



Addis Ababa University

College of School of Journalism and Communication

**THE ROLE OF PUBLIC RELATIONS ACTIVITIES IN PROMOTING
BIODIVERSITY OF ETHIOPIA WITH FOCUS ON BIODIVERSITY
INSTITUTE OF ETHIOPIA**

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JUNE, 2019

ADDIS ABABA

**THE ROLE OF PUBLIC RELATIONS ACTIVITIES IN PROMOTING
BIODIVERSITY OF ETHIOPIA FOCUS ON BIODIVERSITY INSTITUTE
OF ETHIOPIA**

A Thesis Submitted to Addis Ababa University School of Journalism and Communication in
Partial Fulfillment of the Requirement for the Degree of Masters in Journalism and
Communication Specialty in Public Relations and Strategic Communication

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JUNE, 2019

Addis Ababa, Ethiopia

ADDIS ABABA UNIVERSITY
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STRATEGIC COMMUNICATION

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Statement of the Author

I declare that the thesis here submitted by me for the degree of masters (M.A) to the school of journalism and communication department is my own independent work. At same time, I have assured that nobody has submitted this thesis paper previously in other university. The input obtained from various sources of data for this study has been acknowledged in the thesis dully.

Name: Endalkachew Wossen

Signature:.....

Place: Addis Ababa

Date submission: JUNE, 2019

Dedication

This thesis is dedicated to my mother that I never forget forever in my life till I die.

List of Acronyms

ACI	African Communication Index
CBD	Conservation of Biological Diversity
DA	Diploma of agriculture
EBI	Ethiopian Biodiversity Institute
EC	Ethiopian calendar
FDRE	Federal Democratic Republic of Ethiopia
IC	Internal Communication
KAP	Knowledge Attitude Practice
PR	Public Relations

Acknowledgements

First and foremost, I would like to express my deepest gratitude to my advisor Doctor Arka Abota for his professional consistent advice during the research process. If he had not been here showing me what has to be corrected in the time of my study, understanding the research would have been challenging.

My thanks also goes to my wife who has taken the whole family responsibility in leading our family members still I have finished my thesis paper and also I thank the librarian Zinash Solomon who supported me by lending divergent secondary data sources which can be an input for my research.

Special thanks also for my classmates particularly, Berhanu Kuma, Aklilu Kibur and Dawit G/Egziaber whom I have gained fruitful member check experience before submitting my thesis paper .

Abstract

Ethiopian Biodiversity Institute (EBI) has been serving as preservation and conservation of biodiversity in Ethiopia since its establishment ,therefore, the research mainly emphasis on assessing the role of public relations activity in line with promoting Biodiversity of Ethiopia nationally and globally. In other words, the general objective of this study is to discover how the existing public relations activities are implemented awareness creation purpose in EBI currently. In principal, the researcher has used qualitative research method approach and document analysis method. Data needed for this study were primary source of data and secondary source of data. The data collection tool was in-depth individual interview during the study. The number of respondents which were selected for in depth interview were 20 by using purposive sampling technique, in this case, researcher has analyzed the interview responses gathered from interviewees qualitatively. Besides this, secondary source of data gained from library of the Institute and public relations department were reviewed qualitatively as well. The finding of the study showed that public relations practitioner has not carried out the research with regard to identifying the appropriate public relations activities which can be compatible with the nature of the EBI, therefore, PR activities and its tools were an obstacle to draw a picture about biodiversity of Ethiopia in the mind of public. Generally, the concerned people could not get the significance information about Biodiversity as it is a part of human being from Ethiopian Biodiversity Institute lately. As a result, researcher has recommended that knowledge, attitude and practice analysis should be considered during designing the strategic communication activity because strategic communication is the key activity for awareness creation, besides this, corporate social responsibility activity should be applicable in face to face communication activity with target audience.

Table of Contents

Contents	Pages
List of Acronyms.....	i
Acknowledgements	ii
Abstract.....	iii
Table of Contents	iv
CHAPTER ONE	1
INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Statement of the Problem	3
1.3 Objective of the Study	4
1.3.1 General Objective	4
1.3.2 The Specific Objectives	4
1.4 Research Questions	5
1.5 Significance of the Study.....	5
1.6 Scope of the Study	6
1.7 Limitations of the study	6
1.8 Organization of the Study.....	6
CHAPTER TWO	7
REVIEW OF RELATED LITERATURE.....	7
2.1 Definition of Public Relations.....	7
2.2 Public Relations as a Function and Philosophy of Management	7
2.3 Public Relations and Management.....	8
2.4 Public Relations as Management Function	9
2.5 Misconception of Public Relations	10
2.6 Qualities of a PR Practitioner.....	11
2.7 Setting up a Public Relations Department.....	12
2.8 Functions of a Public Relations Department.....	12
2.9 Branding	12

2.10 Image	14
2.10.1 Organizational Image.....	14
2.10.2 Organizational Reputation	15
2.10.3 Organizational Identity	16
2.10.4 Ethical Persuasion	17
2.10 Public Relations Activities	18
2.10.1 Role of Media relations.....	18
2.10.2 Press contact.....	19
2.10.3 Media Contacts.....	20
2.10.4 Employee Relations	20
2.10.5 Community Relations	21
2.10.6 Issue Management	21
2.10.7 Crisis Management	22
2.10.8 Special Events	22
2.10.9 Crisis Communication	23
2.10.10Strategic Planning.....	23
2.10.11Internal communication	23
CHAPTER THREE.....	25
RESEARCH METHODOLOGY	25
3.1 Research Approach	25
3.2 Physical Location of The Research	25
3.3 Data Sources.....	26
3.4 Sampling Technique and Size	27
3.5 Data Collection Instrument	27
3.6 Structured Interview/ In Depth Individual Interview	28
3.7 Interview Setting	28
3.8 Document Content Review	29
3.8.1 Document	29
3.9 Ethical Considerations	30
CHAPTER FOUR.....	32

PERSENTATION AND DATA ANALYSIS	32
4.1Data Processing and Analysis	32
4.2 Document Analysis	41
4.3 Evaluation of the Annual Plan and Implementation of PR Activities	41
4.3.1 Event Management /Exhibition Activities.....	43
4.3.2 Publication Management	43
4.3.3 Internal Communication	43
4.3.4 Community Relations/Corporate Social Responsibility	43
4.3.5 Media relations	44
CHAPTER FIVE.....	45
SUMMARY, CONCLUSION AND RECOMMENDATIONS.....	45
5.1 Summary.....	45
5.2 Finding of the Study	46
5.3 Findings from the Content Analysis	47
5.4 Conclusion.....	47
5.5 Recommendations.....	48
Appendix One	50
Appendix Two.....	51
Appendix Three.....	53
Appendix Four	55

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Government is one of the elements of the state that exercises its will. It structures itself into different ministries, institutions and communities to fulfill the fundamental interest of the organization. Though how does government discharge its obligation of state? Mainly it is through tool ship of public relations. Public relation is a tool of communication through which government bodies communicate their relations with public with other institutions horizontally and vertically. Public Relations is all round profession and key communication tool for other field of areas. Besides, Pr has no its own definitions by nature, but, scholars have given various meanings in different perspective.

Public relations is about reputation – the outcome of what you do, what you say and what others say about you. Public relations practice is the planned and persistent effort to establish and preserve goodwill and mutual accepting between organisation and its publics.’ (Chartered Institute of Public Relations 2005: www.cipr.co.uk)

According to Harlow cited in Tench and Yeomans (2006:4-5) indicated that public relation is a unique management function which helps found and maintain shared lines of communication, considerate, acceptance and collaboration between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public options; define and emphasize the responsibility of management to serve the public interest; helps management to keep abreast of and effectively utilize change ;serving as an early warning system to help expect trends; and uses research and ethical communication techniques as its principal tools.(1976:36).

According to Cornelissen working in communications are engaged in a broad variety of activities ranging from editorial work ,internal counseling handling of inquiries ,gathering information ,looking at data from research, taking to press contact ,drafting communication plan ,delivering presentation, producing communication material ,(brochures, visuals, magazine etc....) and administrative tasks within the department ,thus , consists of a broad range of activities that its scope and its diversity not only varies with tasks that have

been assigned to a communication department. The department is a safe unit or is involved in counseling and decision making at the senior management (2004:158)

Further, cornelissen (2004:168) has stated that the body of knowledge that is required for professional status involves more general expertise and knowledge of how communication can be put to use in and for organizations. Such expertise and knowledge goes considerably further than just a skill based understanding of different communications, disciplines and techniques to a broader understanding of the organizational contexts and purpose to which communication is put .Different parties are involved in this professional development of communications ,and each bears responsibility in furthering communications on the road towards the respected and valued profession. These parties are (1) higher education sector, (2) professional association, (3),academic researches,(4) ,senior managers with in organizations (5),and communication practitioners themselves.

On the other hand, in Ethiopian context public relations profession has not developed due to political influence yet .The existing PR profession has no good image in the mind of Ethiopian people. Citizens consider the PR practitioner as a Cadre (supporter of FDRE).The reason is, primarily, PR education has not given broadly in the level of first degree and masters program in all higher education institutes in Ethiopia ,secondly, various studies have not been conducted in the area of PR profession ,besides this ,PR firm or PR association has not established yet in Ethiopia ,therefore, all PR activities are being implemented in traditional way. As a study has revealed that “Ethiopia is at risk in light of the nature and status of Public Relations ranked by ACI in Africa.” (Skinner and Mersham, 2009: 303). In this cases, in spite of the fact that every organization has PR practitioner ,PR activities that exist in any organizations are applied non professionally due to lack of professional skilled persons ,thus, researcher has selected one of the organizations which is called Biodiversity institute so as to study how the PR activities promote the institute .The establishment of Biodiversity organization principal objective is to rescue the country’s plant genetic resources from adverse impact of various human activities and natural calamities .The vision of this institution is to be a center of Excellence in Biodiversity conservation and sustainable use in Africa .As the same time, its mission is study and research on the proper conservation of Ethiopia’s Biodiversity and associated indigenous knowledge .Further that

,the objective of the institute is also to ensure the appropriate conservation and utilization of the country's Biodiversity. This institution has mainly five organizational structure .namely, crop and horticulture Biodiversity directorate ,animal Biodiversity directorate, microbial Biodiversity directorate, Forest and range-land plants Biodiversity directorate, and genetic access benefit sharing directorate.

All in all, in spite of the fact that PR profession is the back bone of any organization and the heart of organizational performance, government has considered as supportive process rather than core profession like other field of area. As a result, researcher has observed all public relations activities that an organization use for various tasks practically before starting to conduct the real research, therefore, the study concentrates on identifying fundamental drawbacks of the institute in relation to the usage of activities , tools and comes up with solution which can be an input for next researcher.

1.2 Statement of the Problem

The Institute has been established to conserve and preserve various Biodiversity overall the country. As a result, Various researchers have conducted in organizational level and individual level so as to know the status of Biodiversity in Ethiopia, but , the study has revealed that Biodiversities are endangered .A study by Ethiopian institute of agricultural research has showed that “concerned institutes should give due attention for the expansion commercialization and utilization of the species to foster the rural development and reduce poverty”(2009:4),besides this, according to Tamene (2016:115-116) reveals that “ more than 35 trees species need special attention for conservation, since there were no seedling and saplings record for them”, Therefore, studies have implied that Biodiversities are endangered and on the way to be disappeared due to awareness creation problem. These Aforementioned statements have told the reality that public relations practitioner who works in Biodiversity Institute did not strive to address what the Institute has done for concerned people taking in to account awareness creation. As a result, researcher seeks to study how public relations practitioner applies the public relations activities and tools for awareness creation purpose in Biodiversity of Ethiopia. According to Fawkes (2004) cited in Tench and Yeomans (2006:45) stated that there are divergent activities what public relations people do. Such as,

internal communication, media relations, community relation/corporate social responsibility, strategic communication, issue management, crisis management ,copywriting, publication management, and events management/exhibition activities and face to face communication via appropriate tools. As a result, researcher seeks to identify the factors of the problem with regard to applying proper activities , and tools, finally, to forward constructive recommendations for the coming researcher.

1.3 Objective of the Study

1.3.1 General Objective

The overall objective of this study is to assess Public relations practitioner function and the activities in line with awareness creation in the mind of society to bring good image building , brand and reputation of the EBD as well.

1.3.2 The Specific Objectives

The following are the specific objectives of this study .These are:

1. To identify the responsibility and accountability of Public relations practitioner regarding creating awareness in the mind of societies.
2. To assess the role of activities in light of organization's image, brand and reputation of EBD.
3. To evaluate the existing tools and different activities compatibility in respect of achieving the planned target.
4. To assess the perception of internal employees with regard to the Public relations department's task in this Institute.
5. To identify the major challenges that affect public relations department to apply the proper activities and tools in the Institute

1.4 Research Questions

In consideration of the objective, this study has coined the following major questions:

1. To what extent public relations practitioner use all types of tools so as to address a message for the target groups?
2. How does public relations practitioner function in creating awareness regarding on reputation, brand and good image of biodiversity?
3. Which public relations activities are applicable focus on the image, brand and reputation of EBD?
4. What are the major challenges to implement proper public relations activities via tools to promote the Ethiopian Biodiversity (EBD)?

1.5 Significance of the Study

The researcher believes that the finding of this study will have the following importance:

1. This research is highly significant to provide vital information in creation awareness in relation to promoting the Biodiversity of Ethiopia.
1. The result gained from finding of this study will be identifying the nature and status of Public relations professional development
2. It is used to add an input in the area of the profession in light of its activities and tools.
3. The other importance with regard to policy making is that helps to amend the existing applicable Public relations profession strategic communication and its activities.
4. Besides that, the finding of study also will be a vital reference as additional secondary data sources for academic research.
5. What is more is, the finding of research benefits to point out the knowledge gaps during implementing activities via distinct tools in this institute. All in

all, the finding of research may also lay basis for upcoming researcher to conduct additional study in the area of Public relations activities for professional development, lastly, Biodiversity Institute may also use as a source of information for different purposes.

1.6 Scope of the Study

Public relations profession is a broad field of area. In this case, researcher seeks to undertake a particular components of the public relations profession, As a result, This research focuses on role of activities in promoting Biodiversity Institute in Ethiopia by using relevant tools ,besides this, the contribution public relations professions in general achieving the vision and goal of Biodiversity Institute.

1.7 Limitations of the study

- This research has various limitations during the study. These are the followings:
- The sample chosen for this study was one government ministry.
- This study selected a few number of Interviewees, therefore, sample size made the researcher not to go further to dig out excess pertinent information.
- This study examined only the role of public relations activities in promoting Biodiversity of Ethiopia, therefore, findings of the study could not stated the status of the public relations profession development in Ethiopian Biodiversity Institute.

1.8 Organization of the Study

The research paper consists of five chapters .Chapter one presents the introductory section which embraces background of the study, statement of the problem, objective of the study ,research questions, significance of the study ,scope of the study, limitation of the study. The second chapter deals with review of related literature. The third chapter is dedicated to methodology of the study which presents qualitative research method approach, document analysis method and method of data collection. Chapter four deal with data presentation and analysis. The last chapter, chapter five presents findings of the study, summary, conclusion and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This part portrays various related literature in line with the application of Public Relations Activities in organization.

2.1 Definition of Public Relations

The public relations profession is the most key part of the organizational structure because the profession has the power to save the organization from failure. Public relations are the mediator of the conflict when problems happen between two groups. Public relations have no constant definition. In these cases, many scholars have stated divergent meanings for this profession in global level. In my view Public relations is the voice of one organization.

Basically, different scholars have stated various definitions for Public relations profession. Among these definitions the following are stated as follows: Public Relation is the internal and external communication and also good relationship between the institution and the target population. Besides this, Pr is well planned and strategic communication professional field.(National open university of Nigeria ,2006,18-20)

According to (Harlow, 1976:36) cited in Tench and yeomans (2006:4) regards that "Public relations is a proactive and reactive management function which helps in maintaining the mutual lines of communication, and collaboration between an organization and its target audience."

The evidence seems to indicate that public relations profession is able to signal the problems and its merit as well in organization but in researcher point of view Pr should have its own parameter to measure its quality whether it makes the institution successful or not.

2.2 Public Relations as a Function and Philosophy of Management

It is clear that public relations profession is used as bridge between an organization and the target population in connection with good rapport. Mainly, the function of public relations will be done via appropriate tools. Meaning the task of public relations has its own nature in divergent organizations .therefore; tools are the key elements in functioning activities. But it does not mean that all tools have the same functions.

According to Cut lip et al (2000) cited in Girma (2013:12-13) Public Relations can communicate its message to a target group in a variety of channels. The key to reaching a target audience is to place the message in the channel that is target audience is likely to use. For example; the channel could be an article in accompany newsletter, a letter to local residents, an email to specific people, a blog post, a tweeter, an article by a journalist and much more.

Thus, researcher adds that mouth to mouth communication is another tools to create awareness in the heart and mind of societies in respect of the goal of the organization .At the same time, public relations has various functions depends on the nature of the institution. in principal, this profession concentrate on doing relevant, planned activities for the sake of community interest in positive way.

As the work of National open university of Nigeria (2006:22-25) notes that “*The doing is more important than the Saying but there must be saying after the doing*” in a certain cases, a researcher claims that public relations can be used as propaganda so as to persuade the target audience psychologically rather telling the reality what has happened on the ground .thus, it should be conclude that public relations function has to be seen either practically or rhetoric speech to build a good image between an organization and the target population. Because psychology persuasion has equity power as doing in action.

2.3 Public Relations and Management

Basically, both professions are compatible, therefore, public relations is a part of management body. In spite of the fact that the public relations profession takes a part in decision making process as a structure, it is mainly accountable to management body according to our country’s context.

According to NATIONAL OPEN UNIVERSITY OF NIGERIA the range and nature of the public relations program needs to be planned and implemented based on the management system.(2006:22-25) ,however, the researcher feels that public relations can be a savior and killer of an organization, the management system does not give opportunity for public relations profession to run any activities internally and externally. in reality, success never

come without public relations attempt ,as a result, the success and failure of any organization is in the hand of the public relations profession.

Theaker (2004:59) revealed that PR has an internal and external system to achieve the goal of an institution by collecting and processing the information from the external and internal environment to influence the characteristics of different target audience. In my view, public relations is highly significant rather management power in one organization in line with success.

2.4 Public Relations as Management Function

Public relations is an instrument of management and its consideration should be taken into account when formulating the policy. For this reason, public relations should be placed at top management level of an organization, the public relations director or manager should be responsible to the Chief Executive and the Board of Directors. As the head of the organization, the chief executive officer is the leading spokesperson for the organization.

According to Daramola, “the position or role of the public relations function is defined and re-determined by the CEO and a set of top management officials or members of the board of directors whose views and statements must be based on the organization’s changing needs, problems, opportunities and values as well as standards”. Further that, public relations department will only be useful to management as the administrators want to be it, in other words, management sets the pace or tune that public relations follow. In any organization that values the place of public relations, the public relations officer should be in a position to advise and participate in major policy decisions. Public relations practitioner should be in a position to represent the public viewpoint on the organization’s policies and problems and also at the same level of authority as the heads of other principal departments, so as to be able to understand their problems and gain their cooperation in carrying out public relations program. To be effective, public relations must be an important arm of top management. Seitel (2001) advises that for public relations to work, its advice to management must be unfiltered, uncensored and unexpurgated. This can only be achieved if the public relations department reports to the CEO, since public relations promotes the entire institutions, unlike marketing for instance that promotes a specific product.

2.5 Misconception of Public Relations

The definition of Public Relations profession is conceptualized depends on the Nature of the country. In most cases, the profession is applicable on the ground based on countries development. In this respect, people are not aware of what exactly public relations mean. In researcher's point of view public relations is the voice of an organization to create a picture in the mind of societies. Because the definition of public relations is infinite. Researcher insisted that the world people have exact perception about public relations profession .As a result, different countries rank the status of public relations depends on its point of view.

According to Daramola (2003) and Nwosu (1997) cited in National Open University Of Nigeria (2006) have identified some of these misconceptions as follows;

1. **Consideration:** Some people view public relations as consisting of good manners or being polite or respectful to others. But kind alone does not form public relations.
2. **Set of rules:** Even institutional officials believe that good public relations are about the proper procedure of conducting official ceremonies.
3. **Kindness:** Every individual or organization needs the mutual aid of others to be able to achieve any mission or vision because no one is an isolate by himself.
4. **Outward show:** A lot of persons and companies assume that public relations are equivalent to a fine appearance, an attractive face or sensational front. For this reason, such people and institution maintains a strict dress code or policy.
5. **Free donations:** Believe in projecting their organizations as charitable and benevolent through the giving of free annual gifts such as Christians hampers. An effective public relations does not begin and end with gifts.
6. **Annual Parties:** The yearly staging of grand get-togethers such as Annual Christmas Fun Fair, Employees New Year or end of year party is another popular method of generating goodwill and friendship among both internal and external publics of an organization.

2.6 Qualities of a PR Practitioner

Quality is a collection of significant elements in any profession. These qualities make the profession successful. In this case, coming to in the area of public relations field, public relations practitioner is the one who is responsible to care about a good image of an Institute. He or she always strives to signals the branding and reputation of an organization as well. In principal, public relations practitioner emphasis on communication aspect via divergent channels.

National Open University of Nigeria (2006:29-30) has stated as follow: Good communication is the key tool for success, therefore as a communicator, public relations practitioner has to be all sided knowledgeable person and shows, describes and advertizes the organization's policy via media relations.

Besides this, According to Daramola (2003) cited in National Open University of Nigeria (2006: 42-43) has also identified the specific tasks performed by a professional public relations practitioner to include:

Lettering: Good writing skill is essential to produce reports, news release, PR feature article, product information, fact sheet, radio or TV copy, magazine or newspaper article, speech of executives' technical brochure or position paper.

Control: More detailed PR program, activities or events require the editing of publications. The public relations practitioner must be prepare to operate in whatever media appropriate to his communication objective in a professional manner. A public relations practitioner must have a strong, active, ethical and moral code to guide him in his every day work. A public relations practitioner must have good knowledge of attitude and behavior change. Public relations practitioner must have a good grounding in the methods of understanding and predicting human behavior and also has enough knowledge of such disciplines as psychology and sociology .Further this, possess leadership qualities and radiate confidence. A public relations practitioner must display unalloyed loyalty in all situations and at all times to his organization. The practitioner must be all-round.

2.7 Setting up a Public Relations Department

Public relations department is one of the departments which assist in doing activities so as to launch the mission and vision of the organization. This department stores data which can benefit for established organization. Because it is an information center in one organizations. To make it clear that, it has the power to achieve the planned program of the organization. With regard to this, the principal responsibilities of public relations department concentrate on the external relations in communicating with outsider target audience and the internal communication with entire employees by using various channels. It also targets the counseling service and government issues (2006, ibide).

2.8 Functions of a Public Relations Department

There are always task divisions among departments in any organization. Each of departments strive to accomplish the common mission or agenda, there for, public relations department is one of the departments that emphasis on the perception and attitude of the people. As a result, in principle, it has its own nature to run the program planned by Institute. All in all, the responsibility of public relations department is highly predominant than other departments in one organization, therefore, researcher has shared one of the authors thought stated below. Six functions of public relations department identified by Idemili (1990) cited in (National OPEN University of Nigeria, 2006:43) has list as follow: “Study, assessment, advising management, scheduling, preparing full information and production are the fundamental tasks of public relation department to evaluate the organization’s policy and practice of the program”.

2.9 Branding

Many scholars have given different definitions about branding what it means. Some of them have stated its meaning from marketing perspective, whereas, the others have also defined the term from various field of area.

According to practitioners cited in van Riel and J. Fombrun “a brand is a mixture of attributes, tangible and intangible, symbolized in a trademark. If managed properly, creates value and influence” (see www.brandchannel.com). The Dictionary of Business and

Management similarly defines a brand as “a name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from service of competitors.”(2007:39).

The aforementioned statements have implied that as brand is totally business based concept whereas, according to Al Riel (2002) cited in van Riel and J. Fombrun asserts that “if you want to build a brand, you must focus your branding efforts on establishing a word in the prospect’s mind – a word that nobody else owns.” Common to all of these definitions is the idea that brands create images in the minds of observers.

Regarding to, branding the above two stated points of views have not revealed about non profitable community service issues. Both of them focus on business aspect. Therefore, a researcher argues that brand is used for not only profitable but also non profitable organizations. Because organizations which work on community contribution regarding service delivering and manufacturing the product must have a brand via various promotion methods. The key strategy to bring the brand in one organization is awareness creation on societies’ mind by using public relations tools. In other words, public relations are credible to launch new brand rather advertising.

With regard to this, Al and Laura RIES cited in Theaker (2004:237) have regarded that the following you can’t commence new brand with advertising because [it] has no reliability...you can commence new brand only with public relations.

Due to this, the image will be created in the mind of people. In this case, according to the researcher’s perspective brand is the result of promotion through communication campaign and also representative of an organization. In brief, it is the representative of an organization in line with service delivering and manufacturing the product. In a certain cases, there are scholars who share my idea.

Historically, the branding literature has concentrated its efforts on explaining how organizations can create positive service perception with community. More recently, researchers have extended the brand concept and argued that the same branding principles can be used to create positive perceptions of the association as a whole with targeted groups such as employees, communities, or environmental groups. It is part and collection of a growing interest in “community branding” (van Riel and J. Fombrun, 2007).

2.10 Image

The meaning of image can be interpreted in different perspective depends on the current situation and the environment. It may have either positive point of view or negative connotation. A researcher has suggested that image is the design of something .The image of an object is interpreted depends on an individual point of view. In certain cases, an individual may have bad image about something ,but, the thing is good. In other words, the attitude of a person with regard to one product or service may not be good without any reason. Whereas, people may have a good image about an object, an organization, an item or a country, therefore, image is a matter of understanding level to perceive the meaning of an object or an organization. Basically, many scholars including Dowling have given various definitions as what image mean. Thus, images can be explained in many ways:

According to Dowling (1986) cited in (van Riel and J. Fombrun ,2007:40) an image is the set of meanings and faith in the mind about an object or an item which people can express and remind whenever and wherever a person is. Besides this, Theaker (2004:96) has added that “image is the a perception and exists only in the mind of receiver”

As a result, the evidence seems to indicate that image is the critical thinking and understanding of the actual meaning of something.

2.10.1 Organizational Image

Organizational image is mostly measured in the eyes of target audiences regardless of the quality of product and service delivering .Plus; it can be perceived rationally, therefore, in many cases, there may have both perceptions on societies mind. Mainly, the tools that an organization uses are able to play the major roles for organizational image. For instance, an organization may do excellent tasks and is highly responsible for its mission, but, the target group may have bad image due to lack of information. On the one hand, also the organization’s quality in terms of service delivering or product may be poor but its image is good due to disseminating propaganda by using divergent promotional techniques. In sum, individuals have different images for one organization. Scholars have stated that “image can differ from person to person at a moment”.(Tench and yeomans,2006:253).

This implies that in spite of the fact that good organizational image is the result of attempt in one organization, people believe in the outward show.

According to National Open University of Nigeria *an institution must schedules to put a picture in the mind of the people to avoid questionable activities in organization the attitude of organization's workers and the activities in which the company implements has to be compatible.*

In a broader sense, an organization wants to carry out research focusing on the organizational image.

Focus on the following areas:

- Analysis of the organization's present communication practice.
- Analysis of the opinion of members of staff in relation to the organization's image.
- Analysis of public opinion about the organization and its activities.

Based on these findings, the organisation would be able to identify the areas as well as the means of developing the institutional image (2006:39-40).

The product and service image ,employee impression, organization location and building ,photograph of workers as a team in promotion ,and identification media are the most methods to build the organizational image.(2006:39-40).

But, researcher feels that even though the aforementioned points are legitimate regarding the good image, the left thing is organization based promotion. To make it clear that, scholars do not give credit for organizational image. In certain cases, there are organizations which have good image regardless of its quality of product and service delivering. For instance, COCA COLA Company teaches its customer that soft drink has its own side effect for health but the company has a good image .This realistic story signals that organization based promotion is another way to bring good image in any organization. On this basis, it can be inferred that organizational image can be created depends on the reality or pretending way. In sum, a researcher suggests that organizational image is the individual detailed perception and level of understanding, but, scholars' no longer undertake in this perspective.

2.10.2 Organizational Reputation

In my view, reputation is the highest rank name of an organization. Its concept reveals the achievable and well done task. Reputation is unforgettable memory in mind forever. It is the

finger print of an organization. At the same time, scholars have defined the term reputation based on their perspectives as follows:

“Reputation is the entire estimation in which the organization does to serve others” (Van Riel and Fombrun, 2007:40-44). In addition to this, Cornlissen (2004:83) has stated that “A good reputation acts like magnet.”

This shows that how reputation is more predominant than others attributes. Indeed, reputation and image are complement each other to succeed the wanted target objective. That is why scholars have insisted its linkage and the relationship between image and reputation in terms of photography. This has been stressed by some authors (Bernstien 1984) who argue that image should be considered as true by organization.

Coming to the *organizational reputation* a researcher has suggested that it is the repeated view to perceive the picture of an object or organization how it looks like many times. Basically, other scholars have shared researcher’s intention in respect of organizational reputation.

“A person gathers all the photographs (or images) taken over a period of time into an album and forms an opinion of the organization by looking at the entire collection of photographs” (Tench and Yeomans (2006; 253)

2.10.3 Organizational Identity

Tench and Yeomans (2006:254) point out that how important image and reputation are and how much can complement each other. This leads organizations to influence the images and reputations their various stakeholders hold of them. To do this, they use organizational identity. When the term identity was applied in a corporate communications context for the first time, authors referred specifically to those visual elements that organizations used to portray themselves to their publics. The main element here was the organization’s logo type (or ‘logo’, for short) – this was a visual emblem designed by the organisation with the aim of conveying a number of characteristics. It wanted its publics to think of in relation to the organisation. Logos were also intended to help those publics recognize and differentiate the organisation from others. Organizations put a lot of thought and invest large sums of money in nurturing their logo, making sure that it conveys the right message and where appropriate,

adapting or changing the logo *Organizational identity* consists of the sum total of proactive, reactive and unintentional activities and messages of organizations

2.10.4 Ethical Persuasion

Ethical persuasion is the fundamental element in communication. The public relations practitioner being ethical is mandatory so as to persuade the target group. Because human being is mostly intimate to the credibility and code of ethics. as a result, ethics has a mighty to govern whatever the issue is. Therefore, researcher shares the following scholars thought in relation to the ethical persuasion view.

As Tench and Yeomans (2006:284) cited that some textbooks insist public relations is ethical because its work. Public relations profession encourages common accepting and diplomatic coexistence among individuals and institutions (Seib and Fitzpatrick, 1995). Likewise, Some public work out their ethics by search for the outcome of their events, some by referring to their duties, some depending on the situation.

Baker (1999) suggests that public relations practitioners tend to use one of five ‘justifications for persuasion’, as follows:

1. *Self-interest* (what’s in it for me?)
2. Truthfulness (if it’s legal, it’s ethical)
3. *Enlightened self-interest*
4. *Social duty* (personal practice has an impact on larger society)
5. The highest standards should be provided for and expected from all. Furthermore, according to Baker and Martinson (2002) cited in Tench and Yeomans (2006:284) have put together five principles to act as guiding principles for ethical persuasive public relations, which they call the TARES test:

1. **Truthfulness** – the dedication to loyalty in communication
2. **Legitimacy** – relates to personal and professional honor
3. **Value** – for the rights of your viewers
4. **Fairness** – relates to fairness, not operation
5. Social accountability – awareness of the effects of communication on the wider society

So, if public relations is to bring back its reputation, it may need to admit that persuasion is central to much of its activity and find ways to convince ethically, as

suggested by Baker, Martinson and others. Their suggestions may be idealistic, but perhaps ideals are not bad things to arrive when trying to conduct ethical persuasive communication rather than propaganda.

In principle, public relations practitioners should be 'media neutral'. That means they should have the skills and experience to choose the most suitable channels to reach target audiences with appropriate messages. These channels are many. To name a few, public meetings, newsletters and web pages, exhibitions media relation etc....

2.10 Public Relations Activities

Issue management, crisis communication, special event, community relations, internal communication, crisis management, publication management, face to face communication and media relations are activities. The listed above are the mirror of organization to show the task of the organization and what it looks like clearly. Though all activities are significant, practitioner should identify which activity is fit with the nature of organization. Because organizations have a variety of management system and procedures.

2.10.1 Role of Media relations

Researcher believes that media relations is one of the activities that public relations practitioner has to do to promote the organization by using various tools. Seemingly, it has also significance for awareness creation in order to bring good organizational image. This activity is applied on the ground in different ways. In principal, the role of media relation is creating relevant rapport and communicates with journalists through divergent mass media. Mass media are tools in which public relations practitioner uses in communicating with journalists.

According to (Seriramesh and Vercic ,2009 :69) "mass media often play a key role in shaping the images of organizations and nations." and also added that public relations professionals constantly seek to use the media to communicate messages to relevant publics.

Researcher shares Seriramesh and Vercic thought partly, but, researcher believes that media relation is no longer effective without knowing how to use it. Because the place where the target group live determine types of channels to disseminate information for wanted publics.

For instance, there may not have print and electronic media accesses around the target audiences. There for, impossible to maintain media relations effectiveness in promoting the organization. in this cases, the way to use channels in appropriate way is a principal key method to apply this activity.

With regard to this, the National Open University of Nigeria (2006:35-36) has mentioned as follow:

Organizations depend on the media to reach their desires audiences. Roger Haywood (1984) has observed that if an organization treats media simply as “messengers”. It is unlikely to develop the most effective program of media communication. Cordial media relation is an asset to the PR practitioners particularly before, during and after a crisis. A practitioner who maintains *proactive rather than reactive media relations with media executives makes his friends before he needs them. Positive media relations are a must for the professional public relations executives.*

2.10.2 Press contact

All tools have no equal importance to implement activities in any organization. Activities and tools are sometimes overlapped in light of doing various tasks in one organization. If tools and activities are compatible, the relevant information can reach into desired audience.

Theaker (2004:153-154) claims that “the use of the internet has affected media relations as journalists are able to obtain Information straight from a website rather than waiting for press releases.”

Further this, the other scholars have added additional verifications regarding to the advantage of internet comparing to the other tools.

UNITED STATES author and public relations consultant Dan Janal (1998) highlighted the use of the Internet for the following methods of press contact:

- email journalists instead of telephoning them
- communicate with journalists using online discussion forums
- send emails to multiple recipients simultaneously (this saves time compared to putting press releases in envelopes)
- tailor your message to fit individual journalists’ needs
- act as a press resource

- look for journalists' queries (for example, on mailing lists and message boards)
- create a library of press releases
- write articles for online magazines
- Create online conferences and seminars.

2.10.3 Media Contacts

An organization may do a good job based on its plan but doing is not enough without showing the done tasks through media for the target group, Therefore, as a public relations practitioner, It is a must communicating through various medium with public .in this cases, making linkage with various media make the organization achievable. Because media contact is the mirror which can depict the pros and cons of the Institution.

Many authors including National Open University of Nigeria(2006:43) has stated that a *“public practitioner seeks to create and make contact and good working relationship with the press, radio, television, industry magazines, trade periodicals as well as international news media and other relevant publications.”*

Besides this, public relations practitioner should have enough knowledge of art, graphics, layout and typography as well as photography, radio and television production to enable him/her critically evaluate the work of specialists or contractors who provide support services such as artists, models, printers, photographers, audio and video producers as well as advertising agencies.(National Open University of Nigeria,2006,).As a result ,researcher has shared the other authors thought completely.

2.10.4 Employee Relations

An employee relation is one of the public relations activities in promoting the organization's tasks positively and negatively. The image of an organization is in the hand of workers. In many cases, Employees have the power so as to build a good image or defame the service or product in any organizations. The reputation, brand and image of an organization is the outcome of prolong great effort. To bring a good image, reputation and brand of an organization, there should have common aim between management and staff members intimately.

National Open University of Nigeria has reported that good wages, job satisfaction ,job security, feeling of belongingness, award ,and work recognition are used to establish good relationship between management and employees to transmit organizational culture to achieve the goal of the organization(2006:33-34)

2.10.5 Community Relations

Community relations is the vital activity in promoting the institution. This activity concentrates on the social responsibility. Public relations practitioner had better know the interest of local society during awareness creation in line with the goal of the institute. Because in case of mutual knowledge of understanding between the organization and community. it is impossible to address the pertinent message to local community. Therefore, during awareness creation, selecting appropriate tool for this activity is the primary step. In sum, researcher believes that Public relations department is responsible to distinguish appropriate tools which can be compatible with activities in terms of academic level and geographical location. Basically, some scholars have shared researcher's point of view listed below.

The public relations practitioner has to distinguish ways of hearing and replying to the feeling of the local society and extending the facilities of the organization to the community and provisions of social services.”(National Open University of Nigeria, 2006:34-35) besides this, according to Theaker (2004:64) regards that” there must have accountability in communication between employees and local community”. thus, researcher suggest that understanding the feeling of societies in connection with the goal of organization is the key thing to strength the rapport between them.

2.10.6 Issue Management

In researcher's view, Issue management is the controlling of unexpected cases proactively and reactively in organization. This public relations activity is the sole part of public relations profession in order to sustain the reputable of the organization .Issue management is the source of solution whatever the problem is. In this cases, when problems happens unintentionally, issue management activity will be functional.

Basically, many scholars have defined the term issue management in different ways;

A study by Theaker (2004:117) shows that Issues management is “*the process of identifying issues, analyzing those issues, setting priorities, selecting program strategy options, implementing a program of action and evaluating effectiveness*”.

It is also managing “*company response to changes in operational environments*” (Cutlip *et al.* 1985:15). Public issues management became one of the key phrases in public relations circles in 1975 (Grunig and Hunt 1984). The interactive corporation tries to get a reasonably accurate agenda of public issues that it should be concerned with . . . and develops constructive approaches to these issues. (Buchholz, quoted in Grunig and Hunt 1984:296).

2.10.7 Crisis Management

When crisis happens in organization, practitioner is responsible to manage the situation via various tools. Because crisis is the hindrance of organization’s reputation, brand and good image. Indeed, Crisis is a common thing in any cases. Factors that cause crisis are different. It appears in world level, continent level, country level and organizational level. But if it is seen from organization perspective, unexpected disaster or man-made emergency will be happen. Basically, there are authors who share researcher’s point of view.

Understanding the extent of the problem during crisis management is the duty of the practitioner to save the organization’s reputation and image. Because it takes time to build the image and reputation but easy to damage with in short period of time (National Open University of Nigeria, 2006:36-37).

2.10.8 Special Events

Special event is another activity which enables to promote the organization by providing different events .This activity has its tools to communicate with desired community. These tools can be speech or visible. Choosing appropriate tools is the part of organization’s success. For instance, picture is able to convey full messages more than telling in words. There is saying, ‘picture can address a message rather than using thousand words’. Because people are highly intimate to observation. In this cases, to capture societies attention, providing observable events is more preferable. But, there are scholars who have agreed with both of them.

As stated by National open University of Nigeria Special events could cover such activities as celebrations, anniversaries, seminars, exhibitions, service introduction. Book launch,

openings, and competitions, convocations , open days, organization openings news conferences, press reception, press luncheon, annual general meeting, press conference, association convention, providing the exhibition facility open house as well as observances of special days, weeks, months or years (silver or golden jubilee) and anniversary celebrations, long-service awards and even political rallies.(2006,ibide)

2.10.9 Crisis Communication

Communication is everything .There is success and failure in communication. It is also the medicine and poison .The way to communicate leads to either right or wrong track. In other words, it can be killer or savior. Because communication has a power to aggravate the crisis or stable the situation. The world event is full of setback.

Crisis communication emphasis on the outcomes of public reaction. In this case, public officer is responsible to counsel the management before disseminating the information.

As stated National Open University of Nigeria (2006) “A public relation officer counsels management about what to say and do in emergency such as recalling unsafe service”.

This perspective implies that take a side towards the organization. In reality, there should have mutual understanding between organization and the concerned group when crisis occur. If public relations practitioner hides the fact what has happened in the organization ,the target group will doubt in respect of the credibility and trustworthiness of the organization. As a result, researcher asserts the public relation practitioner’s duty is broadcasting the actual crisis with proper flow of information rather counseling the management

2.10.10 Strategic Planning

Public relations practitioners may sometimes deal with the determination of institutional needs, missions or philosophies as well as helping to define objectives and goals of organization (2006,ibid).

2.10.11 Internal communication

According to researcher’s point of view internal communication is a communication that bends the employees and management staffs for common issues. Primarily, the recognition of the institution starts from employees. Healthy rapport between workers and management makes the organization reputable. Because if they know all activities what the organization

does through PR relations department, they will promote whenever they go in a positive way. but, if no chance to know the work progress, to recommend constructive idea ,to criticize a certain weakness which are visible in organization, IC will be unhealthy between employees and management.

According to Fawkes (2004) cited by Tench and Yeomns (2006:45) has pointed out that suggestion box and in-house letter are the key tools so as to share the entire existing information regarding the goal of the organization for workers and public relations department.

As a result, IC should be democracy in any organization. In fact, IC is different from organization to organization.

Theaker (2004:168-169) also suggests that” internal communication depends on the stage of development of a company. When first starting up, few people may be involved and communication takes place informally and frequently. As the company grows, employing more people, communication starts to become more functional and formal”.

Internal communication has proven to be a vital component within a broader communication program in:

- responding to issues and problems
- promoting brand values to audience
- administration contact with the community
- communicating with workers as shareholders.

Wherever the IC function is to be found, there is still a need for good internal communication perform .

According to Daramola (2003)cited by National Open University of Nigeria (2006:20-22) has depicted that Employees Relations Builds better linkage between employees and management, especially in difficult organizations where the lines of communication between management and workers become stressful as the workforce of a company expands.

CHAPTER THREE

RESEARCH METHODOLOGY

Methodology is one of the research parts and used as a tool. This part focuses on the research method which is appropriate to the study. This segment of the study will include the research method approach, data sources, sampling technique, data collection tools, ethical considerations, data analysis and interpretation.

3.1 Research Approach

Each of research approaches has its own pros and cons during study. As a result, to get better ,credible, truth worthiness and detailed information ,scholars have advised divergent research approaches depending on the subject of the research .In this case, researcher chose qualitative method of approach and document analysis method . under qualitative method of approach, researcher used the following data collecting tools such as, structured interview technique/In depth individual interview for the subject of the study.

The reason that researcher selected this qualitative method approach was that the qualitative research approach permits a researcher to increase the ability of detailed comprehension of the issue though. Basically, it has its own side effect by itself

Qualitative research has its own advantage in research. The method allowed a researcher to view behavior in a natural setting that sometimes surrounds experimental or survey research. In addition, qualitative technique can increase a researcher's depth of understanding of the phenomenon under investigation. This was especially true when the phenomenon has not been investigated previously. Finally, "qualitative method is flexible and allows the researcher to pursue new areas of interest."(Wimmer and Dominick, 2011:48)

3.2 Physical Location of The Research

The research site is found in Addis Ababa the capital city of Ethiopia Yeka Sub city. The name of the organization is Ethiopian Biodiversity Institute. It is found b/n EMBASSY OF REPUBLIC OF KENEYA and EMBASSY OF RUSSIAN FEDERATION towards

Megenagna Road. The place is highly convenient for task's security to achieve the goal of the organization

3.3 Data Sources

The researcher selected Ethiopian Biodiversity Institute which is found in Addis Ababa capital city of Ethiopia for this study. There were two data sources. Secondary data sources and the primarily data sources. The secondary data sources were magazines, leaflet, news magazine and the public relations department annual plan. At same time, the primary data sources were the employees as well. The organization has mainly five structures working in different sections .These are:

- Crop and Horticulture Biodiversity Directorate
- Animal Biodiversity Directorate
- Microbial Biodiversity Directorate
- Forest and range land Plants Biodiversity Directorate and
- Genetic Access Benefit Sharing Directorate

Hence, employees who work in biodiversity institute are sources of data.

No researcher used to conduct a study about public relations field of area in line with the role of the public relations activities and tools before this time in this institution ,but, there were materials which had been prepared by PR practitioner's narrating about the institute, therefore, the existence of these documents were mainly used as a secondary data source analysis purpose.

In Ethiopian Biodiversity Institute, there were some documents prepared by public relations department directorate director about the vision, mission and goal of the Institute. These were magazines which were prepared once per six months, leaflets and annual plan of the department. The existence of these data were mainly used as a secondary data sources for document analysis purpose

3.4 Sampling Technique and Size

The researcher used purposive sampling method. The selected respondents were females and males. The total numbers of employees were 87. Thirty one are females and fifty six used to be males. The study concentrated on public relations activities and usage of tools. The respondents had been highly significant participants to gain relevant information concerning on the subject area of the study. As a result, researcher selected the key informants from the institute intentionally. Participants used to be department directorates, Management staffs and other some key employees. Three of respondents were PH.D holders. Eight of respondents had been B.A holder, Four of respondents were M.A holders. Five of them were Diploma holder Therefore, researcher selected informants with purposive sampling technique because all interviewees were well qualified persons to give detailed information genuinely as elite in a proper way. Respondents age is 40-60 years. All Interviewees were from EBI. 20 people were participated in a structured /In depth interview from five core departments and others were from management staffs. A total number of 20 respondents were involved in this study. The principal reason choosing the purposive sampling method is that it is used to help researcher so as to gain in depth understanding relevant information in line with the subject of the study during research season.

According to Natasha (2005:6) stated that “in purposive sampling technique we decide while designing the study how many people with which characteristics to involve as a participant”

3.5 Data Collection Instrument

In spite of the fact that all data collection tools were used to undertake a research. Instruments have to be approach to the research problem. Indeed, data collection tools have its own pros and cons while gathering information from respondents. Basically, all tools are not free from demerits. Meaning, the presence of feeling of biased always happens during data collection. Because the interview questions mainly approach to individual feeling. In any cases, the research topic is not quantified in number rather than depth understanding of the issues in this study. And hence, according to researcher’s perspective structured /In depth interview data collection technique had been selected particularly. A researcher believed

that data collection tools must fit with the research problem or research issue Because the research topic can be either quantified in number or analyzed qualitatively.

3.6 Structured Interview/ In Depth Individual Interview

According to Kothari (2004:97) explaining the potency of interviewing writes”the interview method of data collection involves presentation of oral verbal stimuli and reply in terms of oral verbal response. this method can be used through personal interviews and if possible through telephone interviews” A writer further explains that the method of collecting information through personal interview is usually carried out in a structure way .structured interview is one of types of method of interview .such interviews involve the use of a set of predetermined questions and highly standard technique of recordings. Thus, for this research structured interview has been selected. Because researcher in a structured interview follows a rigid procedure laid down ,asking questions in form and ordered prescribed. The need to conduct the structured interview as explained above is to get the relevant data with regard to public relations activities and PR tools role playing in Biodiversity Institute..Types of questions used for interview are structured questions. Kothari (2004) clearly stipulate structured questions are the same wording in the same order to all respondents and questions are simple to administer in expense to analyze.

As a result, interviews were conducted with management staffs and five key heads from each core departments. The selected respondents for interview were 20 persons. Among them 11 informants were men where as 9 of them were woman. During the course of commencing the In- depth individual interview. The researcher launched the purpose of the study and the anonymity of interviewees. Researcher also requested their willingness to record the oral interview on audio tape recorder.

3.7 Interview Setting

Some Informants were glad to be interviewed by their own office. Others were in a café and two of them were interested to be interviewed at library .As a result, researcher held the interview based on their personal interest. One thing that made me surprise was unexpected invitation in their office during the discussion. Each department directorate directors ordered

their secretary to make coffee in office to serve me, this was unforgettable memory after graduation in my life.

3.8 Document Content Review

3.8.1 Document

The main aim of this research was to assess how public relations activities are creating awareness in line with the importance of Biodiversity for human being; therefore, qualitative document analysis was one of the method to assess the reality what had been applied in the actual situation. In this case, prepared documents which consisted public relations activities for promotion purpose were the fundamental part to reveal what the institute has done for people.

In this study, researcher believed that an interpretive document analysis approach is preferable to explore trend of communication in terms of awareness creation about Biodiversity of Ethiopia for concerned audience.

According to Deacon et al.(1999) cited in Haile (2008:49) stated that “contents refers to words, meanings ,symbols, pictures ,ideas, themes and any messages that can be communicated”.

Documents were the main source of secondary data. As a result, researcher needed to reveal that how public relations activities had been applied in promoting the Biodiversity and the institute’s progressive in terms of awareness creation in the year of 2010 E.C as well. Secondary data were one of the evidence to depict the actual research because documents help for primary data as an input to show quality of the study.

Documents designed by public relations and communication directorate were the following: magazine that was prepared per six months ,News magazine that was prepared per three months broacher hard copies prepared once a year were available .Besides this, information access had been available in the form of soft copy by using the Web site and Face book page written in Amharic and English version, in this case, researcher has made a decision to state the trend of communication since 2010 E.C regarding the yearly plan and application of activities to promote Biodiversity in Ethiopia.

According to Bloor and Wood (2006:59) cited in Semere (2010:30) suggested that validity of any document is depend on the four criteria: authenticity (Is document original and genuine?), Credibility(is it accurate?) Representativeness,(is it typical of its mind?),and Meaning(is its intention clear?).

3.9 Ethical Considerations

To keep the personal privacy in research, applying the Ethical consideration is basic principle during research. In this case, researcher has asked the interviewees' willingness to mention either their name in the research paper or anonymous. Basically, informants were informed the nature of the research, therefore, eight interviewees showed their consent to be named and the rest twelve respondents were kept in anonymous during individual in depth interview.

Ethical issues are important elements in establishing trust and credibility during data collection in research. There are rules that a researcher has to follow:

Informed consent form: deals with acknowledges that participants' right have been protected

During data collection. Elements of this consent form are the following: the right to participate voluntarily and the right to withdraw at any time ,the right to ask questions ,obtain a copy of results and have their privacy respected. During data collection gaining the permission of individuals in authority (example gatekeeper) to provide access to study participants at research site, individuals understand the nature of the research and its likely impact on them (Creswell, 2002).

Hence, before conducting the study, researcher made respondents conscious that the goal of the study is not beyond the academic study, and ask their willingness to take part in the research.

Confidentiality: according to Abiy et al (2010:108) cited in Gebreselassie (2011:36) confidentiality is a key element of research ethics that the researcher needs to know which types of information can or cannot be shared with a third part with or without consent of the study participant.

As a result, researcher also needs to anticipate the possibility of harmful information being disclosed during the data collection process. For example, “a student may discuss parental abuse or prisoners may talk about an escape. In this situations, the ethical code for researcher is to protect the privacy of participants and not to convey this protection to all individuals involved in this study” (Creswell ,2002). In this regard, the information that researcher obtained from respondents will be confidential.

Ethics in writing: The ethical issues do not stop with data collection and analysis. they also extend into actual writing and disseminating of the final research report. “Discuss how the research will not use language or words that are biased against persons because of gender ,sexual orientation, racial or ethnic group, disability, or age” (Creswell,2004), therefore, a researcher is responsible to present unbiased language to acknowledge participants.

Frey, Botan, and Kreps (2000) cited in Wimmer and Dominick (2011:67) offer the following summary of moral principles commonly advocated by researchers:

1. Provide the people being studied with free choice.
2. Protect their right to privacy.
3. Benefit them, not harm them.
4. Treat them with respect

CHAPTER FOUR

PRESENTATION AND DATA ANALYSIS

4.1 Data Processing and Analysis

The data that were interviewed during In depth individual interview was a lot. Plus, Data recorded on tape recorder is transcribed into written statements in English language and thematically arranged. It is a must to interpret the meaning of data taking into account the sense of interviewees to present the most important feature coherently. As a result, the researcher has presented in narrative way with relevant informant's quotation.

Efforts were made to keep the actual respondents perspective when various data emerged during data processing. Additionally, responses gathered through interview have been explained in the help of visible evidence. In sum, researcher has interpreted the processed data in the form of statements that the information gained via in depth interview technique qualitatively.

Researcher has just asked 20 respondents. Among them 12 respondents need to be anonymous, in this case, informants those who were anonymous are kept their privacy in respect of the ethical consideration principle. Whereas 8 respondents were willing to be mentioned by their names and position during the data analysis, therefore, the researcher has directly used their name.

1. Public relations activities for awareness creation

Researcher has asked informants which activities are applied to give emphasis on the significance of Biodiversity. Five informants told me that exhibition/special event is held every year, besides this, informant 3, 9 have added that when each department has planned to launch something unique for concerned group, public relations practitioner invites journalists from government media and facilitate all protocol for different directorate directors for press release and Informant 3,12,6 have expressed that they don't know about the concept of Biodiversity due to lack of detailed explanation how to be preserved and conserved as it is a part of human life.

According to Dr. Dellessa Lemessa:

The Ethiopian Biodiversity has a holistic tasks to conserve and preserve the Biodiversity even though the primarily responsibility belongs to the community. public relations department help others by facilitating things what various experts seek to disseminate the prominent to create awareness in public's mind. For instance, journalists are invited to produce news about special events, and during annual tourism tour every may 14 E.C. Every directorates have given press release on electronic media. D.r Dellessa lemessa has also added that:

I was a guest on one of the print media the entitled Addis Admas Newspaper invited by Reporter selamawit Wubie . She interviewed me about the importance of Biodiversity. I said;

"ለመቶ ሚሊዮን የኢትዮጵያ ህዝብ አፍንጫወ ላይ በፕላስቲክ ኦክስጅን ማስቀመጥ ባለመቻሉ ሳንባችን ለሆነዉ የደን ሃብት ጥንቃቄ እናድርግ"

D.r Delessa Lemessa

Generally, majority of my informants have shared for me that PR person has used the public relations activities to reach information about Biodiversity for educated community only. This shows that regardless of the fact that public relations practitioner is assigned to apply PR activities based on the actual situation, the way to run the Institute's activity is processed wrongly. In conclusion ,the reactions from interviewees revealed that ignorance of PR profession by other department heads is seen.

2. Applicable tools so as to address the tasks of Ethiopian Biodiversity

Researcher has asked various department heads, Management staffs and other employees to explain for me about their usual trend of communication how to disseminate important messages to stakeholders ,community wings, policy makers, developmental agents, regulatory and illiterate community regarding Ethiopian Biodiversity in Ethiopia.

Informant 3,7,11 have said that:

In most case, magazine published per six months which has consisted general knowledge about Biodiversity. Specially, news magazine published per three months which contains special news, and brochure are available in the library. News magazine published per six months come up with unique news about a specific area. Therefore, these are the tools used to convey the message to concerned people.

According to five department directorate directors

Even though there are tools that are used to promote and signal as Biodiversity is our health, It is no longer satisfactory, Print media, Broadcast media and social media are applicable, but, these tools are questionable with regard to approaching the target audience.

The above mentioned responses have revealed that majority of respondents have confirmed that face book in Amharic, Web site in English language, magazines and brochure plus, Air time to announce the special issue in payment are tools used to awareness creation.

Dr. Genene Tefera particularly said the following:

Tools are the bridges which join the organization and the people. Our effort is pointless and valueless without relevant and compatible PR activity and tools to save Biodiversity from natural disaster and manmade problems

Generally, Dr. Genene Tefera has told me somehow additional different point of view comparing to the previous informants. Totally, almost all informants have given for me similar reactions in line with the applied tools in Ethiopian Biodiversity Institute, Therefore, the reality is EBI has used the print media, electronic/broadcast media and social media regardless of the other tools.

3. Public Relations Practitioner and Other Departments directorates linkage

Some of my respondents have explained that as the rapport b/n PR department and other departments are not too much strong whereas, Informant 1, 10 and 12 said:

Public relations practitioner is always facilitator. The PR person invites media for directorates and facilitate the situation for discussion if there is something which is unique issue about Biodiversity. Directorates give press release by themselves instead PR

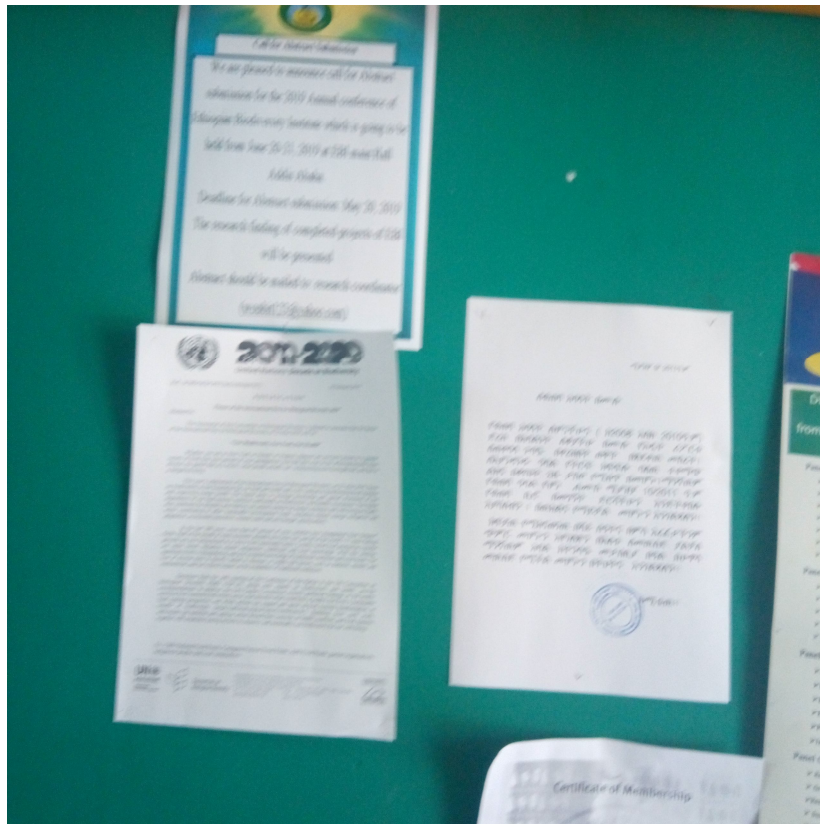
practitioner; therefore, any news production which is addressed for concerned community has prepared depends on the interest of the other directorates' director.

On the other hand, Informant 4 has shared for me an idea that there is no way helping to bond each department in doing tasks in cooperation. Therefore, researcher realized that the linkage b/n PR department and other departments' structure is not tied highly. To underpin the above statements as it is true, the communication expert Bethlehem Kethema can be an evident to assure that the PR department service delivering is very low. Bethlehem Kethema further said:

As I am a communication expert, I always ask what the other department directorate directors are doing, but, their response is unsatisfied As a result, this communication barrier can be hindrance to update the website process for I.C.T experts and other activities, but ,I believe that It will be ok through process.

Informant 11 has explained that there is no follow up format designed by PR department to know what they do. Even the rest directorate directors are not inspired to send tasks which have been done in their department for the public.

The feedback gained from majority interviewees clearly have depicted that public relations practitioner is considered as supportive process professional than core process professional. In other words, the attitude of people in Biodiversity Institute towards the responsibility of the PR department is not valuable. That is why each department heads have posted any information in connection with Biodiversity by their own on the notice board. As a result, it can be concluded that PR department is no longer closer to the other departments with regard to proper service delivering for awareness creation. The following notice board can be an evident for the aforementioned statements.



See appendixes 4.1,4.2, and 4.3

In reality, the above announcement should have been produced by public relations department because PR person is responsible to address any information for the target audience, but, what has been seen is the reverse, therefore, the posted information clearly has portrayed that other department directorate director has produced the message by his own acting as a public relation person.

4. Media Relations

Researcher has asked all selected interviewees during individual in depth interview to know the types of media that Public relations practitioner has used. The feedback that respondents have shared for me was totally the same .All informants have said the following:

Face book, Website, News magazine, magazine are the fundamental media to convey the message for stakeholders, for internal employees and target groups nationally and internationally. It is clear that media is one of the key tools to promote institutional product and service, but, it is determined depends on the behavior of service delivering.

5. Communication between PR department and concerned people

Regarding the above issue, different interviewees have replied to the question based on their experience that they have accumulated. Informant 3, 5, 8 have shared for me what they have faced on working place. The above respondents said that particularly, Aberiham Asefa emphasized

The name by itself the word Biodiversity makes people illusion. Because no public relations person still clarifies the exact concept of Biodiversity, Hence, the Biodiversity connotation is out of the exact definition. As a result, Biodiversity is considered as (ጥፊር ጥፊረሰቦች) in the mind people due to lack of awareness.

Some other respondents also understand in the other point of view. Some says that Biodiversity is an obstacle for country development; this shows that PR department has not designed strategy of communication from knowledge, attitude, and practice point of view.

According to Bethlehem kethema:

EBI is well known internationally rather than national level, but, it is difficult to say that the Ethiopian people have no good knowledge of Biodiversity. The problem is wrong perception. For instance, farmers, and nomadic community seek to use different biodiversity for various purpose in their life rather than searching for other mechanisms instead.

Bethlehem has also shared additional experience for me what she has faced during Thesis oral defense. She said:

Not only uneducated people but also our elites misunderstand the actual importance of the Biodiversity due to the absence of adequate awareness about Biodiversity. During my oral defense, one of my examiners who is anonymity said that conducting about Biodiversity communication is not a big issue for this country.

D.r Genene Tefera has added that:

Communication barrier is increasing with stakeholders, internal employees and concerned people. As far as I know, People do not know what we do in the area of Biodiversity. Surprisingly, the people who are an expert in the area of Biodiversity field meet together to share ideas how to conserve and preserve various Biodiversity, additionally, the discussion

held by us emphasizes on how the planned tasks should be done rather how to create awareness together with the public relations person. Questions are not raised in connection with what we have done in terms of feeling of belongingness as a part of community and what we do in the future to change the attitude of the community.

Besides this, researcher has got similar answers from majority interviewees which reveals the presence of communication barrier in terms of Biodiversity benefit. As a result, the aforementioned sentences have shown that no communication strategy exist to capture the attention of concerned community.

6. Commitment and Responsibility of the public relations practitioner in promoting the Biodiversity

When researcher has questioned respondents to what extent public relations practitioner is committed to work the planned PR activities. Respondents have told me according to the physical observation. Some of the respondents said:

Public relations practitioner set up the permanent notice board, invites journalists from different media for all department directorate directors if they have a plan to give press release.

Informants 4, 10, 7, have shared other information for me. Public relations practitioner releases the update information and daily mini discussion held by department heads by using face book in Amharic and website in English for public. The data that respondents have explained regarding the responsibility and commitment of the PR practitioner is highly restricted. Informant 3 adds:

Public relations practitioner is responsible to prepare annual tour special event and exhibition by inviting the stakeholders, higher officials from government sectors for panel discussion, but, majority of the interviewees have explained that every PR activity has been done unintentionally. In sum, the data which were gathered from majority have dominated that public relations practitioner is no longer inspired to accomplish the responsibility.

7. Major challenges to brand Biodiversity locally and globally

Brand has a power to keep the product or the service for a long period of time in organization. Fortunately, the concept of brand is directly connected with my study topic. As a result, Researcher has raised this issue considering a part of my research, therefore, researcher has asked all informants to know to what extent PR practitioner has strived to enhance Ethiopian Biodiversity is brand. All of them have given high emphasis during individual in depth interview discussion. Respondents have raised almost the same factors which can be challenges for branding except respondent 4 and 5.

Informants have shared for me that unable to promote professionally is one of the factors for branding. At same time, informant 2,8,6 have said that experts in the area of Biodiversity are not encouraged to share their experience for PR department to brand Biodiversity. On the other hand, informant 4 has expressed that the irresponsibility PR department to do research in the area of branding is one of the challenge to enhance Biodiversity good brand. The feedback from different respondents is highly intimate. But, respondents 4,5 have argued that to make Biodiversity brand in National and global level, public relations person has to be the person who specialized in the area of Biodiversity. Respondent's reason was the intimacy to nature of Biodiversity. Generally, majority informants have mainly conclude that great effort has not made in relation to promoting Biodiversity. Meaning, research has not been conducted by public relations department by identifying which public relations activity and tools appropriate for which Biodiversity during awareness creation. Again, some respondents have added that because of no well designed strategic communication, Biodiversity is not brand except few in Ethiopia. One of the interviewees has shared his experience as follow. Abraham Assefa is the animal Biodiversity directorate director .Abraham Assefa said:

I went to Kenya for fieldwork last year. What I saw in Kenya is amazing. Wherever I go ,I saw a poster with different pictures like giraffe ,camel, tiger, elephant e.t c. When I enjoyed in a café, I saw the picture of zebras painted on the tea cup. When I entered at restaurant to have my lunch, I saw the picture of horse painted on the dish during lunch time. When I visited the supermarket, I saw edible flowers. The picture of Biodiversity is seen in their traditional clothes, and picture of divergent trees are found on the product packages in any

market place. I believe that things I have observed in Kenya is excellent experience how to brand Biodiversity in Ethiopia.(April 16 male 2018).All in all, the above aforementioned sentences have revealed that low attention Is given for branding campaign by PR department.

8. Strength and weakness of public relations department

Researcher believes that public relations department is the information center for any organization .In this case; researcher has asked how you see the strength and weakness of public relations department in line with identifying appropriate PR activities and tools. All of respondents have mainly started from positive side of the PR department .Informant 1, 2, 7 have stated their ideas in short and brief. The respondents said:

There is a certain effort to use public relations activities for preparing special event to memorize the establishment of the Ethiopian Biodiversity Institute anniversary, employees annual tour, inviting journalists for press release in line with awareness creation purpose on a specific issue.

Bethlehem Kethema (Communication Expert) said:

I know that media relations is mostly functional both electronic and print media in Biodiversity Institute.

When researcher has asked the weak side of public relations department, 15 respondents have mentioned the same ideas in different ways as it exists. Some of respondents have said that low attention is given by Government not from the PR department. In this case, Researcher has put in general as follow:

Majority of the respondents have said that there is no studied strategic communication to fill a gap among regulatory, policy maker, scholars, local community regarding Biodiversity awareness and public relations department has not carried out research at all , particularly,

Ashenafi Ayenew (Genetic Access and Sharing Benefit Directorate Director) said:

I have not seen any strategic communication which shows level of awareness among variety of people what Biodiversity mean. The primary processes those public relations practitioner

should know is designing then level of communication. Because there are three types of people: some people do not have knowhow what really Biodiversity mean. Some people may have a good knowledge of understanding about Biodiversity, but, they don't have a good attitude about Biodiversity. Some people may have knowledge of understanding and good attitude, but they do have a problem to apply appropriate activities on the ground practically. Therefore, a public relations has a lot of assignment to upgrade itself by collecting information from insider employees and outsider people.

Dr. Genene Tefera has also shared for me that PR department is not responsible to give reinforcement for others directorates to make happy psychologically and morally ,plus, we department heads are not pushed to write on a specific issue on each Biodiversity behavior in divergent media consistently by public relations practitioner ,moreover,

In spite of the fact that Bethelehem kethema has shared ideas for me in the previous discussion on the strong side of PR department, she has also pointed out its weakness as well. Bethelehem said:

Efforts have been made to achieve the goal of Institute, but, there are factors to make the activities delay. One is, less budget for PR department. The second one is inadequate human power. The third one is, unable to do with other department directorate directors in co operation .As a result, the task process lacks consistency with regard to promoting Biodiversity for entire public. Therefore, the above mentioned statements have depicted that public relations department does not give emphasis for commitment and responsibility.

4.2 Document Analysis

4.3 Evaluation of the Annual Plan and Implementation of PR Activities

The following table has showed the public relations department's annual planned PR activities and implementation report in awareness creation in 2010 E.C

N.O	Planned pr activities to be implemented	List of tasks	Approving the Implementation		
			Implemented	Not Implemented	Percent
1.	Event Management	Bazaar	X		
		Annual tour			
2.	Publication Management	Magazine			
		Leaflet			
		News Magazine			
		Article			
3.	Internal communication	In-house training			
		Suggestion box			
4.	Community relations or corporate social responsibility	Awareness creation for city people			
		Awareness creation for farmers			
		Awareness creation for high school learners			
		Training for agriculture professional			
5.	Media relations	Press release			
		Press conference			

Public relations practitioner used to plan to apply the above listed activities in EBI in the year of 2010E.C. Fortunately, Researcher has decided to show how the trend of communication looked like last year, therefore, researcher has checked that which activities were implemented and which activities were not implemented based on the PR department annual report information. It is clear that public relations activities are the mirror which can show what any organization is doing.

4.3.1 Event Management /Exhibition Activities

Event management is one of the activities that public relations practitioner has to apply for awareness creation. But, the public relations and communication directorate annual report showed that the Bazaar event and annual tour event were not implemented. there was no any document that showed the implementation of the planned activities in the year of 2010 E.C, Therefore, it can be conclude that public relations practitioner was not committed to apply the planned various activities based on the schedule.

4.3.2 Publication Management

This activity focuses on the print materials like magazine ,news magazine, leaflets, happy new year card and calendar. The researcher has checked that it was applied based on the schedule. Documents are available in the library, therefore, materials showed that the publication Management activity was implemented 100 percent.

4.3.3 Internal Communication

Employees should know the reality what the Institute has been doing through internal communication because internal communication is the fundamental activity in one organization, Therefore, employees have to take in house training concerning on the Importance of Biodiversity. If the employees are aware ,they will promote for their family ,and friends outside the institute as well. But, researcher could not get visible document in connection with in house training, therefore, the annual PR department activities implementation report was not achievable. In General, It can be conclude that, public relations practitioner did not prepare training document for in house training purpose in the year of 2010 E.C.

4.3.4 Community Relations/Corporate Social Responsibility

This activity emphasis on discussion with opinion leaders and the concerned groups. The annual PR department plan has showed that as training is given for educated agriculture professionals during the third quarter of a year, but, it was not applied and the annual plan also said that educational discussion platform will be hosted for peasants in the month of

February, but, this activity was not applied at the same time. Besides this, public relations practitioner has planned to hold the awareness creation campaign in different cities during the third quarter of a year in January, but not implemented. Totally, the task achievement of public relations practitioner was not successful.

4.3.5 Media relations

A Media relation is one of the activities. As a result, this activity is included in the annual plan of 2010 E.C to apply practically based on the schedule. The schedule said that press release is conducted twice a year and press conference is conducted once a year. When the researcher has checked to know whether it was implemented or not implemented, both activities were functional, but, one thing that is unique was press release and press conference were delivered by each department directorate director rather than public relations practitioner. Totally, the secondary data sources have implied that PR department has achieved in using media relations properly in the year of 2010 E.C is 100 percent.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

It has been explained in the introductory chapter that the study emphasized on assessing the role of public relations activities in promoting Biodiversity in Ethiopian Biodiversity Institute. It has been also mentioned that the purpose of this research was additionally to evaluate the responsibility of public relations practitioner regarding the implementation of compatible public relations activities via appropriate tools to create awareness about Biodiversity nationally and internationally.

Therefore, to achieve the aforementioned issue; the research has been conducted with appropriate methodology. In this study, document analysis method and individual in depth interview technique played a great role to gain the expected information from respondents in connection with the research topic. As a result, the final study has shown the existing applicable PR activities and tools so as to create awareness in this Institute. As mentioned earlier, researcher has mainly focused on role of public relations activities in promoting Biodiversity in Ethiopia. During this study, there were primary and secondary data sources. These data helped to identify which types of PR activities were being implemented to promote Biodiversity of Ethiopia. The reality was, in spite of the fact that public relations activities and tools were considered as the voice of the Institute, the data analysis portrayed that public relations activities and tools were not familiarized with the nature of the organization. Hence, the finding of the study approved that inappropriate public relations activities and tools are the hindrance in achieving the goal of the organizations. The other factors that affect promoting the Biodiversity are:

Less finance has been budgeted for public relations department although undertaking the research is one of the fundamental and key public relations activities to identify the level of knowledge, attitude, and practice. Plus, the study has shown that public relations practitioner has not designed the strategic communication activity, for high school learners, local community, scholars and illiterate society from knowledge, attitude, and practice perspective.

To make it clear that public relations practitioner has not concentrated on the concerned people during awareness creation campaign. For instance, public relations practitioner has not taken in to account the following points: such as, to whom the issue is delivered? Who is the target audience? Where is the habitant's residence? What is their position? What about their education level? Are the target audiences elites? Are they farmers or nomadic people? Can they read text materials written about Biodiversity issues? Do they have access to gain relevant information based on proper method about Biodiversity? With whom public relations practitioner does actively to address what is important for the target people?

Less attention by Government: Biodiversity Institute has been established in Federal level. It is a holistic organization. but, there is a problem of follow up and consideration by government, Therefore, the study has implied that PR activities and tools used for awareness creation in Ethiopian Biodiversity Institute were incompatible. As a result, all tasks what the Institute has done cannot be addressed via appropriate public relations activities for entire people properly.

5.2 Finding of the Study

A researcher used qualitative research approach method and document analysis method to assess the implementation of PR activities in EBI. In this case, the finding of the study has depicted that public relations practitioner has used inappropriate PR activities to show the tasks of EBI for concerned people, as a result, the people did not realize the principal mission and vision of the organization. The reality was, public relations activities and its tool by itself were an obstacle for sustainable tourism income, to enhance reputable and branding Biodiversity of Ethiopia in national and global level, therefore, this study has approved that the nature of the organization and public relations activities were not compatible currently. In general, researcher has stated what has to be implemented in this organization based on finding of the study in recommendation part

5.3 Findings from the Content Analysis

The researcher reviewed 2010 E.C PR department annual planned pr activities and explored the following results.

Absence of commitment and accountability by public relation practitioner. Insufficient finance budget existed to apply the planned pr activities via compatible tools. Absence of deriving force body that can cross check the progressive of communication b/n the organization and the public from public relations perspective.

Lack of inspiration in line with awareness creation campaign by public relations practitioner. In spite of the fact that PR department directorate director planned to use the various pr activities to change the attitude of the target audience about the significance of Biodiversity, the yearly evaluation report showed as relevant pr activities were not functional. In this case, irresponsibility and ignoring the accountability of pr practitioner made Biodiversity endangered. Generally, findings from content analysis strengthened mainly the primary data sources' result to reveal the present situation in connection with promotion of Biodiversity in EBI.

5.4 Conclusion

Public relations department has not carried out the research which can be used to identify appropriate public relations activities and tools for promoting purpose. In this case, the nature of Biodiversity and public relations activities are incompatible. Because there is no bridge which has been studied to convey the real picture of Biodiversity what it mean for public. Besides this, communication barrier exists between Ethiopian Biodiversity and the people; moreover, Public relations practitioner has no power to discuss regarding the compatible public relations activities and tools with the manager of the organization.

5.5 Recommendations

Researcher has suggested the following recommendations as follow: Sufficient budget is necessary for research purpose in public relations department because it is impossible to conclude that variety of people have the same perception about the importance of Biodiversity.

Public relations activities are one of the elements of the public relations profession, therefore, the government give due attention for public relations professional development.

Providing the special media relations should be set up. For instance, community radio in each region level, besides this, uses mobile text message by using various local languages to send update information for concerned society daily.

Community relations activity or corporate social responsibility is the principal public relations activities, therefore, it is possible to create awareness by using (D.A) diploma of agriculture professionals and health extension professionals as a tool. Because they are highly closed to rural community

Special event is another public relations activity, therefore, by providing exhibition, it is possible to show the picture of Biodiversity how they are endangered and on the way to be disappeared totally from earth, as a result, it is recommended that face to face communication activity should be applicable.

Knowledge, attitude and practice analysis should be considered during preparing strategic communication. The reason is awareness creation seeks studied strategic communication because the message content is perceived depend on the societies level of perception, knowledge and habit.

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Appendix One

Basic In depth Interview Questions

1. Which activities public relations practitioner use for awareness creation?
2. What kind of tools are applicable to address each department's task for target Audience?
3. What is the relationship b/n management and public relation department look like?
4. Which media is preferable to address various tasks for target audience?
5. How does the communication looks like b/n public relations department and concerned public?
6. Which are the major challenges to brand Biodiversity of Ethiopia nationally and globally?
7. would you explain the strength and weakness of the public relations department in light of awareness creation in your organization?
8. Why Biodiversity of Ethiopia are endangered?
9. To what extent do you think that public relations practitioner is committed to promote Biodiversity of Ethiopia?

Appendix Two

Interview Guide for crop and horticulture department directorate director

1. What is the major function of public relations practitioner in terms of service delivering for your department?
2. How does the communication look like between your department and public relations department?
3. How much are you satisfied with the function of public relation practitioner in promoting your department's task?

The end

Thank you very much for your willingness.

Interview Guide for Microbial biodiversity department directorate director

1. Which activities public relations practitioner use for awareness creation about microbial?
2. What kind of tools are applicable to address the department's tasks for the target group?
3. What are the strength and weakness of public relations department in your organization?

The end

Thank you for giving me your golden time and feedback

Interview Guide for Animal biodiversity department directorate

1. Which activities and tools public relation practitioner has been using currently to create awareness about endemic animal?
2. What are the major role of public relations department in your organization?
3. What is your organization's identity which makes different from other institute?

The end

Thank you for your response willingly

Interview Guide for genetic access benefit sharing department directorate director

1. Which activities are the most used for awareness creation concerning on genetic access benefit sharing activity?
2. What kind of events are held so as to create awareness to enhance reputable and brand of Biodiversity?
3. What is your feeling and thought concerning the commitment of public relations department to achieve its goal?

The end

Thank you for your information

Interview Guide for forest and large land plants Biodiversity department directorate director

1. What are the ways that the employees gain overall update information with regard to the progressive of the institute's task consistently?
2. Would you explain that how Biodiversity is promoted for internal employees and stakeholders?
3. What do you think the public perception about Biodiversity Of Ethiopia

The end

Thank you for your Voluntariness and precious time

Interview Guide for management staffs

1. What do the relationship between the manager and public relationship looks like?
2. If crisis communication happens in organization's task, what will be the primary measurement to keep its image?
3. How public relations department does addresses the other's department activities for concerned public?

The end

Thank you for your update information

Appendix Three
ADDIS ABABA UNIVERSITY SCHOOL OF JOURNALISM
AND COMMUNICATION GRAGUATE STUDIES

Participant Informed Consent Form
Guide for in depth Individual interview

Interview questions held by five department directorates, few management staffs and some other key employees of the ETHIOPIAN BIODIVERSITY INSTITUTE (EBI)

Dear Respondents:

The purpose of these interview questions are to collect data for my M.A research entitled:”THE ROLE OF PUBLIC RELATIONS ACTIVITIES IN PROMOTING BIODIVERSITY OF ETHIOPIA FOCUS ON ETHIOPIAN BIODIVERSITY INSTITUTE”.I would like to state that your accurate responses will have greater contributions to the dependability of the research findings, furthermore, I need to confirm you that the data gathered from you would be used for research purpose and kept confidentiality. Besides this, researcher assures you that the information provided by you and your identity will never be shown to any one either in the final report or in any other way. In advance, thank you for your cooperation.

These are willing interviewees to mention their name

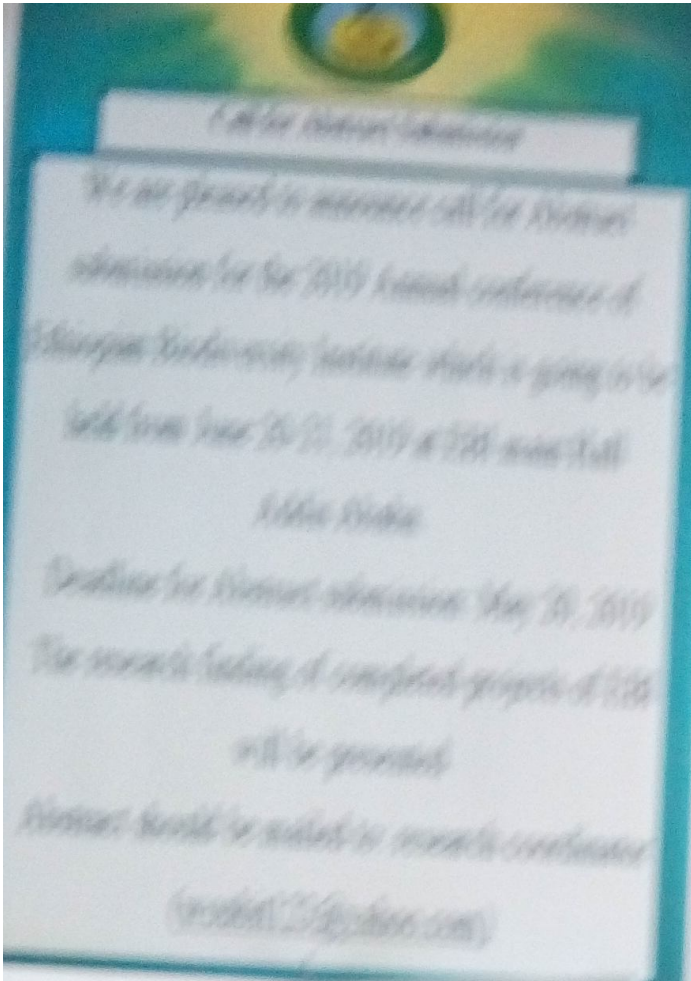
NO	Informant's name	Sex	Marital status	Education level	Position	Work experience
1	Dereje Taye	M	Married	B.A degree	PR directorate director	4 years
2	Bethelehem Kethema	F	unmarried	M.SC	Communication expert	7 years
3	Debissa Lemiessa	M	married	PH.D	Plant and range land Biodiversity directorate director	17 years
4	Genene Tefera	M	married	PH.D	Microbial Biodiversity directorate director	17 years
5	Tamene Yohannes	M	married	PH.D	Crop and horticulture directorate director	20 years
6	Ashenafi Ayenew	M	married	M.SC	Genetic access and sharing benefit directorate director	7 years
7	Aberiham Asefa	M	married	M.SC	Animal Biodiversity directorate director	13 years
8	Zinash solomon	F	unmarried	diploma	librarian	Five years

An Interviewees those who do not need to describe their name

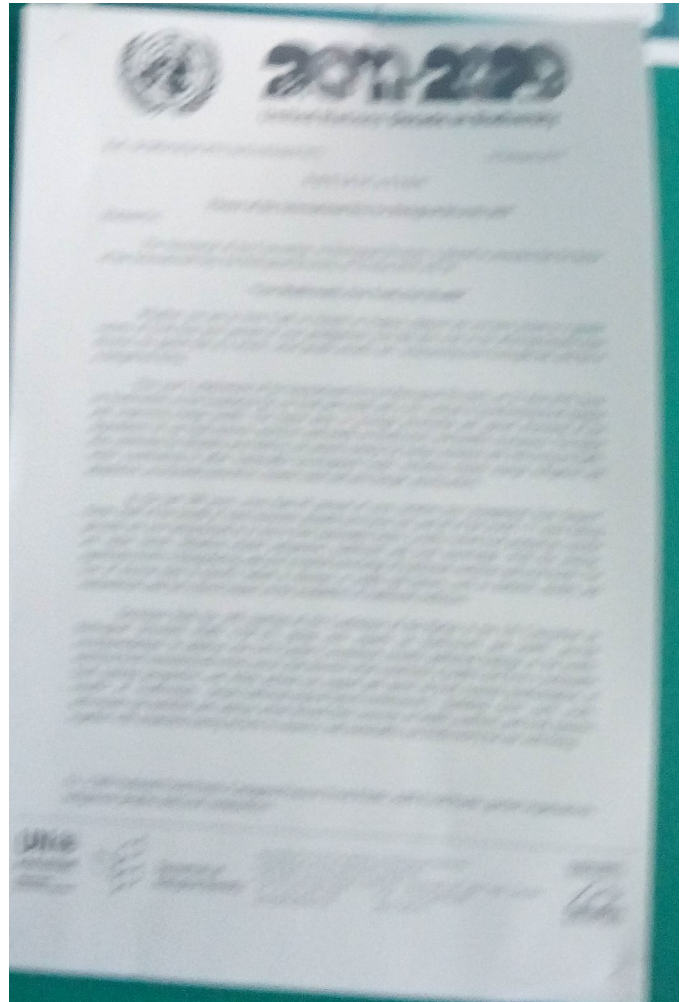
No.	Respondent's name	Sex	Marital status	Education level	position	Work experience
1	Respondent 1	M	Married	diploma	Secretary	6 years
2	Respondent 2	M	Married	degree	IT technician	7 years
3	Respondent 3	F	Married	degree	record officer	5 years
4	Respondent 4	F	Married	M.SC	Genetic expert	1 years
5	Respondent 5	F	Married	diploma		3 years
6	Respondent 6	F	Married	diploma	Vice manager	10 years
7.	Respondent 7	M	unmarried	B.A	I.C.T Technician	4 years
8	Respondent 8	M	unmarried	B.A	secretary	10 years
9	Respondent 9	F	unmarried	B.A	Coordinator	4 years
10	Respondent 10	F	unmarried	B.A	secretary	6 years
11	Respondent 11	F	unmarried	Diploma	Biodiversity expert	8 years
12	Respondent 12	F	married	B.A	Camera man	5 years

Appendix Four

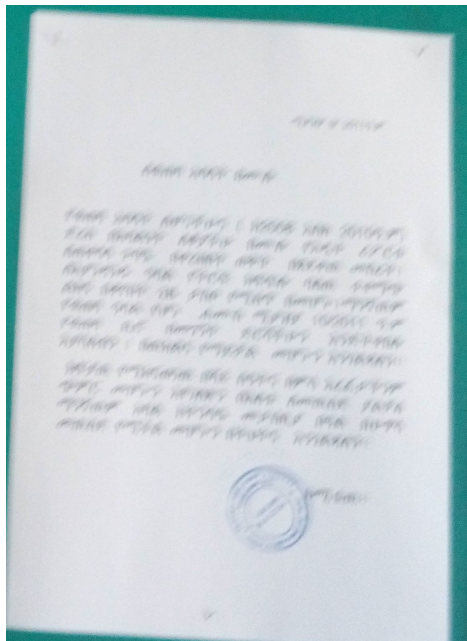
4.1



4.2



4.3



Appendix Five
Map of biodiversity Institute

