field of activity. Upon research, strategic goals and objectives will be constructed. Goals and objectives must be specific and measurable (Alas 1997). A versatile organizational strategy includes a communication plan that defines goals for internal and external communication. This communication takes place, whether for a large group of people with mass media to attain them at once. The strategic planning cycle ends with a thorough evaluation process and takes up anew with research. Evaluation helps this cycle check its success and failure.

Strategy implementation includes goal setting through which performance is evaluated goals must be realistic and specific enough in order to be measurable. (Miller, 1999) Upon goal setting one will proceed to action, and organizational behavior results. Finally, the answers are measured against the goals. Feedback is provided for the setting of new goals or adjusting of existing objectives.

Working through the strategic pillars before engaging in media practice will assist the organization and decide what it desires to accomplish and why. It can also help remove duplication of effort, enable resources to be directed precisely where they are needed, and avoid wasting time, money and resources (Slack, 2016).

## **2.5.2. Strategic Pillars In Media Relations**

### **1. Objectives**

Objectives of an organization are often associated with some key aspects like, What the organization wants to achieve and why? Does the organization want to raise awareness, strengthen its reputation within a key area? Promote a fundraising campaign or petition? What does PR success look like to in the organization?

### **2. Target Audience**

This is essential to notice about target groups of the organization in order to disseminate the right message to the right target groups. Who does the organization want to talk to and why?

Identify audience segmentation and target exposure. Be specific about with whom the organization wants to engage with and what their information needs are, and then target PR activities accordingly.

#### **4. Key Messages**

This is also important make messages in a clear and understandable way for the target publics and also helps the target community understand the message in easy way. What is the intention of the organization and messages content look like? Is the key message will help to explain the mission of the organization and what it does, why this is important and the difference it makes?

#### **5. Monitoring and Evaluation**

After knowing the objectives of media relations, selecting the appropriate target audience for the appropriate message the last thing is evaluating the practice. Knowing what worked and what didn't, help the organization to understand which areas of its strategy need change and to do more of, and which one will provide it with valuable insight to build the case for future achievement.

### **2.7. Communication Strategy and Messages**

Communication as a professional's task, which is to mediate messages between the public and the organization. Research and evaluation process help determine and ensure that organizational messages were accurately received by the target publics (Gruing 2002). Many academics and theorists emphasize organizational public relations; including relations with the media should be a part of the larger public service strategy.

A well-planned and documented communication strategy lists organizational objectives and the tactics that are used to achieve the goals. It also includes a map of stakeholder groups that can (Almasy, 2013) possibly be influenced by and interested in the activities of the organization

When organizations want to communicate with the public and other stakeholders, they send out messages. A message has to be visible, audible, and cognizable. Furthermore, it must be unambiguous and relevant to the targeted receiver. Thus, messages should be created by keeping the target audience in mind (Gruing2002).

To create an effective communication the organization has to ‘speak the language of the stakeholder group’. The message needs to tailor for each audience group who are impressed by organizational decisions and conduct. This implies that the same message was delivered in different formats, paraphrasing, simplifying, or adding details. It is vital that communication professionals are a part of the strategic message design process in the organization and not acting as mere technical clerks (Gruing, 2002).

### **2.7.1. Media as Means of Communication**

Media has an interdependent relationship with the society that shapes, defines, and sets agenda to it. In turn, the media reflects and shapes the social reality, and defines the norms, values, and standards of the society, thus, influence public opinion. Media has great influence in shaping the public opinion.

Mainly, public opinion is a construction of opinions and attitudes towards a socially relevant issue or situation, which are derived up and expressed by a large percentage of the population. Therefore, public opinion that reflected and magnified in the media has a great impact on all spheres of the society. According to McQuail (2000) mass media is the most easily accessible source for people to evaluate and make their views. Individual opinions that do not concur with the prevailing opinions in the media tend to be kept still in fear of falling into isolation or reshaped to accommodate the public view.

### **2.7.2. Media Relations’ Tools**

There are different media relation tools, which help any organization to reach its target audience and give messages at any time and place. These tools are broadly categorized into two. Those are traditional media and social media or new media, those tools has their own significance for the organization and for the rest of the public to get information.

#### **2.7.2.1. Traditional Media Relations Tools**

There are many common media relations tools, which are used by organizations make contact with appropriate targeted audience within a specific period. These tools are also a basis for a good media relations plan and communication strategy. Dominantly applied tools are listed below.

## **A. Press Releases/News Releases**

The news release is the most significant information and updated data is given out to the media. It should be written in clear and elementary words. It should be formatted as a typical newspaper story. News release are most of the time this type of media relations tool was known by monitor local daily, weekly, and monthly publications to determine which reporters cover the organizational issue. At larger publications, it is important to target specific reporters and section editors. At smaller publications, all media materials may pass directly through the editor. The PR practitioners has a duty to coordinate the information in the organizational news release in order of most pertinent information for the public to know positioned at the top and supporting information toward the butt. Usually news release represented in inverted pyramid. This “pyramid” format ensures that as the organization news release is edited for available space, key information is more likely to remain part of the story.

All key information should be in the first two paragraphs. They may also include quotes from local authorities or well-known community leaders to support the story. Digital pictures complement a news release and provoke interest in the subject. In order to increase the organization’s credibility and the likelihood that your release will be readable, only send out a release when the organization have some real news. News releases can be a valuable communication tool, but exclusively if they are very courteous. News releases can be used for “hard” and “soft” news (Counties, 2016).

## **B. Media advisory**

Related to the news release is the media advisory is a brief notice to the local newspapers and broadcast media of an important announcement.

Media advisory should be sent at least three to five days prior to the event. It’s very important foe large media market which is a listing of daily media events. Reporters review the daybook listings every day. The media advisory should serve as a teaser for journalists. Without giving away the news, describe the nature of the announcement and who the primary speakers will be. The organizations desire to entice reporters to come and cover the event. It’s expected to tell them, WHAT, WHO, WHEN and WHERE (Counties, 2016).

### **C. Opinion Column**

An organization's media representative or public relations officers mostly write this kind of tool, by its own words for different publications in the local newspaper or free "Penny saver". Advertising publications are ideal media outlets to send your message columns. The organization could offer essential ground and total context to serve readers better understand organizations situation. An effective column will make a clear and effective argument when supported by facts. It must be well written, credible, informative, focused, persuasive and interesting. An ineffective opinion column is poorly written, unfocused, inaccurate, and leaves the reader with many unanswered questions (Counties, 2016).

### **D. News Conference**

News conference should be utilized when the organization sustain a visual story or need to get information out to all media sources at once.

News conferences should be kept in a position that easily approachable to the media and relevant to the message that you are delivering. Ibid, 2016

The media relations department has a duty to offer adequate electrical, audio-visual access for reporters and choose a time and date which is convenient for reporters. Usually mornings (not before 9:30 a.m.) or early afternoon on Tuesday, Wednesday or Thursday works well for reporters. Avoid scheduled broadcasts like noon and 5 p.m. clearly news conference is not news worthy to get more attention therefore take the time to investigate other events that might overlap with organization so it can avoid any conflicts of time.

Alert the media of a news conference by sending out a media advisory two to three days prior to the event. Follow-up with a telephone call to confirm that the information will be picked up by the right person and take advantage of the chance (Counties, 2016).

Choose spokespeople carefully. If possible, prepare remarks for speakers to preserve them on course and avoid duplication of remarks. Make sure all spokespeople (five at the most) speak for a short time (2-5 minutes) and are available after the news conference to answer one-on-one questions (Counties, 2016).

## **E. Public Service Announcements (PSAs)**

Public service announcements are another safe means to get in to the public. PSAs are used by print and broadcast media as a means of providing community service messages. Television and radio as PSAs are generally 15, 20, 30 or 60 minutes in duration. They run on radio and television free of accusation by the station. To ask about ordering PSAs, one need to call the station's public affairs manager and inquire what their PSAs policy is. Tell the organization that how interesting in producing PSAs and find out how best to carry on. Stations will have different requirements, thus, it is important to place that call. Competition is fierce for PSAs placement, so, be sure your topic is timely. Ibid,2016

## **F. Calendar Releases**

Calendar releases are modified news releases designed to give community calendar editors the basic information about events in the organization. Whenever possible, send calendar releases four to six weeks in advance to guarantee inclusion in the media's community calendar. Even so, correspond with your local publications to produce a more accurate deadline (Counties, 2016).

## **G. Print and Broadcast Editorials**

Print and broadcast editorials are used to react to a recent editorial, event, or news story that help make a point, state a fact or offer an opinion or, also to correct misinformation. These editorials can be submitted to a newspaper, television, or radio station.

## **H. Letters to the Editor**

Letters to the editors should be taken before a few days of the event or activity to which you are replying. Timeliness is key in whether or not the organization letter will be published or not. Letters should be well written, succinct and to the stage. Generally, maximum 75-100 words are recommended duration. After writing it, find out preferred format (fax, email, etc.) for submitting letters to the editor in each publication to ensure that the letter will receive the best chance of running. Daily newspapers operate on such a quick time frame. So that email is often the favored method for compliance. By the time traditional mail arrives, the good chance may be missed. Letters should be typed, signed and includes contact name and phone number (Counties, 2016).

### **2.7.2.2. Social Media Tools**

Social media (which will be referred in singular form throughout this paper) has revolutionized corporate media communications. Social media marketing allows companies and/or organizations to communicate directly and instantly with their stakeholders, marking a shift from the traditional one-way output of corporate media communications, to an expanded dialogue between organization and community, this type of media is more effective and the organization can easily communicate with the public at large (Matthews, 2010).

Social media consists of online technologies, practices or communities that people use to generate content and share opinions, insights, experiences and perspectives with each other (Ethiopian Television Bureau of Advertising, Inc., 2009). Examples of social media include blogs (e.g. Blogger, Word press), intranets, podcasts, video sharing (e.g. YouTube), photo sharing (e.g. Flickr), social networks (e.g. Facebook, MySpace), wikis (e.g. Wikipedia), gaming sites, virtual worlds (e.g. Second Life), micro-blogging (e.g. Twitter), videoconferencing, instant message chats, social event/calendar systems (e.g. Eventful), social bookmarking sites (e.g. Delicious, Digg, Stumble Upon), and news aggregation sites, are among others. (Counties, 2016)

In the last decade, these technologies have risen in popularity and ambiguity, and are being utilized by public relations practitioners to perpetuate the ever-changing industry of corporate media communications, while it represents many different technologies (Matthews, 2010).

In today's corporate world, the success or failure of any organization hinges on public perception. The opinions of key stakeholders, such as, investors, consumers, employees or members of the community in which the organization is based, are all-crucial to the long-term success of the organization, and should be viewed as such by executives. Social media allows corporate media communication opportunities that a decade ago would not have been plausible(Matthews, 2010).

## **2.8.Importance of Media Relationships**

Organizational communication research suggests that the value of public relations in general can be determined by the quality of relationships with strategic publics. The relationship between organizational communication and media is often filled with antagonism, conflict and misperceptions, and is based on different needs and orientations. There is a



fundamentally built-in conflict of interest between the two professions. In identifying the relationship Cutlip (2000), says its “adversarial at its heart”. Yet, at the same time, the daily gathering of news is based on this relationship-on the exchange of data. Hence, it should be a priority for the organization’s press officers to foster healthy relationships with the spiritualists as a way of strengthening their relationship and to earn favorable media coverage. The relationship also brings benefits to the journalists by offering them more resources (Callison, 2008).To promote a healthy practitioner-media relationship, Glen Broom (2009) suggests five basic principles for effective media relations.

1. Press officers should work honestly and ethically when dealing with journalists.
2. Press officers should help journalists do their task.
3. Press officers should not badger when journalists cover a particular story or when portray a story in a specific way.
4. Press officers should never ask journalists not to cover a story.
5. Press officers should ensure that they are sending materials to the right journalists and the stories are relevant and newsworthy.

By adopting these regulations, the media relations function will succeed furthering in an organization’s communication objective, which consequently leads to operational success.

## **2.8. Excellent Theory in Media Relations**

James Grunig and his squad of researchers originated the Excellence theory in 1984.They offered a theoretical framework for further investigating practices that contribute to media relations, public relations and overall organizational strength. The Excellence theory represents an endeavor to demonstrate a universal theory of public relations that explains how, why and to what extent public relations leads to organizational effectiveness. It also provides best practice on how public relations should be managed. Organizations that engage in excellence should achieve positive results for the organization in terms of stronger, longer-lasting relationships with strategic publics such as the media (Gruing, 2009).

An excellent communications department should try to build public relations plans to communicate with strategic partners, such as the media, on the same basis (Gruing, 2009).For a media relations program, this would signify not just listening to journalists and

being responsive to their demands, but also granting them to access the organization and offering useful data in a kind that journalists need and desire, at journalists need and want. An organization, which opens up to the media is more likely to get fair and accurate coverage. It can also manage rebuttals with journalists more easily, without putting relationships at risk (Gruing, 2009).

A viable communication process takes place in a cyclical nature. (Grunig, 2002) Describe a two-way symmetrical communication model as the most idealistic kind of communication with the public. The goal of two-way symmetrical communication is mutual understanding between the organization and its stakeholders. It attempts to balance the interest of the organization and its publics. Feedback from the public is sought in order to analyze the results of communication. Research is conducted in order to evaluate not just attitudes, but also the level of understanding of organizational messages (Wilcox, 1997).

Symmetrical communication model is more beneficial for the organization in the long-term because, by giving up what they want, the organization gains more in return (Roper 2005). Thus, effective organizational communication is not a mere transmission of messages, but an exchange of information, ideas, and experiences. A similar principle is also explained in the systems approach: an open system, whether a society or an organization, it is viable because, information flow is two-directional; the system interacts with the environment (Alas 1997). An open system is dynamic as it adjusts to the changes in its environment and stakeholders systems. In contrast, a closed system is characterized by one-directional flow of communication; the system is static and the result is entropy.

## **2.9. Media Measurement and Evaluation**

Monitoring and tracking the media coverage is significant, but it does not recite the whole tale about the media efforts. To take the organizations media relations program to the next level, it should create a system for measuring and evaluating results. The ideal system considers both quantitative and qualitative measures. Quantitative measures, such as circulation or audience helps to know how many people are reached because of the coverage. Qualitative measures, on the other hand, evaluate the quality of the coverage. More coverage is not always safer. It requires to see whether or not the messages are understood by the key audience get acceptance from the public and always give attention for the quality of the story positive, neutral or negative?(Almasy, 2013)

Working with a reporter on a particular tale, will result to ask him or her to recognize when a story is scheduled. The PR officer can get its own appropriate title for TV or Radio programs in the public figure of the media release and circulation (print) or interview (broadcast) figures. In addition, if you have access to a media database or tracking service, however if you do not hold such a service, you may be able to reach out to the media outlets and demand for figure.

It is important to remember that circulation or audience numbers tells how many people were potentially exposed to the story – not how many actually heard, read or saw it. However, it's the typical standard used by most public relations professionals to approximate the range of their media relations efforts (Almasy, 2013).

Media measurement is complex and, for many, a daunting project that sometimes feels like a distraction from the core study of making and distributing quality content. Even thus the probability to apply measurement to develop the work, our organizations, and the field stronger has never been more pressing (Action, 2013). The increase of interactive communications technologies offers a wealth of real-time data about our audiences and how best to engage and influence them. In this context, evaluation offers media makers and funders a much-needed compass, a way to get to know the consumers/users of our content in order to build a more sustainable business. Measurement helps us get more strategic and focused, allocate resources more powerfully, collaborate more successfully, and increase our relevance, hence that we reach more people and change their lives more profoundly Ibid,2013.

Valuing the impact or influence of media on the organization is more effective when we deliver a premise about how the works are performing today will produce meaningful change for tomorrow that can be examined and rectified. It helps to articulate premise in a way that is measurable, this book proposes four distinct building blocks of media evaluation, and provide concrete suggestions and ideas for how one can accomplish each step (Action, 2013).

**1.Setting Goals** is a field of study which help concentrate the study along the core intentions regarding who is to be reached and to what end. Goal-setting sets up expectations and builds agreement among stakeholders about what counts as success, and how you will know it when you experience it. This step ideally happens before a project launch, but goals can be “retrofitted,” and for all labors, your goals should be confirmed or adjusted as you go through

the other building blocks. Goal-setting is important for educational and awareness-building efforts as for advocacy initiatives (Action, 2013).

Is it the intention to increase awareness or cognition? Do the organization desire to work attitudes, change opinions, build empowerment or increase a community's self-efficacy? Is the organization goal aim to motivate specific behaviors? Is it one time action? Is it permanent change in habits? This all questions are relevant when setting your goal.

The goal must be measurable, observable; time may bound results you hope to see from the work; or what it will take responsibility for achieving. So, begin with clarity about the intended impact when setting goals, first look at the big movie of what the organization hope its project will achieve Ibid, 2013.

Goal-setting is the time to ask the organization by itself, which community characteristics are almost critical to drive your intended impact. And for a successful project, who needs to be touched and moved by your content? If your project seeks to build awareness, or cognition who needs that information most? If your project seeks to change attitudes or drive behavior, who do you want to reach? Why? (Action, 2013).

**2.Understanding Community** provides insight into the people you engaged with your work, or what media organizations traditionally have referred to as “audience.” This step should start before a project begins, and continues all the way through. Many projects use research which is done on communities, both before and during a project, this helps to shape the implementation and refine goals. Who is engaging with your content? This basic question—often referred to in terms such as audience, reach, exposure and penetration—is where the research work of your measurement efforts begins. Ibid, 2013

Understanding community knows the behavior of the target community the characteristics they have. . Which of your proposed metrics could be gathered quickly and inexpensively? Which would require more sustained investment? (Action, 2013)

**Segmenting Your Community** While sizing your community is essential, creating relevant groupings within your community is what will help you engage people more effectively. Segmentation identifies people who will probably react in similar ways due to shared characteristics. Division is always good; even if your community goal is merely to increase total reach, understanding how your community consumes and share content allows you to leverage community behavior to increase your turn over faster. Ibid,2013

**3.Measuring Engagement:** *ENGAGEMENT means all of the various ways that communities interact with, contribute to, and build on your capacity.* Measuring engagement provides insight into your performance: how broadly and deeply are people engaging with your content? This work takes place before or during project launch (to establish baseline where possible) and throughout implementation. Ibid,2013

Start by contemplating the full range of ways you want your community to interact with you. It's often helpful to think about activities as reflections of low engagement, mid-level engagement, or high engagement. Media measurement frameworks commonly track engagement along such a continuum, with anchor points from "passive to active" types of engagement or described in terms of "discoverers to seekers to generators" or "consumers to contributors."

**4. Demonstrating Impact** this provides insight into the connections between your work and the ultimate effects. The impact can be assessed over the lifetime of a project as well as retrospectively to understand how your efforts contributed to cumulative changes (Action, 2013).

When designing a media project and its evaluation, it builds sense to first take the question of intended impact, going backward and then onwards through the building blocks to clarify how the work you perform in the near term will produce future effects. From an execution point of view, even so, you will likely go through the four building blocks in logical progression, which is how we represent them in the following segments Ibid 2013.

The impacts of media efforts can set out from increasing knowledge of switching systems, insurance, and social norms. Single-level impacts (e.g., shifts in awareness, attitudes or changes in behavior) may present a medium effort's desired end result, or these changed individuals can catalyze cumulative effects that result in more dependable systems and improved social or physical weather (Action, 2013).

To measure the Media-influenced impacts on individuals can include enhancing awareness, increasing knowledge, shifting positions and beliefs, and shifting behaviors.(Action, 2013)While, these impacts are much discussed and measured discretely. They are in fact more often close related. Act more often close related. The discipline of public health is rich with behavior change theories, such as the Prochaska's Stages of Behavior Change model,

that depict the path to engaging in healthier behaviors as starting with awareness about the perils associated with a harmful behavior.

Every bit the example suggests, acting through the stages of behavior change affects:

**A. Raising awareness** is consciousness is the operation of creating consciousness about an issue, need, problem, solution, approach, or other phenomenon. Awareness can be thought of as a first step in both building knowledge and shifting attitudes. In evaluating media work, assessing awareness is often the same as assessing engagement.

**B. Increasing knowledge**—the cognitive operation of acquiring and understanding information regarding the context, cause, effects, implications, or other relevant details surrounding an issue, issue, or condition. Increasing knowledge is frequently seen a necessary but insufficient step in the process of behavior change (except, maybe, among highly motivated and resource-rich residential areas).

**C. Changing attitudes and shaping beliefs**—the procedure of challenging or affirming previously held values and assumptions to the point of moving or forming a situation on an issuance. Changing attitudes and shaping beliefs may require extra knowledge or experiences beyond having raised awareness.

## **CHAPTER THREE**

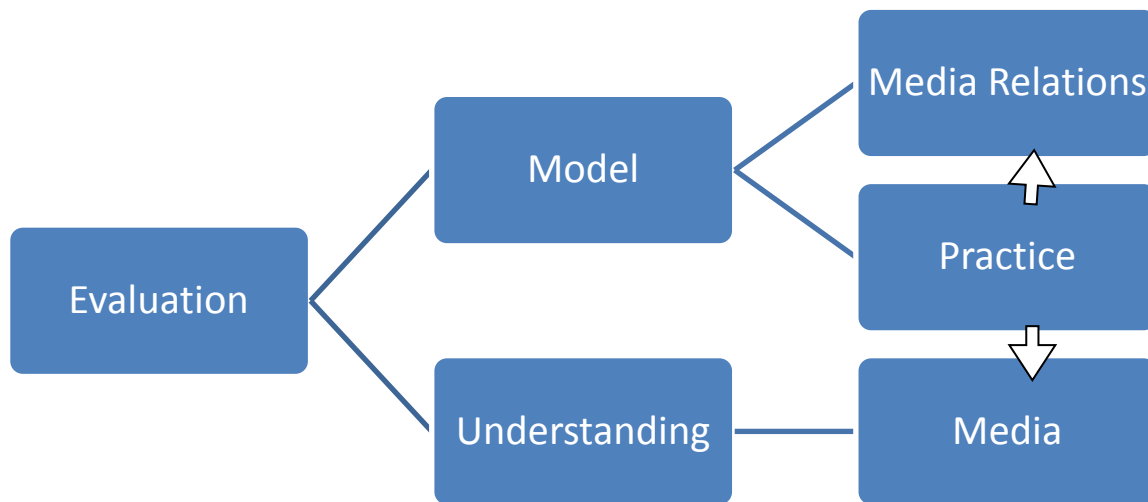
### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

After specifying the research questions of this study, the next step was preparing a valid research design to accomplish the questions in line with the research objectives. As Kothari (2004, p. 31) specifies, “Research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data”. Having a research design is necessary to do task before delving in to any kind of research.

The study deigned in case study form of research design. It is a structure of research character mainly focus on investigating single institution. This design is especially known as research in-depth rather than breath. As such, it focuses on the situation or event and aimed to pinpoint the unique feature within the particular case (Abate, 2018).

For the purpose of this study, only qualitative method of research was employed. This is because it provides results that are usually rich and detailed, offering ideas and concepts to inform the study. The study clearly showed the practice and evaluation of media relations, goals and objectives, media relations plan and the important experiences that the organization had with media. Thus, the qualitative data is found to be essential to study the practice and evaluation of media relations in the case of FHAPCO.



**Figure 1 Conceptual Framework (Own Source)**

This conceptual framework tries to explain the overall intent of the research. It's designed by the researcher in order to give the description of the research title in line with the model of discussion deliberate for the purpose of this study. In the title “Evaluating the practice of Media Relations in Federal HIV/AIDS Presentation and Control office”, the two tasks that the researcher studied were; the media relations with its evaluation of the practices of media relations, by employing the suitable model. In doing so, as the researcher study the practice and evaluation of media relations, there was also a chance to see the perspectives’ of selected journalists from media houses towards the disseminations of HIV/AIDS prevalence.

### 3.2. Research Approaches

This study aimed to get an understanding on the practice and evaluation of media relations in the case of Federal HIV AIDS Prevention and Control Office. It also sought the relationship between public relations practitioner and media representatives. Moreover, to examine what important experience does the organization have regarding to working collaboratively with journalists. Therefore, in order to study their activities and relationship, the researcher would deploy the appropriate approaches that would help to study about the feeling of some targeted group of respondents.

When the data can tell about how people feel and what they think, the researcher has to use the qualitative methods (Headlam, 2009). Qualitative methods are generally associated with



the evaluation of social dimensions. It provides results that are usually rich and detailed, offering ideas and concepts to inform the study. Different scholars defined the qualitative research approach, as it is information rich for in-depth research. It is concerned with a quality of information, and attempt to acquire an understanding of the underlying causes and motivations for actions and demonstrate how people read their experiences and evaluations of the universe about them (Headlam,2009).

Qualitative methods also provide insights into the context of a problem, generating ideas and/or theories. It generates data about human groups in social settings and allows the meaning to be created from the eyes of the participants. It is considered as more flexible than quantitative research because it can adjust to the setting (Jensen, 2004). Qualitative research strategy is chosen when a researcher wants a better understanding through real human experiences, truthful reporting and actual conversations (Kvale, 2008).

Finally, the researcher believes using qualitative approach for this study would help smoothly in to analyzing navigate smoothly into analyzing media relations strategy, plan, communication practice, and evaluating media relations impact. Moreover, the study provided the importance of media relations activities in Federal HIV/AIDS prevention and control office as well as its goals and objectives in communicating with the media.

### **3.3. Research Instruments**

There are various procedures of collecting data the main instruments used in qualitative researches consist of interview, focus group discussions, observation and content analysis. These different ways of gathering information can supplement each other and, hence, boost the validity and reliability of the data. For the purpose of this study, the researcher employed qualitative data that were obtained through in-depth interview and content analysis. In-depth interview is popular and widely used means of collecting qualitative data (O'Lear 2004). To this end, the researcher required to get firsthand information directly from some knowledgeable informants. The inquirer intends "to obtain a special kind of information". (Kothari, 2004) and investigates for himself/herself what is going on in the respondents' mind. The point is that the researcher could not observe the informants' feelings and thinking. Therefore, that interviewing is a key to understand what and how people perceive and "interpret the world around them" (ibid p. 72).

#### **A. In-depth interview**

In-depth interview is one of the most common qualitative research methods. One reason for popularity is that it is very effective in giving a human face to research problems. In addition, conducting and participating interviews can be rewarding experiences for participants and interviewers alike.

The in depth interview is a technique designed to elicit a vivid picture of the participant's perspectives on the research questions in line with research objectives. During in-depth interviews, the person being interviewed is considered the experts and the interviewer is considered the student. The researcher's interviewing techniques are motivated by the desire to learn everything the participant can share about the research topic. The student researcher engages with participants by posing questions in neutral manner listening attentively to participant's responses, and asking follow up questions and probes based on those responses. The researcher do not lead participants according to any preconceived notions, nor do encourage participants to provide particular answers by expressing approval or disapproval of what participants say.

To this effect, in-depth interview as conducted face to face and involved one interviewer, the researcher, and one interviewee. All interviews were conducted at the organization's office.

Moreover, it is useful for learning about the perspectives of individuals; as opposed to for example, group norms of a community for which focus group are more appropriate it is an effective qualitative method for getting people to talk about their personal feelings, opinions, and their experiences. The researcher could accomplish this by being attentive to casual explanation participants provide for what they were experienced and believed and by actively probing them about the connections and relationships they saw between particular events, phenomena, and believes. In this case, interview is also especially appropriate for addressing sensitive that people might be reluctant to discuss in a group setting.

**Table 2. Appropriateness and Strength of in-depth interview**

|                    | Appropriate for                                                                                                                                 | Strength of method                                                                                                                                                                                                                                                    |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| In-depth interview | <ul style="list-style-type: none"> <li>➤ Eliciting individual experiences, opinions, feeling,</li> <li>➤ addressing sensitive topics</li> </ul> | <ul style="list-style-type: none"> <li>➤ Elicits in-depth responses, with nuances and contradictions</li> <li>➤ Gets at interpretive perspectives, i.e., the connections and relationships a person sees between particular event, phenomena, and believes</li> </ul> |

Source: Kothari, 2004

## **B. Document Analysis**

The term ‘document’ can refer to more than just paper, and can include photographs, works of art, and even television program. Document analysis refers to these ‘texts’ as a primary data source-or data in its own right. It does not refer to an overall review of literature as discussed in Chapter 2. It refers to both a data collection method and a mode of analysis.

Document analysis does not involve document production, the steps involved somewhat differ from other methods of data collection. In order to carry out content analysis the researcher needs to: plan for all contingencies; gather documents; review their credibility; interrogate their witting and unwitting evidence; reflect and refine processes; and finally analyze the data.

Regarding the selection of the contents of documentary programs, the researcher thoroughly assessed all the available documentary programs that have been produced by the organization regarding HIV/AIDS issue. Therefore, the researcher applied purposive sampling technique. Lasswell’s better-known statement that succinctly encapsulates what media content analysis

is about, published in 1948, (as cited in Shoemaker and Reese, 1996), describes it as: Who says what, through which channel, to whom with what effect. Were the parameters in order to analyze the media document analysis? This will help to evaluate the programs disseminated in different mass media.

### **3.4. Sampling Method**

Sampling helps insure credibility and validity of the study(O'Leary, 2004). For the purpose of this research two parties involved, i.e., study from media and the Federal HIV/AIDS Prevention and Control Office.

To ensure representativeness, the participants for the interview were selected using purposive sampling method. This kind of technique mostly used in qualitative research, thus, for identification of information or data, it requires selecting individual or group of individuals that have deep understanding and knowledge on the profession and subject matter. Kumer (2011) states that; “to go to those people who in your opinion are likely to have the required information and be willing to share it with you.” For that reason, from Federal HIV/AIDS prevention and control office, five respondents were selected by their position in the office, the depth of information they can provide on the research topic and their capacity to impart information and according to the objectives of the study.

This type of sampling is essential for different disciplines to magnify something, which is not experienced. Sample from the organization were chosen depending on their side to the office of media relations. Therefore, three of them were from PR department and two of them are from management and communication department FHAPCO. Five journalists were taken from different mass media channels among the organization frequently contacted. Sample of journalists were selected depending on the office frequently contacted and its priority in the media list.

Sample from document analysis were taken by purposive sampling method. There were 10 documentary programs were produced by the organization in this year the researcher observed all documentary programs by listening all documentary programs over and over for about four times and come up with analyzing the documentary programs in two parties because the content of the documentary programs were almost the same, then select one documentary program based on the content and suitable to analysis for the purpose of this study, and also the researcher chosen TV spot for further data gathering from the

organization. From 8 TV and Radio spots the researcher chose one TV spot because Radio spots are almost similar with TV spots.

### **3.5. Methods of Data Collection**

To collect the required data, in-depth interview and content analysis were applied. These kinds of approach need personal connection with the respondent in face to face. By preparing the relevant in-depth interview questions, the researcher found out the research questions and discussions made the platform to the fluent. This form of data collection method helps to read the question and gives the correct resolution (Kothari, 2004). The researcher used in-depth interview to obtain valuable data from the organization and journalists. The primary grounds for applying this method of data collection system in the research questions need more explanations and the sample size of the respondents were limited along with research objectives. The structured in-depth interview was not followed strictly; the researcher as well as the interviewee could be asked additional remarks at any time. Later on, each set of statement, there is an open-ended discussion on the specific issue due to the factors mentioned above, there were about five interviewees were conducted from the organization and five interviewees were conducted from journalists.

Interview was made at the organization office each interviewee takes one hour and 30 minutes' maximum. Every respondent was free to discuss about the interview questions. And also interview with journalist was made at station it takes an hour of interview duration.

The data from the documentary programs were collected from the organization that was produced in 2018. Those documentary programs were prepared by media house on the issue of HIV/AIDS awareness creation program for the targeted community.

### **3.6. Method of Data Analyses**

The data collected from in-depth interviews analyzed based on communication models of PR, media relations tools and channels, media relation strategic communication and media relations measurement impact. Some text files from the office also were important for data analysis and for further explanation additionally; Information that is received from media houses and obtain data from the organization were evaluated.

The data were analyzed on thematic way of data analysis. There are five themes in data presentation section and after presenting the data the researcher analyzed give elaborative explanation in every theme depending on the related literature.

### **3.7. Validity and Reliability of the Study**

Validity means in the broader sense refers to the ability of a research instrument to demonstrate that it is finding out what you designed it, or truthfulness of the study on the perspectives of respondents. It can be understood as the extent to which the field presents the social phenomena it refers to. Reliability, on the other hand, brings up to the level of consistency with which cases are set apart to the same category by different observer or by the same observer on different functions(Kumer, 2011). In this case, for the purpose of this study the researcher used an in-depth interview and content analysis as a research instruments for data collection. The researcher deployed10 structured in-depth interviews; five with media stakeholders and five with internal stakeholders. To ensure representativeness, the participants in the interview were selected using purposive sampling. Purposive sampling allowed the researcher to choose a case because it was interesting. However, purposive sampling also required that the researcher thought critically about the parameters of the population targeted by the study and chosen the sample carefully on that basis (Silverman, 2010).

The five journalists that were selected and gave their consent for the study represent the main media stakeholders of the organization. They represented actively found media in Ethiopia. The respondents from the organization were selected based on their role in the media relations and their frequent interaction with the media relations services. All of them were in a managerial position and were in a position to formally review and approve the case organization's media relations activities and journalists' replies. All of them have experiences of interview with journalists at different types of media.

In this study, the researcher does not envision a big issue with rhetoric overtaking truth in the interviews, since the matter is not sensitive and the spot for the interviewees was made secret.

To conclude, the purpose of this study was to assess the practice and evaluations of media relations activities of the organization, goals and objectives of the organizational media relations and relationship with journalists to create two-way communication strategies. Lastly, the study sought how the organizational media relations evaluated the media relations impact on the target population, relationship and tried to develop a measurement model for evaluating the practice of media relations in the organization. Therefore, the validity and reliability of this method should not be overly scrutinized.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION**

The major findings of this study are presented below:

FHAPCO's media relation's goals and objectives are creating awareness for the targeted populations about HIV/AIDS by building organizational capacity, working collaboratively with NGOs, GOs, and media houses and by preparing awareness creation programs in different activities.

There is no documented media relations plan in the organization, which is independently from the organizations plan, therefore the department uses the organizations plan as media relations plan.

There is no documented working media relations strategic communication plan. However the organizations the organization strategic plans as media relations plan.

FHAPCO has a good relationship with media house their relationship is based on exchanging truth full and reliable data presenting for the targeted population.

Finally, data found out that the organization has no any evaluation mechanism for media relations activities in order to evaluate its effectiveness.

#### **4.1. Introduction**

The purpose of this study was to assess the practice of media relations in federal HIV/AIDS prevention and control office, using Grunig's theory of media relations as a conceptual analytical base. It was also to identify the best strategy of communication that this organization has been using and to learn and scale up in order to mitigate the highly prevalence of HIV/AIDS. To achieve this, data was collected by interviewing senior directors within the organization including journalists from different media house and more over consulting their websites, working documents. In order to understand how the organization works and what has contributed to their success, the study aimed to answer the following research questions.

What are the goals, objectives and plan of FHAPCO in using media relations? Which media relations strategies is the organization is applying? What are the experiences that the

organization have in its relation with the media? How does the organization evaluate its practices of media relations?

In order to answer these questions, this chapter was pulled from the five main themes, and specific sub-themes, that emerged from the data analysis in order to build on the result and discuss the meaning of the findings. This chapter has begins with a discussion of the research questions and concluded with a discussion of the findings in light of Grunig's excellent theory of media relations as a theoretical and conceptual basis.

In this study, about ten interviews were conducted five from FHAPCO and five journalists. Interviewee from the office were selected depending on their position on media relations profession, therefore most of them are public relations officers. The remainder of them is communication experts and in this section the gathered data from both parties was analyzed and discussed depending on the theories. Before presiding to that, the demographic characteristics of the respondents were there are 10 respondents were participated in this study, almost all the respondents were above 40 years old and there education status were all of them are degree holder in different related field like journalism, language and history.

## **4.2. Goals and Objectives of Media Relations**

From the interviews, with directors, the main goal of FHAPCO in communicating with the media was to gain media coverage by enabling the journalists to strengthen their involvement on addressing current and accurate information concerning HIV/AIDS. According to the public relations and communication director, the organization was used of media coverage to accomplish such ends i.e. increasing public awareness on HIV/AIDS prevention and controlling, providing with useful information in attractive and persuasive ways as to how one could use condoms, and facilitating ART treatment for those who contracted to HIV. As the data from the practitioners of public relations and communication directorate, they elaborated the specific goal of facilitating ART treatment in the following ways:

- ✚ Communicating the organizational goals and objectives, by using appropriate media outlets.
- ✚ Creating public awerness and increasing the comprensive knowledge about HIV/AIDS.
- ✚ Safe sexual practice and promote health care treatemnt



- ✚ To enable and make favorable environment for those who were contracted to HIV/AIDS as to how they become productive in the society with out any disriminations.
- ✚ To facilitate ART treatemnt training programs on as to how the treatment is effective in minimizing the harmness of the disease.
- ✚ To create a conducive environemnt for those infected by HIV/AIDSby harmonizing the activites of NGOs and other stakeholders on as to how they can support financially and give them job opportunities.

#### **4.2.1. Objectives of Media Relations**

Regarding the questions asked by the interviewer to PR directories, he contended the objectives of media relations are summarized as follows:

- ✚ To harmonize different media relations and share the responsibility among them with different media outlets.
- ✚ To communicate the organzational messages in all avaiable media outlets
- ✚ To Select the appropriate media for the appropriate population
- ✚ To Build good relationship with jornalists
- ✚ To create and utilaza of available HIV service adherence to medication.
- ✚ To prepare different media relations tools in line with channels
- ✚ To minimize by 90% the risk behaiver such as multiple and concurent sexual partneship early sexual deput premaritual, extra sex and condom use.

Organizational media relations goals and objectives are designed to communicate in order in achieving the vision and mission of the organization. Goals are an important part of developing organizational media relations strategy and evolve from its formative or background research. And goals have to be directional whereas objectives are specific and measureable. Goals are set in considering problem statement. Therefore, FHAPCO media relation goals are based on statement of problem analysis that is the general comprehensive knowledge about HIV/AIDS in the country is low so the organization goal is increasing awareness for the people at most risk by utilizing all available channels in the country, in order to achieve this goal, the organization need to have documented and independent media relation goal and objective. The objectives are somehow specific and measurable coherent with the goals of media relations in the organization.

### 4.3. Plan of Media Relations

Regarding the organizational plan of media relations, the interviewees said, they prepared the plan to provide and advance information to the target audience and in order to achieve their goals and objectives depending on the perspectives of the target groups.

Public relations expert said that when the organization prepare media relations plan it always select the appropriate media for the appropriate target audience. In line with the response's of the expert, the practitioners also confirmed that the message delivered to the different media outlet is clear and easy to be understood and recognizable by the target audience, withstanding, their media relations plan is derived from the overall HIV/AIDS strategic plan from 2015-2020 which FHAPCO use as a guiding principle.

The head of public relations and communication directorate stated that there is no documented media relations goal, objectives and plan that the organization is solely owned. Instead, the organization is using media forum plan as an organizational media relation plan.

In conformation with this data, according to the interview with Multiple Response Directorate, he stated that: -

*To achieve the stated goal in the organization, a media forum, i.e. the forum was established to make an encouraging environment for targeted HIV reporters in order to make them effectively and receive updated information on HIV status more than other reporters in the nation. This media forum composed of 14 media houses from electronic and print media. This forum helps the journalists with up dated information to sustain access to HIV/AIDS issue, to create media coverage and media approach from all media aspects.*

*The forum became very active since May 2016. To this end, currently FHAPCO is working collaboratively with different media houses. Due to this effect, the media houses give more attention and coverage on the HIV/AIDS related issues. More importantly, the forum became compliance all Medias with each other to give current information to the community and give enough converge about awareness creation programs on achieving the HIV/AIDS strategic plans and objectives.*

Most of the interviewees said, before they were starting media engagement, they did some research along with the target groups. This helps to know which media was more

appropriated for stated target group. Hence, the organization did not research at all. The DHS (demographic health survey) which is prepared by ministry of health in every year is their source of information the survey was conducted throughout the country, it showed the country's health information, and another source of data that the organization gained was by its effort; i.e. hired professional surveyor to get the intended data from every region. This were starting point for media relations plan and tried to select which media tools was appropriated for a media channel and to which target groups.

Regarding the way of preparing media relations plan, from four interviewees the researcher summarized the following response.

*In our office, we have a media relations plan. This media relations plan was originally crafted and has been used for media forum plan as well it is functional for the organization's media relations plan. This plan consisted with; what are the organization need to achieve, in what way the organization is going to achieve its goals and objectives, and which media outlet is more appropriate for the message that is going to communicate.*

*Based on the media forum plan, the organization also formulated its own plan as to how to communicate with media house. To this end, in this budget year, it has a plan to produce 18 documentaries and now we already produce 8 documentaries. The remaining will be in progress, and more than 52 TV and 52 radio programs talk show and panel discussions of 18 TV spots and events were prepared and communicated in different media channels. Additionally, 3 media conferences and 20 interviews were planned, surprisingly, 60 interviews were accomplished and reported through different media houses.*

Regarding the uses of media relation plan, the practitioners from the same department stated that, “during media selection of the appropriate medium would be the mission of the plan. This was aimed to accomplish effectively by the time allotted and budget allocated, for instance, if one wants to disseminate our messages in newspaper, she/he must use medical newspaper as the newspaper focuses on medical issues”.

Most of the interviewees confirmed that, the usage of social media by the office was less as compared with TV and radio. They justified this was because of many reasons, such as; lack of professionals in the field, the thought they have about social media is less appropriate as to

reach their target groups. To this end, the department due less attention to social media, however the organization has a website, Facebook page, and web page though that much ineffective.

The following groups are a target groups that categorized under most at risk community and FHAPCO give full attention for those communities regarding preventing and controlling HIV/AIDS. Most at Risk Population were peoples who are in most at risk communities that the organization identifies by conducting research on the society. Those are female sex workers, mobile works, and students, members of the uniformed services, and inmates or prisoners.

According to Alas (1997), there are five stages of organizing media relations plan, which starts with a situation or problem analysis and Research. The research provides a strong program for understanding the organizational environment and features of each stakeholder group such as media use habits, lifestyles, behavior, and attitudes towards the constitution and its field of bodily function. Upon research, strategic goals and objectives will be constructed. Goals and objectives must be specific and measurable. A versatile organizational strategy includes a communication plan that sets goals communication. This communication takes place, whether for a large group of people with mass media to attain them. The strategic planning cycle ends with evaluation process and takes up a new research. Evaluation helps this cycle to check its success and failure.

FHAPCO used sender based communication method which means the organization used relevance communication model among the three type of communication models which is stated in this study. The organization conduct a research, craft a message to the target audience then communicate those messages through different media outlets so, the action taken by FHAPCO fulfills the characteristics of relevance communication model.

From the interviews, it was found that FHAPCO do not possess a mechanism to measure their communication attempts to decide whether their actions were effective in creating awareness programs and behavioral change activities. Most of the practitioners admitted that they do not submit a feedback to check whether the message has made an impact on the audience. Another interviewee also confirmed that it is very difficult to assess the impact of sending messages to the public due to time and resource restraints.

#### **4.4. Communication Strategy**

In this part, some of communication strategies that FHAPCO is applying in its effort to communicate with the media is presented as follows:

According to PR director, the organization was communicating with the media in a strategic manner. This means the organization uses media in order to communicate organizational goals and objectives by using appropriate media channels for the appropriate target community. The director perceived that media were means to broadcast a message to the public. Media has the role of irreplaceable influence in the communities; like those, other responsible bodies in the society, such as; official leaders, religious leaders, associations, and opinion leaders who have an irreplaceable impact on shaping public opinions. More importantly, the organization's strategic communication was using all available media tools in line with available media channels in the country, i.e. in order to reach every individual community. As they conveyed, "when we are talking about strategic communication for media relations, we are talking specific, measurable, and well planned media relations." Actually, the organization did not have a specific, measurable and well planned media relations in its strategic communication, which is independently with regard to media. However, there is a guiding principle provided by Ministry of Federal Health (MoFH) that the organization is using as an umbrella for all health officers. This document was served as the guidelines to be used as strategic communication in media relations for the organization. On the other hand, FAHPCO's strategic communication plan was also served as the media relations strategic communication. The plan considered that, how one can reach those target communities? Who is the most at risk community? Which medias are appropriate for this target community? All these components were well structured and well researched by the ministry so that it could be provided and constructed information on the target community.

In addition, there is a strategic plan document, which was prepared in collaboration with the organization and UNICEF. This document raised mainly the issues of social and behavioral change communication strategy for HIV/AIDS. More specifically, this strategic communication plan was prepared to create behavioral change among the most risk populations. However, as the points discussed with PR director, though the contents of this document is well organized however FHAPCO did not use the document at all because the organization accountable to the Ministry of Federal Health and the organization guided by the principles prepared by them.

A two-way symmetrical communication approach is important for effective communication for any organization. The communication strategies of the organization i.e. Federal HIV/AIDS prevention and control office has used, in this study, both two ways and one-way symmetrical communication strategies are applied. Concerning one-way communication, the organization disseminate information through TV and Radio programs however the organization could not receive any feedback from the audience. In the other hand FHAPCO interact with government and NGOs by working together to reduce the wisped of HIV/AIDS and create awareness among the public. According to multiple response directories the organization has a problem on confirming weather the message if addressed or not. Gruing (2002) two-way symmetrical communication has been proposed as an ideal means for fostering mutually beneficial relationships. The model encourages an understanding of publics and working together to reach effective outcomes that create mutual benefit for both parties in the relationship. It attempts to balance the interest of the organization and its publics. Feedback from the public is sought in order to analyze the communication of results. Research is conducted in order to evaluate not just attitudes, but also the level of understanding of organizational messages. As the organization have no any plat form to get public feedback and response, it is difficult to build mutual benefit between FHAPCO and target audience this resulted FHAPCO to fail in achieving its organizational goal and objective because there is no way to confirm whether the message is fully addressed and understood by the public.

The Hartford Loss Control Department (2000), "Develop a written policy statement that clearly reflects the organization's dedication to an effective media relations plan. Determine the purpose and objective of the program, identify the roles and responsibilities of the media relations team, therefore in the organization Media relations program should be coherent with the organization' goals and schemes. The office's media relations plan also consistent with the organizational strategic communication program. The policy also emphasizes when practitioners prepare the media plan for an organization, they should develop and understand the organization's framework and goals because these help to convey messages to achieve their goals.

#### **4.4.1. Media Relations Tools and Channels**

The organization selected the media tools based on the target community, by using all media tools that were available in the country. These tools would have helped FHAPCO to reach

every targeted community in different media outlets in terms of place and time. However, using all media tools did not make the organization effective. In order to manage the media relations activities in an effective manner, the organization had to be being selective and offer more attention on the appropriateness of media tools and channels for the appropriate target groups.

Whereas efficient mapping of communication channels that would ensure organization messages are disseminated through multiple channels so that the target can receive information easily and accessible manner. The communication activities can be understood the channels into three primary classes. Such as, mass media, community and one to one communication.

Mass media; these media channels have broad range and include Television, radio, Newspapers, magazines, outdoor and transit advertising, direct mail, and web site.

The director added, public relations experts were responsible not just only for selecting the appropriate media tools, but also developing a clear and easily impressive message that would help the organization accomplish its goals and objectives.

According to the PR experts, there were selected media relations tools based on the frequency they were using; such as, documentary programs, TV and radio spots, panel discussion, press conference, news releases, live TV talk show, event organization, and outdoor advertising which were among the most media relation tools that the organization was using.

He forwarded his view about documentary programs that were prepared in the organization in such a way, *documentary programs* were predominantly used media relations tools in the organization, to this end, the organization had planned to produce 18 documentaries on different HIV/AIDS issues. Among which only 8 documentaries were prepared and disseminated through different media channels.

As he described, these 8 documentaries were outsourced to Walta information center and produced. After the production, these documentaries were evaluated and scrutinized by the executive bodies of the organization. In line with intended goals and objectives of the organization, it was produced and finally distributed to different selected media channels. These media channels were FBC, EBC, Walta TV, and Regional TVs and radios.

From the interviewee found that, using every available channels of communication to deliver the prepared documentaries out to the community was the foremost priority of the PR in the organization. For example, to extend to the rural community, they should not use web site as an appropriate media channels instead they were using radio. They justified that radio is less expensive and relatively accessible almost in all rural areas. To this effect, above 85% of Ethiopian citizens are living in the rural areas; therefore radio became the most used channels among the media relations.

According to the PR department head, Radio and TV spots were the second dominantly used media relations tool. For instance, in this year, the organization planned to produce 48 Radio and 18 TV spots, of which all were executed through selected media channels. These media channels were EBC, FBC, Walta TV, Addis TV, and EBS TV, which their priority medias, in terms of large media coverage; these mass media channels had covered large community. For instance, Ethiopia news Agency(ENA)was frequently invited in every events.

As most of the respondents justified, the reason why they preferred to use electronic media channels in the organization was due to its wide coverage in relation to print media. More importantly, from electronic media, radio can reach more coverage than other media. According to the PR director, the most frequently used media channel in relation program was as follows: Fana 90 minutes News program to discuss about HIV/AIDS prevalence all over the country and Addis Ababa mass media agency FM 96.3 to run the ‘*eninegageribet*’ program.

As the data presented, the next frequently used media relations tool was *panel discussion*. It was the kind of media relations tool, in which communication follow, two ways i.e. from both participants. According to the data from the interviewee, these panel discussions were prepared in different regions; such as, South Nations Nationalities, Amhara, and Oromia, which were hosted by opinion leaders, elders, and religion leaders.

They added that these panel discussions were taking place on different regional states at different zones and city administrations focusing on HIV/AIDS prevalence. These occasion had taken place on World AIDS day by the help of different massive community participation. In this regard, they used various media relations tools.

According to McQuail (2000) mass media is the most easily accessible source for people to evaluate and make their views. Individual opinions that do not concur with the prevailing



opinions in the media tend to be kept still in fear of falling into isolation or reshaped to accommodate the public view

Media has an interdependent relationship with the society that shapes, defines, and sets limitations of the media. In turn, the media reflects and shapes the social reality, and defines the norms, values and standards of the society, thus, influencing public opinion. Media has big influence in determining the public impression. Basically, public opinion is a construction of opinions and attitudes towards a socially relevant issue or situation, which are divvied up and expressed by a large percentage of the population. Thus, public persuasion that was reflected and magnified in the media bears a big shock in all areas of the company.

As to the data from the interviewee, the third media relations tool that the FHAPCO had been used was *press conference*. To this effect, three press conferences were planned; however, one press conference was conducted. The main aim of the press conferences was to remind about the distraction of HIV/AIDS and end its prevalence by 2030. The panelists' further bolded out that every responsible body had to work in collaboration and harmony. Additionally, during the press conference, the Medias have to set agendas and create behavioral change in the society.

On the other hand, press conference was also prepared on the agenda of fund raising. It was aimed to equip the organization by financial capacity, i.e. mostly important to solve finical problems to support people who are living with HIV/AIDS; children who lost their parents because of HIV/AIDS would be supported by the funds donated by foreign NGOs. In doing so, on this press conference, the state ministry was allowed to give announce of 379 million dollars fund that was given by Global fund. This fund was allocated for the purpose of mitigation of HIV/AIDS and TB, prevalence in the period of 2018-2020. In order to use this media relations tool effectively, 18 journalists from different media houses were invited and get the urgency of high prevalence of HIV/AIDS and in turn, this information would transmit through selected media channels; such as, Radio, TV and print media in order to make the community be aware.

According to the data obtained, most of the research respondents stated that outdoors or billboards were mostly used media relations tools and as well channels next to press conference. As they conveyed, the aim of billboards were to create awareness as well as to remind the most at risk populations regarding prevention and control of HIV/AIDS prevalence. As they described, many billboards were prepared and erected on the main

roadside on the route to Dire-Dawa. These outdoors media relations tools are; brochures, Flayer, T-shirts, hats, agenda and notepad would be considered as communication tools.

The PR stated that, brochures were prepared on different kinds of events, training programs. They also prepared brochures that would describe about the overall mission of the event and training.

The researcher found from the interview, the organization had interaction with media therefore, the need for media relations has been very recognized by the organization, by mainly focused on mass media tools and tactics with the aim of reaching the large targeted population. Documentary programs, press conference; TV, radio spots and billboards are predominantly the organizations public offices are utilized based on this fourth dimension. Hence, using only this tool mainly has its own advantage and leaving other tools as irrelevant for the organization may affect the effectiveness and efficiency in addressing a message for the public. To mention some very important media relations tools and mostly practiced by public relations practitioners like news release and media advisory are not used by the organization. News release is the most important tool to updated information and distributed to the media. Generally printing media relations tools were not utilized in the organization.

As all the respondents confirmed that, the organization did not use press release and social media as media relations tool. FHAPCO believes that their target groups are not social media users so the organization did not use social media as a best media relation tool to acquire best result.

Social media is very important powerful communication tool. Using social media, the organization can reach millions of viewers within a minute, and easily access to communicate with public in excellent habit. Moreover, it was communication two-way traffic most of organization drop promotional letter, filer brochers messages by mailboxes, print, radio and television. This kind of communication is one side communication but rather social media strategy opportunities for direct dialogue with corporate representatives on face book and other social media tools. So social media efforts can give additional achievement for organization. Especially the younger generations are mainly social media user. It is also very effective to measure the media relations impact by simply counting viewers and page visitors. However, the concept of social media in the organization left behind.

As the result showed, documentary programs, panel discussions, TV and Radio, press conference, news release, live talk show, event organization and outdoor advertisement social media were the most common tools and channels for getting the organization message out and into the public's consciousness. Gruing(2005) stated in the literature review that a lack of communication experience is a main reason why the organization resist effective tools and channels, however, all selected media relations in this study that were making a concerted effort to disseminate their message and interact with interested stakeholders put a great deal of stock in the above mentioned tools and channels as the most efficient ways of communicating with in their budget.

Tools and channels in this study demonstrated many aspects of effective, easily understandable and transparent communication and governance. This in turn has helped in appealing to a wider audience. As was highlighted in the over view of the media relations, this finding was supported by the work of Gruing (2002), who stated that disputed a shift away from transitional toward modern communication practice.

#### **4.5. Relationship With Journalists**

According to the interviewee with PR director stated that, the relationship between journalist and PR was as follows in the first place, according to their organization, they assumed that the duty and responsibility of PR by far better than from other similar organizations. As a justification, they believed that they broke a common trend of understanding about the relationship that they had in previous time. To this effect, the antagonism between PR practitioners and journalists in early time, PR profession was not recognizable within organizational management and CEO as they were assumed to be. Formerly, PR was only advocating for the organization he/she represents, but now a day they began to analyze things from two sides, meaning from the organization they had represented and the community they were serving. They further added that the basic relationship between PR and journalists, in their case was a good start as it was discussed and described in the literature section. To this end, PR became the source of information for both of the organization and community they were serving. This kind of reform in their case enabled them to communicate the issues of HIV/AIDS in almost all Medias, as it was the source of information to reach community at large.

Most of the respondents indicated that the relationship they had was based on the truth and reliable information presented for the community based on sustainable agreement, and being close to each other to achieve their goals and objectives. As a witness, they added that, to strengthening their relationship they mentioned the establishment of media forum, which assembled from the different media houses journalists and from the appropriate organization.

As they described, as a trend FHAPCO was used one-way communication strategies i.e. the major source of information was only PR, but now this scenario became changed in to two way communicative approach, as the relationship developed in between PR and journalists. They further elaborated that, so many journalists were coming to the organization for taking mutual responsibilities concerning the issue of HIV/AIDS and to produce programs that would be transmitted through different media channels. Those transmitted programs were aimed to create HIV/AIDS related awareness and bring behavioral change in the community.

For the questions rose about what the media relations strategies that the organization was using? Most of the respondents discussed that, *building a good relationship* with journalists was the task of the organization as the best media relations strategy. According to the interviewee, they tried to use different mechanisms that would appreciate to maintain an intimate relationship with PR officers in order to build a good relationship with journalists.

Concerning this point, multiple response directorate director added that, developing a good relationship with journalists took time as it needed best strategies to be followed, skills and practices. They had a good relationship with journalists, getting the attentions of the journalists was the main task, this in turn to get quick media coverage. Though the organization tried to harmonize the relationship between PR and journalists to be smooth, yet, in their condition, there was slightly difficulties from both sides due to lack of professionals and practices. In order to construct organization's relationship in an effective way, to mention some, sometime the message that our office sent to the media and the transmitted message become unrelated. That implies in terms of practicing both professions in that location would be a misconception among PR and journalists, some of journalist come to the office unexpectedly and they need to throw information at a time, this will result to give them insufficient information. Some other matter that will fix our relationship hard is some of national mass media are not willing to report our press conference because of editorial problems

Childers Hon (1999) said, the relationship between organizational communication and media is often filled with antagonism, conflict and misperceptions, and is based on different needs and orientations there is a fundamentally built-in conflict of interest between the two professions. Therefore, from finding sometimes journalists and officers get in terrible.

The Excellence theory was originated by James Grunig and his squad of researchers (1985) offers a theoretical framework for further investigating practices that contribute to media relations, public relations and overall organizational strength. It also provides best practice on how public relations should be handled. Organizations that engage in excellence should achieve positive results for the organization in terms of stronger, longer-lasting relationships with strategic publics such as the media.

An excellent communications theory, also confirmed that seek to build public relations plans to communicate with strategic partners, such as the media, on the same basis (Gruing, 2009) For a media relations program, this would signify not just listening to journalists and being responsive to their demands but also granting them access to the organization and offering useful data in a kind that journalists need and desire. At journalists need and want. Therefore FHAPCO PR practitioners are aware of creating good relationship with the media will serve with the organization, which speeds up to the media is more potential to generate fair and precise reports. It can also manage rebuttals with journalists more easily, without putting relationships at risk.

In summation, the office PR department need to consider many scholars suggestions agreed as rules for strength of media relations, Glen Broom (2009) is one of the scholars who point's rules for media relations function will succeed in furthering an organization's communication objective, which consequently lead to operational success: Press officers should work honestly and ethically when dealing with journalists.

Press officers should help journalists do their job and should not badger journalists to compensate a particular account or to portray a narrative in a specific mode. Press officers should never call for journalists not to embrace a story and Press officers should insure that they are sending materials to the right journalists and that the reports are relevant and newsworthy.

Therefore, from the interview findings the PR officers, multiple response communication directors' explanation and from the journalist point of view the researcher can examine how

much these rules were applied in the organization to evaluate the excellence of PR department particularly and the organization in general. Press officers should act honestly and ethically when dealing with journalists. Most of journalist admitted that PR officers are good communicators honest and always help journalist by giving accurate information whenever they ask. Officers are communicative with journalist every time they are working understandably and with negotiating for common beneficial activities,

A viable communication process has a cyclical nature. (Grunig, 2002) Describe a two-way symmetrical communication model as the most idealistic kind of communication with the public. communication with the public. From what the researcher understand in interview media and public relations in the system has maintained two-way cyclical communication. The goal of two-way symmetrical communication is mutual agreement between the establishment and its media. It attempts to balance the interest of the organization and its media.

#### **4.5.1. Media View of the Relationship**

As the journalists' perceived, the relationship between the FHAPCO and the journalists was very good, smooth and had been professional. Their relationship was based on mutually beneficial and two-way communication approach.

According to one journalist's interviewee, the relationship with the office was good and professional.

*I can get any information whenever I need to know about the issues of HIV/AIDS prevalence, up dated data. I frequently received invitation on every event in order to report and gave them media coverage'. In my opinion, media stood for the benefit of the public i.e. providing update information would be a journalists' duty and responsibility in relation to this, FHAPCO was one of the public attending the health sector in creating HIV/AIDS awareness through the public via the media, therefore I believe that the organization was performing a heavy role in using the media in a proper way.*

Journalist from Walta media and corporate communication signified their media as it focused on the business with the purpose of delivering information for the public in a proper way. He further added that FHAPCO and Walta have hold a long time relationship since the early time

HIV/AIDS was recognized in Ethiopia and until now. Both institutions were working collaboratively to impede HIV/AIDS. According to the journalist who was the part that produces of media relation tools; the following were among those tools, which were used in the organization; thus were documentary, spots, screen display and researched data on public attitude were mainly their media engagement to increase the awareness of the targeted communities. Thus, all activities were tied by mutual agreement between the two for long period. He witnessed that most of the documentaries that would be produced were directly outsourced to walta media corporate communication. This data also confirmed by PR officers of FAHPCO

On the way of producing those documentaries, the journalists experienced that even though the overall attitude of the vulnerable groups of HIV/AIDS had understood about the harmfulness of the disease, they became careless and negligent now days.

Another experience he added, that earlier as the government and nongovernmental organizations gave due attention and supported finically for peoples who were lived with HIV/AIDS, however as that support was discontinued most of the peoples who lived with HIV/AIDS had cut their hope and rushed to prostitutions

He further added his experience that, the rate of prevalence was decrease from 12% to 0.9% from 1980s to 2018 respectively. These significant numerical changes mislead the community as if HIV/AIDS disease could not kill them.

On the other hand, another journalist from Fana broadcasting corporation who participated on producing TV programs regarding HIV/AIDS related issues said that there was an agreement between FHAPCO and FBC. Apart from Walta media, the agreement made with FBC was lasted for a year. She added that the content of this program aimed to create awareness, to experience share, giving ART consciousness for peoples who live HIV/AIDS. Based on the agreement the office must provide the right information as it is needed.

Most journalists believed that the office was credible, organizations were transparent to the public and the media could be trusted the data. They were cooperative in every activity for mutual advantage. To some extent, the officers were professionals and skillful as to how they could handle journalists, therefore this would make the relationship to become smooth.

Regarding the comment they had on the prepared programs and its transmutation, they comment as follows Most of the journalists said that on any occasion they were invited, they

got chance to had necessary and relevant information and finally they had taken part in the production of transmittable programs

Almost all interviewee journalists were the member of the platform of the organization media forum. This made them to contribute valuable information regarding HIV/AIDS related issues to the public at large. In turn the plat form had fostered the relationship between the FHAPCO and journalists. To this end those journalists become initiated to report about HIV/AIDS related issues.

According to the researcher's perception, the organization was well aware of that media plays an important role since awareness creation and behavior change activities towards health issue are largely shaped and influence of the media. The media frame the public attitude and understanding for that reason building strong relationship with quality of information had been the aim of the media relations of the system.

Because of the office is much more cooperative to the journalists, organizations realize a great amount of media coverage, they increase reputation among the public. The slightly decreasing number of HIV/AID in the country might be the indication of the effectiveness of the organization, even though much work is wait from the government organization in future consequently, the media can also work collaboratively with the office to fulfill the goal and aims of the office by maintaining already established a sound reputation with each other.

#### **4.6. Media Relations Measurement**

The data from the interviewee stated that there was no media relations measurement tool in the mentioned organization. In the office, there were no crafted documents that would be used, as guiding principle to measure the performance of media activities in the organization. However, as the PR elaborated they did not have media relations measurement in the organization instead they used their own techniques. These techniques were; conducting research on how the organization select media channels and tools, knowing the target groups and selecting appropriate media relations tools in line with channels. Due to lack of measurement, though the organization didn't have an experience to measure the feedback of what they had already planned, they had set organizational goals and objectives of media relations based on the theoretical framework that the organization had to achieve.



Regarding effectiveness of media relations measurement, the organization was well aware the importance of it. For this reason, the organization engaged in conducting researches as to how these measurement tools would be developed, as stated by PR director. This research has been conducting in nine regions of the country on six selected issues of which media relations measurement was one.

He further added on the ineffectiveness of the activities undertaken since the establishment of the organization, as it was responsible for the issues related to HIV/AIDS and its prevalence. To this end, the PR witnessed that the achievement the organization made in the past two decades and narrated in the following ways; by witnessing DHS, the general compressive knowledge about HIV/AIDS in sex wise; i.e. females were 24% and males were 39%. In this regard he forwarded his view as this data showed that much more activities would be expected of them as the gap was wide between what the people known and acted about the prevalence of HIV/AIDS.

*We didn't say we are effective, because above 13 thousand people are failing because of the HIV epidemic per year and above.13 thousand people are newly infected by HIV per year, of course the epidemic is slightly in deceasing process, yet it is not satisfactory people are dying children are distinguished from their female parent. We must work on behavioral change.*

According to the media relations framework prepared by Learning for Action (2013), Measurement helps us become more strategic and focused, allocate resources more powerfully, collaborate more successfully, and increase our relevance. so that we reach more, people and change their lives more profoundly. In the book, learning for action, there are four criteria or building block in which one can measure media relations performance in governing bodies it also provides concrete suggestions and approximations for how one can accomplish each step. The blocks are goal setting, understanding community, measuring engagement and demonstrating impact.

The researcher tried to understand the organization's media relations activities with this measurement model presented under the literature review on chapter two. Goal setting includes the core intentions regarding which target population is to be achieved and to what end. Goal setting is effective in awareness creation activities therefore in FHAPCO also has a goal linked to strategic communication plan, the goal is to create awareness, educate and changing the attitude of the target population on how to protect ones from HIV/AIDS

epidemic, how to use condoms and ART, by using every available channel in the nation. The first stage was to test the organizations strategic communication plan. The second block is understanding the community, this block will help the media relations department to segment the target group and the exposure of the target community, this basic question must be, in this block, referred to such audience, reach, exposure and penetration so that the media relations department prepare the message in a clear and understandable way for each targeted population.

Understanding the community will help the organization segment messages in appropriate media channels and communication tools. And also it's the beginning of setting to carried out research on the target population.

The third block is measuring engagement, it's close into the performance of the activities of media relations: this block will also answer the inquiry, how broadly and deeply are people engaging with the content of media? This work takes place before or during project launch (to establish baseline where possible) and throughout implementation, however in this block the organization need to work on it, most of the time many messages are disseminated and many events, panel discussions are prepared yet the community engagement was not identified, the intended goal weather achieved or not and how many people have a comprehensive knowledge about HIV/AIDS by the plan of the media relations activities were not measured and considered in the organization. Even there is no mechanism to measure the engagement of the community on the issue.

Demonstrating impact measurement, indicating goal was weather accomplished or not, the final block was where we evaluate the impact of media relations achieved the goal, therefore it evaluates through the Prochaska's Stages of Behavior Change model, that describe the path to engaging in healthier behaviors as starting with awareness about the risks associated with a harmful behavior.

As the model suggests, moving through the stages of behavior change involves raising awareness while the process of creating consciousness about an issue, need, problem, solution, approach, or other phenomenon. Awareness can be thought of as a first step in both building knowledge and shifting attitudes. In evaluating media work, assessing awareness is often the same as assessing engagement. Increasing knowledge-the process of acquiring and understanding information regarding the context, cause, effects, implications, or other relevant details surrounding an issue, event, or circumstance. Increasing knowledge is often

considered a necessary but insufficient step in the process of behavior change (except, perhaps, among highly motivated and resource-rich communities). Shifting attitudes and shaping beliefs-the process of challenging or affirming previously held values and assumptions to the point of moving or forming apposition on an issue. Shifting attitudes and shaping beliefs may require additional knowledge or experiences beyond having raised awareness.

Regarding shifting altitude of the targeted population there are tremendous activities were applied by the organization and by different concerning bodies to minimize transmutation of HIV/AIDS and providing necessary treatments for people who are living with HIV/AIDS in the country for the past three decades. According to DHS survey in 2017, indicated that there is a decrease number of HIV/AIDS prevalence in the country from 12% in to 0.9% this achievement was come because of deliberately cultivating the altitude of people about HIV. In this situation, mass media has played a great role in cultivation of altitude though this actions have stopped, because of a decrease number of HIV/AIDS in all over the country, then the people became negligent in reacting with it. But decrease does not mean HIV transmutation was stopped rather millions of people are contracting HIV/AIDS and dying, children are suffering, so many families are falling apart; especially now a day in university students, long truck drivers and prostitutes are the most at risk population and much attention has to give for them.

Creating awareness is the first step to end HIV/AIDS, however deliberately and constantly cultivating an attitude of the population should be every body's responsibility for the sustainable changing perception of the population to create a generation that is pure from HIV/AIDS prevalence in Ethiopia.

In general, as the researcher indicates in the literature review that the importance of monitoring and tracking organizations' media coverage and to take media relations program to the next level. However, this study, investigates that the organization does not use any kind of media relations and evaluation method, in either quantitative and qualitative measures, circulation for print or audience for broadcast, to know how many people it reached as a result of the coverage. Qualitative measures, on the other hand, evaluate the quality of the coverage. More coverage is not always better. It needs to consider whether the organization was able to get their key messages across, and whether or not the intended audience received the message so that the organization can frame the audience reachable. The other method of

evaluating media relations effort was working with journalists on a particular story, even though the organization has a good relationship with media PR offices do not use the relationship as advantage to evaluate the media relations impact by asking journalist to let them know when a story is scheduled to run. The PR officer can make its own appropriate title for TV or Radio programs in the name of the media outlet and circulation (print) or audience (broadcast) figures. If you have access to a media database or tracking service, the organization will measure media activities.

It is significant to remember that circulation or audience numbers tell you how many people were potentially exposed to the floor-not how many actually heard, record or witnessed it. However, it's the typical standard used by most public relations professionals to approximate the range of their media relations efforts.

#### **4.7. Document Presentation and Analysis**

In order to analyze the contents of the documents, the following discussions parameters were employed these were: the message it conveyed, by whom the document was produced, to whom this message was presented, in what effect that the document was produced, the strength of the contents it conveyed and the weakness that the document possessed were taken in to consideration while presenting the content.

##### **4.7.1. TV Spots**

As a communication channels, TV spots were among mostly utilized media channels as the documentaries were presented in the organization. The researcher found out among the eight TV and Radio spots selected one information rich spot by applying a purposeful sampling techniques. The message was intended to transmute about updating the status of HIV/AIDS in Ethiopia by targeting all population, especially people at most risk with the outcome of creating awareness for the community at large.

The spot was prepared based on research findings on the status of HIV/AIDS study conducted at worldwide. The finding was described on the bases of sex wise, age wise and geographical locations. Here the matter was to elaborate as to how care had to give to HIV/AIDS, as its harming the productive age groups.

From the content of TV spot one, the document was summarized its contents based on the findings and it would be the part of knowledge as well creating awareness for targeted community.

It also had the strength in that, having updated information to equip the targeted community based on the finding. In addition, this TV spot, tried to give updated HIV/AIDS information based on the data provided by DHS.

The researcher evaluated the document, as its presentation could not follow the research methodology and to some extent, it was vast to be understood for every community, as it was denoted by the research findings.

Finally, this document as its content contains, very important issues of HIV/AIDS. It's also focus on the productive age group, who were responsible in nation building and in turn who needed due attention in preventing them from HIV/AIDS and let them give sufficient information so as to protect them. The data from the PR offices, in his interview also strengthen this one "our primary target is to protect those community, youth and those who play their role in economic development of the nation"

#### **4.7.2. Documentary Program**

Documentaries with holding different themes of HIV/AIDS were prepared and have been transmitted to the community. Though these documentaries were not effective, as the organization had planned, ten documentaries were produced by the organization in 2018. Among these ten documentaries the researcher selected one documentary program with the intention of those documentaries having the same message in doing so, the researcher applied a purposive sampling to select information rich documentary program. Message was to curve the bad habit of long truck drivers concerning the understanding they had about HIV/AIDS prevalence.

Documentary was aimed to have an effect on the scene from Addis Ababa to Djibouti as they were far from their family. Those drivers may take rest along the cities on the way to Addis Ababa to Djibouti and vice versa. On this way, there were targeted prostitutes who already planned to do this business by considering these issues as business opportunity on the expense of their life. To this effect, the understanding of those divers and a long with the prostitutes who were situated in these cities on this main road was very poor from both sides.

Documentary program was contended low understanding of the prevalence of HIV/AIDS. In this documentary, the researcher analyzed that there was negligence from the drives of the long truck drivers, as if HIV/AIDS become less give due attention by them i.e. not prevail and kill as that 1990s. On the other hand, there was also a poor understanding from the side of prostitutes, they assumed that there was no chance other than satisfying their partner and get money as the need of their sex partner. To this effect, there was low understanding and on the same way they also assumed now a day HIV/AIDS is not a killer.

Documentary program was clearly showed the negligence of the drivers and also from the opposite side too, address all the targeted communities who were living and doing in the same circumstance and the documentary program had also showed individuals privacy as the document described in person.

Documentary program, was as follows; since the nature of the documentary was only transmittable by TV, regarding the reachable of the other vulnerable target groups may not get it. In addition, as the human understanding and their own way of perceptive regarding the clear data, there may be some artificiality when FHAPCO's collect the primary data.

To sum up, the above documentary program contended that there was a very low understanding of HIV/AIDS regarding its prevalence. From this understanding, the researcher concluded that the prevalence of the disease has gone to be increased when compared to the 1990s. As the understanding become low, the prevalence will be increased. In witness of this data, the FHAPCO's director of PR confirmed that when they did this documentary program based on DHS and the finding of the research conducted by the office, now a day the attention that has been given, by government and other stakeholders and the like become less and less. To this effect, unless we curve this scenario, the public become in danger.

The second documentary was produced at Ethiopian great renaissance dam which is under construction in Benishangul Gumuz region particularly in Guba werda. This place was one of FHAPCO's selected because it was taken as most at risk population supposed to be found there. From the beginning of building the great renaissance damp Benishangul Gumuz region has become very urbanized, where many hotels, restaurants, pensions and bars were opened for the employees of the great dam. Following that prostitution becomes a business for people of the area; the that women migrate from other areas just for this kind of business.

Becoming urbanized has its own impact for the wide spread of HIV/AIDS in the country. This would affect the workers to spend their time by drinking alcohol and making sex with random prostitutes without condom use, even the sex workers couldn't ask for condom because both are drunk by the time and also the women gets extra money if he makes her out without condom. In this documentary program the producer made interviewees with many prostitutes and Great Renaissance Dam workers. One prostitute said that, she is living with HIV/AIDS, started working as a prostitute ten years ago, she had customers who are working at the dam so they ask her to make sex without condom sometimes she refuses, but if they give her extra money she will do it any way.

This documentary program also includes the opinion of the regional HIV/AIDS prevention and control office workers in the expansion of HIV/AIDS particularly in the region. HIV/AIDS prevention and control officer Mr. Bekalu Hunachew said that, because of the established business opportunity so many people are migrating to this region in order to have better life for their family and for themselves, additionally these people are far from their family and also they are working so hard in the desert day and night so after work they need pleasure unfortunately they went to bars. Knowing this, as health sector officers they are engaged on working many VCT programs, the prevalence rate is very high and very increasing.

Great Renaissance Dam project has thousands of people working by investing billions of birr for the project beside of the project HIV/AIDS prevention and controlling activities were applied from the beginning till now, Engineer Simgniw Bekele the former executive manager for Great Renaissance Dam project said that,

*Biased the project more attention was given for preventing workers from HIV/AIDS. As a policy prevention and controlling was given more attention in our project. In the project there was a follow up checking system, which was established with the aim of creating healthy and free from HIV/AIDS man power for the society, to accomplish this aim we prepare different programs regarding HIV/AIDS prevention activities those programs resulting great achievement, for instance distributing condom in working areas so that every one can get free condom when ever needed, in cafeteria and rest rooms. Facilitating training programs for workers about HIV/AIDS how they are going to protect them self from HIV/AIDS. There are billboards,*

*broachers, flayer and books were made with different message to create awareness for the workers.*

The third documentary program was produce to indicate that Addis Ababa has had become higher HIV/AIDS prevalence rate out of other regions found in the country. The revival of HIV/AIDS because of the negligence of the societies especially the adults who are frequently spend their night at bars and clubs would be the main cause for increasing number of HIV/AIDS prevalence in the city. In the documentary while interviewing the federal HIV/AIDS prevention and controlling office capacity building chief executive director Mr. Eshitu Mamo said that,

*According to the FHAPCO report the current data show that prevalence rate of HIV/AID in Addis Ababa was 4.9 % this prevalence rate indicated that Addis Ababa is the first one in top prevalence rate. And also 127,600 people are living with HIV/AID AND above 4000 people are newly effected every year in the city, therefore the issue of HIV/AIDS is very sensitive issue government and every responsible bodies has to work on curving the situation.*

Another interviewee from Ziwditu hospital health care officer Dr. Aster Shwaamare also said that, the revival of the virus in the town was become very increasing as a health sector many projects were applied in the hospital for the people living with HIV/AIDS by facilitating ART treatment and tanning programs. Mr. Abrham G/medhen from HIV/AIDS prevention and control office vice president said that, now days the revival of HIV/AIDS is in alarming situation stopping the spared was the main task of our office. Conducting many researches to know the situation of HIV/AIDS will help us to prevent and take action in every situation.

This documentary program clearly demonstrated Addis Ababa's HIV/AIDS prevalence rate and place where its spreading these days. And also participated different responsible peoples in the documentary for example people who are living with HIV/AIDS were part of this documentary program by sharing their experience.it also sates about a woman who gives advice for the community on how she becomes HIV/AIDS victim. The other participants were mangers, directories and doctors also participated in this documentary.

Generally, it can be possible to conclude that this documentary program reveals the state of situation of HIV? AIDS prevalence and can be said it is an educative program made through



television station. Consequently, it becomes self-evident and possible to argue that media relations practices of FHAPCO has been done based on organizational objectives, and can be said to it can produce good effects, no matter how it becomes illusive to figure out the extent of its influence in the society.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1. Conclusion**

The study concluded the presented data as follows.

The aim of organizations media relations goal was to foster public understanding on HIV/AIDS prevention and controlling again, it was striped to provide the public at large with useful and necessary updated information in attractive and persuasive manner. Moreover, to inform vulnerable communities as to how they could use condoms and be accessed with ART facilities for people living with HIV/AIDS. In order to reach the set goal the organizational media relations had been set specific objectives that could be lead the way to practice media relations.

Regarding planning, though the organization made different in crafting media relations plan, as was describing in the review literature, the organization, however they couldn't produce a working media relation plan. From this data the researcher inferred that there was a knowledge gap in developing the right media relation plan to the organization which made them effective in addressing the societal need in controlling and preventing the prevalence of HIV/AIDS in Ethiopia.

In place of media relations plan, the organization was used the media forum's plan that was prepared by journalists who were the member of FHAPCO media forum as a media relations plan.

The study inferred that the organization under discussion had attempted to develop the organizational media relations communication strategies, however unfortunately it could not come up with the holistic communication strategy working documents on media relations strategies. According to Hartford Loss Control Department (2000) the media relations plan of an organization has to be consistent with its organizational strategic communication. Though the literature witnesses in such way, according to the discussion and interview made with the higher official of FHAPCO, conveyed as they were using the organization strategic communication plan interchangeably as organizational media relations strategic communication plan.

The study concluded that the organization had been using different mechanisms as to how to select the right media tools in appropriate with the right channels. To this end they had selected and identified are the media tools that were available in a nation. This employed that, as the issue of HIV/AIDS prevalence, was the issue for everybody in the country, there identification was to use all the media. From this finding, the researcher inferred that, though the organizational intention to use all the available media tools, the issue of effectiveness of these tools was not considered.

The study sought out that among the available media tools, documentary programs were the most frequently used. On the other hand, social media was the least used media tools. This implied that there was not effectively in the usage of media relations tools, as now a days the trend of media tools usage of social media is greater that of documentary programs.

On the part of media channels segmentation, the study found out that, electronic media (TV and Radio) channels were the most frequently used media relations channels. On contrary, print media, was not used as a media channels. In their organizational media relations strategic plan, thought they were stated to use all the available media relations tools that were found in a country; however, some of the media channels were not still in use. This implied that there was gap on the implementing the media relations strategic communications. From the above finding, the researcher inferred that, there was impartiality in using the available media channels, in line with their effectiveness.

The study sought out that, as a source of data used content analysis to investigate the content of media channels and tools that the organization was utilized. From the content presented in chapter four of the study, the researcher concluded that the presented documents were prepared based on the existing contexts professionally and well researched on the issue of HIV/AIDS, prevalence thought out the country. This implied that that the organization media relations professionals and journalists were well aware and capable of producing documentary.

Regarding the relationship that PR and professional journalists had, the study showed that their relationship was based on exchanging truth and reliable information for the public. The communication strategies they commonly used was two-way communication strategies. As the presented data showed that the professional journalists witnessed that the organization under discussion was always stayed to be opened to offer the requested data. this implied that

the organization was planned to effectively used the media in order to reach the targeted population.

Finally, the study founded that there was no clear procedure in evaluating the effectiveness of media relations practice in the stated organization. ‘If you do not know where to go, any path takes you somewhere.’’ The benefit of media evaluation was to maximize the effectiveness of media relations goals and objectives. From the above finding, the researcher inferred that, there was ineffectiveness on the reachable of media relations tools and channels, as the organization could not have any procedural documents to evaluate its operations.

## 5.2. Recommendations

Recommendations were that offers concrete suggestions for the organization so that the media relations department could work effectively on HIV/AIDS related issues for the future based on the findings, related literature and researcher's perception.

This study suggested that the capacity and communication activities of the office should be increased in order to become better communicative with the media. This should be done by organizing, sustaining media training, by making them certain that the media are performing their work effectively

The office only engaged in mass media as a tool to pass along with the target community, however, print media and social media were ignored. Especially this time is a social media generation, it could turn over millions of people at a time, the transmutation of HIV/AIDS has been increasing more in urban areas than rural areas where the access for social media was high, and therefore FHAPCO should use Internet-based tools such as blogs to publicize their work. The research also suggests that office should establish a web-based alliance, such as a mail group to help each other. The use of the WWW-based coalition is first to replace information. The most reason the researcher wanted to suggest the social media as main tool for transmutation of the message was that the tools are the most easily accessible, affordable more updated information could be outsourced. The media relations officers could post on the websites the same News release, press conference, documentary programs and penal discussions that send to the TV and Radio stations.

Another recommendation is that the office has to develop a media rations plan independently from the office strategic plan and media forum, because the media relations plan shows that the organization's effectiveness of the program of media relations. According to Ridgway (1996), "It is far better to plan a media relations plan within the framework of your organization's objectives as a whole. This is not only helps to channel your efforts into the most effective areas, but also guarantees that everyone who adds up into contact with the media knows what their governing body is attempting to achieve" Therefore, making a program for media relations gives many benefits that help to deal decently with the outcomes in organizations.

Additionally, the office should hold to develop media relations measurement, assessing the quality of media relations with the office will get more efficient. When we accept a premise

about how the work you are performing today will produce meaningful change for tomorrow that can be tested and refined. Measurement helps us get strategic and focused, allocate resources more powerfully, collaborate more successfully, and increase our relevance. So that we reach more people and change their lives more deeply therefore the office need to develop measurement or evaluation mechanisms to recognize their effort whether achieved or not.

Developing mutual relationship with journalist was one of the target strategies of the organization to gain media cover however; the organization did not consider it. Depending on good mutual relationship, the organizations could also measure the media relations influence and evaluate the amount of audience participated, viewers and listeners simply by collecting data from journalists. Therefore, the organization should develop this kind of habit for better and valuable impact in the organization.

Finally, the current strategy for media relations is using media converge to create awareness of the target community. However, creating awareness is not the efficient method to achieve the stated Vision of FHAPCO (Stop HIV/AIDS by 2030) therefore the organization should develop its potential capability in to behavioral change to end HIV/AIDS in Ethiopia.

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## Appendices

## **I. Interview for Organization**

### **An in-depth Interview for Federal HIV/AIDS Prevention and Control Office**

This in-depth interview is aim to get a feedback on Federal HIV/AIDS Prevention and Control Office media relations activities, to evaluate media relations activities of the organization. In finding out how the rate of HIV spread is greatly reduced in Ethiopia and the role of the organization in achieving the goal.

1. What is your organizational mission, goals and objectives?
2. What is the goal of your media relations plan, if you have one?
3. How do you plan? What research outputs do you use before start planning?
4. Explain the areas and roles of the media relations segment?
5. What are your media strategies?
6. What kind of tools are you using to interact with the media?
7. How often do you have something to report to the public via media?
  - News release
  - Press conference
  - Different kinds of events
8. Which mass communication channels have you used, as priority channels and why?
9. Who are the primary target groups of your organization interacts with via media?
10. How would you describe the nature of the relationship between your PR practitioners and journalists?
11. Who usually initiate the communication between your organization and journalists?
12. In relation to your organizations mission and objectives, how do you evaluate your media relations performance?
13. How do you evaluate the results of your media relations activities against the spread of HIV/AIDS? When did you say you were successful; and when did you say it was not successful or weak?
14. Is there anything you would like to add about your Media relations?

## **II. Interview for journalists**

This in-depth interview was prepared to evaluate the media relationship with federal HIV/AIDS prevention and control office for the mutual professional benefit and to serve the public, therefore his research need the perspective of the journalists about the organization in order to check where the relationship is based on agreement.

1. What is your media house purpose and goal?
2. How can you refer the media goal and the office goal?
3. What sort of relationship do you receive with federal HIV/AIDS prevention and control office?
4. How do you explain your communication with the office?
5. What kind of information and the content that the office need to cover by your media?
6. At what condition the office makes contact with your media?
7. How do your media perceive the message send by the office?
8. Who initiate the communication between the media and office?
9. What communication difficulties do you see between the offices in communicating with your media?
10. What are the tools the office frequently uses a contact with your media?
11. How many times do you invite for News release, press conference, documentary, events ....?
12. What are your opinions towards the office; and important experiences you have with the office?