

# Impact of Media Planning Application in Crisis Management A Case Study of Jordanian Civil Defense General Directorate

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## Abstract

This study aimed to analyze the impact of media planning application in crisis management: A case study of Jordanian Civil Defense General Directorate. To achieve study objectives the researcher was designed a questionnaire content (40) items, and (32) items were allocated on (4) dimensions of media planning and (8) were allocated to measure the crises management variables in addition to test the tool sincerity and its reliability. After that the study was applied to a sample of (89) chosen as random participants using stratified random sample method among the Jordanian Civil Defense General Directorate employees. The study had reached to the following results:

a. The evaluation of Jordanian Civil Defense General Directorate employees for impact of media planning in crisis management dimensions represented by (role of media, media coordination, media plans, and the media) application was (positive) and this means that their evaluation of the impact of media planning in crisis management dimensions application was between (medium and high).

b. There exist statistically significant impact at the significance level ( $\alpha = 0.05$ ) for application of media planning dimensions represented by (media role, media coordination, media plans, and the media) on the crisis management in the Civil Defense General Directorate. And it was the (media plans) dimension is the most influential on the crisis management in the Directorate General of Jordanian Civil Defense.

**Keywords:** Media planning, Media coordination, Crisis management, Directorate General of Jordanian Civil Defense.

## INTRODUCTION

Planning function is the most prior and important function of managers, it represents the starting point of the administrative work because it has a major impact on the other functions; therefore, it has the greatest impact on the success or failure of the management process and no enterprise can achieve success without good planning. Also there is a growing need for a future overview perspective of the available opportunities and the risks potential and for taking advantage of the available opportunities and facing the possible risks as well as exploring the decisions to be made considering that planning is one of the distinguished characteristics of our era; therefore, all countries that seek development realized that planning is the only guarantee for making the best of all national resources in a scientific and practical way to achieve the well being of society (Hareem, 2016).

The media planning concept raised in the middle of the seventies of the twentieth century as one of the results modern media revolution. Also media planning concepts have developed to include new dimensions and it became more interesting to many international and Arabic media organizations. but even with this growing interest, this concept is still not clear. Media planning concept includes the efforts that are made to achieve future goals in the content of a defined media policy using integrated media plans that are taking place effectively by organized managements that are capable of packing the media potentials and abilities to achieve media plans goals (Albaki, 2000).

Media planning concept is very connected to society directions and needs elements concepts and their nature, where the importance of the connection between media and society path comes from its contribution in identifying these needs in a scientific way and in setting its priorities and required strategies to meet those needs, also identifying the problems that face society and selecting the most proper ways to address them and to achieve balance while using these ways. Also it is important to connect all community efforts and to identify different levels of entities that are responsible for the execution (Alabd, 2009).

The role of media planning is important in crises management where public can be addressed through it and it is one of the important ways to spread awareness, culture, news and information as a response to a society political or economical crises where media coverage programs are activated at the crises time where the public keen to depend on the media to be informed about the crises details (Aldolaimy, 2009).

## 1. METHODOLOGY

### 1.1. The Study Problem and Questions

The study problem is limited to analyzing the impact of media planning on crises management at Jordanian Civil Defense General Directorate where media planning contributes in assisting the entities that apply it to achieve proper treatment of crises and to limit its negative impact through guiding the public during the crises phases

using a scientific methodology and management in addition to accurate data and statistics to analyze the situation and explore the effective directions and actual situations and employ it to face the crises and limit its negative impacts. The study problem can be explained through answering the following questions:

- a. What is the level of media planning dimensions application in Jordanian Civil Defense General Directorate?
- b. Is there any impact of media planning dimensions application in Jordanian Civil Defense General Directorate?

### 1.2. The Study Importance

The study's importance rises from its subject importance and from its potential to highlight the positive impact of media planning facing the crises and disasters in the Jordanian Civil Defense General Directorate through preparing effective media plans for crises and disasters management support and accelerate containing it and establishing safety and security and to remove its negative effects., Also this study contributes in recognizing the positive effects of media planning in Jordanian Civil Defense General Directorate and identifying the obstacles that prevent preparing strong media plans to contribute effectively in guiding citizens prior to and during the crises in order to establish practical scenarios for the media arrangements regarding the crises before they occur which helps to take advantage of the time factor and prevent the situation's collapse or limit it.

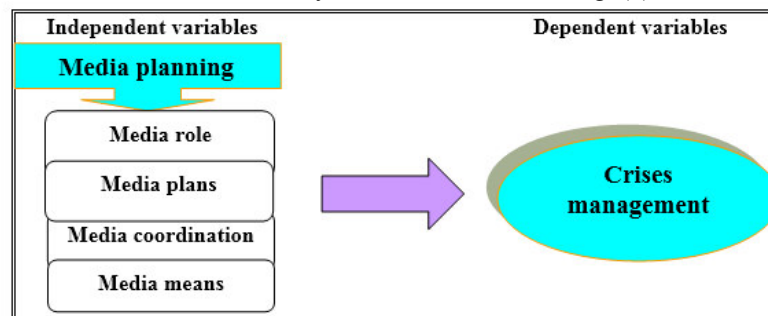
### 1.3. The Study Objectives

This study aims to explore the impact of media planning on crises management at Jordanian Civil Defense General Directorate and, to be more specific, the study seeks the following sub objectives:

- a. Exploring Jordanian Civil Defense General Directorate role during crises.
- b. Exploring the degree of cooperation between Jordanian Civil Defense General Directorate and the media during crises.
- c. Identifying effective Jordanian Civil Defense General Directorate media plans in crises.
- d. Identifying Jordanian Civil Defense General Directorate proper media means to face crises.
- e. Analyzing the impact of media planning on crises management at Jordanian Civil Defense General Directorate.

### 1.4. The Study's Hypothetical Model

Based on the study problem and its questions, the researcher suggested a hypothetical model for the study to explain the impact and the relation between the study variables, as shown in fig. (1):



Source: Prepared by researcher  
Fig. 1. Study's Hypothetical Model

### 1.5. The Study Hypotheses

To achieve the study objectives, the researcher has set the study hypothesis in its null ( $H_0$ ) which is:

$H_0$ : There is no statistically meaningful impact at the significance level ( $\alpha \leq 0.05$ ), for media planning on crises with its dimensions of (media role, media coordination, media plans, and the media) at Jordanian Civil Defense General Directorate.

And from this main hypothesis, four sub hypotheses raise:

$H_{01}$ : There is no statistically meaningful impact at the significance level ( $\alpha \leq 0.05$ ), for application the (media role) dimension on crises management at Jordanian Civil Defense General Directorate.

$H_{02}$ : There is no statistically meaningful impact at the significance level ( $\alpha \leq 0.05$ ), for application the (media coordination) dimension on crises management at Jordanian Civil Defense General Directorate.

$H_{03}$ : There is no statistically meaningful impact at the significance level ( $\alpha \leq 0.05$ ), for application the (media plans) dimension on crises management at Jordanian Civil Defense General Directorate.

$H_{04}$ : There is no statistically meaningful impact at the significance level ( $\alpha \leq 0.05$ ), for application the (media means) dimension on crises management at Jordanian Civil Defense General Directorate.

## 2. THEORETICAL FRAME & LITERATURE REVIEW

### 2.1. Theoretical & Conceptual Frame

#### 2.1.1. Media Planning Concept

Planning is the first function of management functions which is the base for the rest functions, as it is the function by which future goal-setting and decision-making are made. Whenever planning is missing; the work will be executed randomly and decisions will be irresponsible spontaneous responses that lead to the wastage of efforts, the contradictions in work path and the lack of coordinating. The larger the enterprise gets the more planning importance increases, as it becomes very hard to continue successfully without planning (Abbas, 2016).

Media planning is an organized continuous process to achieve futuristic media goals with suitable means based on a set of decisions and precautions for clear alternatives according to carefully selected alternatives in order to achieve the maximum benefits of the available resources and potentials and for the best usage of time and cost elements. Therefore, the basic stages performances of media become more effective and efficient toward the receivers needs and sustainable development. Also media planning -as any other planning - implements the available or futuristic human and physical potentials to achieve certain goals with the best usage of these potentials (Alhilali, 2001).

Media planning is the efforts that are made to achieve future goals in the frame of a specific media policy implementing integrated media plans that are effectively executed by administrative and regulative entities that are capable of assembling the media's potentials and abilities and make the best use of them to apply the media plans in addition to coordination between the media process effective reacted forces in order to save time and prevent efforts wastage and to achieve the best results out of the information and communication technology progress especially in the media field (Alabd, 2001).

Media planning is based on collecting data of a set of variables and analyzing it in order to explore the society development strategies and its goals and to collect information about media strategy in general and the development communication strategy in addition to exploring the main media policy principles and identifying the nature and size of the society and environment wealth resources that can be implemented for developing and for responding to its general needs and to create borders for the media activity (Zuzaki, 2001).

#### 2.1.2. Media Planning Importance

Media planning significance stems from its prediction of the future and what might come up from surprises and major changes. As stems the goals to be achieved are futuristic, so it can be achieved in a long or short period of time which imposes prediction of the future situation on journalists at the time they start setting goals and during the various execution stages (Alalasy, 2014).

(Hejab,2003) states that media planning expresses the communication activity and it is also a part of the national exclusive planning for economical and social development. It is also connected to the individuals physical, psychological, social and cultural changes. According to the common concepts, this type of planning differs from one society to another according to the society's general strategy which includes the society superior development goals and the strategy that consists with these superior goals consists and represents them in the form of media plans that represent the goals to be achieved in a certain period of time. The following are the reasons for media planning importance (Shokry, 2009):

- a. Economic planning needs media planning to respond for its need of qualified human resources.
- b. The fast demographic growth and the increasing demand for various types of media which require planning to respond to that.
- c. The reorganization of the media vital role in developing human capacities and improving their life and helping them to adapt with the deep changes in the modern society.
- d. Reduces cost and resources wastage as a result of effective organization and cooperation between the various entity systems.
- e. Guarantee of providing required skills and experiences to cope with the jobs and vocations development on various levels.
- f. The perspective of media as consumed services changed into an investment process the revenues of which exceeds any other economical project which imposes better implementation of its expenses to achieve the highest returns.
- g. The technology and scientific progress and its combining substantial productive power change toward considering the science as the key point of society progress which requires continuous planning to cope with the scientific and technological progress variables in developing the society.

#### 2.1.3. Media Planning Phases

Media planning goes through several phases as follows (Alhilali, 2001):

- a. Identifying the problem and collecting and analyzing the required information: through providing the sufficient information about each element of media work elements and including them in an integrated plan.
- b. The media situation analysis: the planner must study the current situation from all aspects and analyze all related factors.

c. Identifying the media targets: casting the media targets of specific quality and quantity to explore the overall situation in society and the degree of the need for the society to a certain case.

d. Studying the media programs: studying and analyzing process is performed by the planner to identify program details and characteristics, extract new effective media plans, locate new sites for marketing and identify targeted audience.

e. Audience study: identifying audience and studying its characteristics is one of the important elements of planning. It saves money and efforts and assists in selecting the suitable means and cast.

f. Selecting media and communication means: select the most suitable media means to the media process circumstances and surrounding.

g. Setting and executing media plan: through identifying targeted input and identifying priorities, therefore, preparing a detailed plan for each sub sector.

h. Following up and evaluation: to ensure that work is going on according to the required style and identify the obstacles.

#### **2.1.4. Media Planning in Crises:**

Preventing crises is one of the media functions during crises, also controlling crises, taking over the situation, limiting their damages, seizing their increase keep them under control, all that is called crises media management. As good, studied and prepared planning can remove the crises elements and that leads to limiting it's the severity and size. Therefore, media has a direct impact (Makkawi, 2005).

Earlier prepared media planning can play a great role in facing the crises to cut the road on crises exploiters by directly affecting people's behavior and directions to produce a different attitude that is required and desired away from spreading fears and roamers through electronic media and to stop spreading the opponent media concepts (Shaban, 2005).

Recently, Media became a basic indicator to explain the nation target and directions and to revive national concepts and face the opponent media campaigns. Through it people express themselves and react with their surroundings. Also, concepts, faith and attitudes can be generated through media as it is an indicator of the nation's progress and therefore, it was natural to develop the media means and its subjects and topics (Shoman, 2002).

(Mustafa, 2000) thinks that crises media is an exceptional situation that occurs within media institutions as a response to a society political or economical crises where the media coverage programs are activated and the audience is dependent on media means raised.

Crises are rich material for public media means. It receive a wide coverage's seeking the audience satisfaction especially that the need for information is a basic natural need in human beings and crises with its combined negatives can be the news jewel and gets wide attention and coverage by media means that focus mostly on bad news and major mistakes reports as they light the public need for answers trigger and supply them with information about human miss conducts (Aldolaimi, 2009).

Crises media starts from a clear media strategy that depends on the media planning and organization between media institutions to unify the media efforts and produce media and communications messages that are generally in consistence with each other based on the media processing that is not limited to publishing information and producing different media contents messages but through focusing on it as an integrated media system consists of all available media means where each of them will participate according to their capacity; therefore the crises media a activates the role of communications and media in releasing alerts for the expected crises and attaining the negatives that took place actually (Fisher, 2004).

Media planning encountering the crises and disasters is the efforts and activities that are required for the preparation of the scientifically required media plans based on the experience from previous similar events to work on public awareness in a correct and proper way to deal with crises and disasters by limiting their impact and working to contain them before they increase. Media planning has an important role as it is not a choice that can be selected or neglected but an urgent need and requirement for any society as it works on avoiding problems such as crises dangers (Aldoeyhi, 2004).

One of the reasons for the growing importance of media planning to face crises and disasters is its direct effect on individuals behavior and their directions in order to produce a desired behavior, mean while the miss conducted media planning facing crises; increases its severity instead of limiting it and this miss conducted media planning is represented by the random management that destroys the capacities and potentials (Alhilaly, 2001).

## **2.2. Literature Review**

- **Study of (Imran, 2011) entitled:** Saudi Media Role in Dealing with Crises and Disasters: Analytical Study for Okaz, Alryadh, Alwatan News Papers.

This study aims to explore the role of Saudi dailies (Okaz, Alryadh, Alwatan) in dealing with crises and disasters. The study found that Saudi journals focused on the experience in processing the crises and disasters news and

did not pay attention News papers other important factors and it also focused on the second stage of the crises regarding its type and existence. It indicated high usage of web pages by readers where crises and disasters news are posted.

- **Study of (Al-sob, 2010) entitled:** The Relationship between Media Planning and Development Policies in Jordanian Ministries.

The study aims to explore the relationship between media planning and development policies in Jordanian ministries. The study community included all the Jordanian ministries media and communication workers. The researcher used the arithmetic means and standard deviation and percentages to perform the descriptive analysis. The study found that the success of development policies in various Jordanian ministries was connected to the media planning and the study proved the weakness of the ministries media plans related to the development projects and programs development and also the lack of the ministries adaptation to the development new events and variables.

- **Study of (Al-alawneh, 2009) entitled:** Media Coverage for Amman Terror Explosions in the Daily Jordanian News Papers.

The study aims to explore the daily news papers coverage for the terror cases represented by Amman explosions of November (2005) and how media dealt with it using the content analysis methodology. Among the most important findings of the study are that the supporting and encouraging and loyalty for leadership had the highest percentage of the explosion articles with a value of (24.1%) and that the news came in the first place of the media coverage types in Alrai and Alarab Alyoum news papers with a percentage of (35.9%) which emphasizes the informing nature of Jordanian daily media. And (63.4%) of the explosion articles included an emotional aspect verses (25.9%) that had rational aspects and the two news papers published (94.2%) of the explosion news on the internal pages and (3.9%) on the first page and (1.9%) on the last page.

- **Study of (Borah, 2009) entitled:** Comparing Visual Framing in Newspapers: Hurricane Katrina versus Tsunami.

The study aims to explore the “Washington Post “and the “New York Times “ media coverage for the Tsunami disaster in the Indian ocean in 2004 and the Hurricane Katrina disaster in 2005 which terrified the public all around the world through the pictures published by those two news papers. Among the most important results of this study were that the two news papers allocated more space for the pictures of saving lives in the disasters and that both news papers published emotional scenes and death pictures at Tsunami but Katrina media coverage showed more description of the survivors and the rescue works. The study at showed that Tsunami coverage included large area pictures that were shot from a close distance for the victims and their relatives in a very bad and tragic poses which both news papers avoid in their coverage to Hurricane Katrina. However, there were emotional pictures from Hurricane Katrina represent sadness and pain but small in area and size and published in the internal pages of the news papers.

- **Study of (Xigen, 2007) entitled of:** Stages of Crisis and Media Frames and Functions: U.S.TV Networks Coverage of the (9 /11) Tragedy during (24) Hours.

The study aims to explore how 5 of the American TV stations covered the 9/11 events in 2001 through the news in the first twenty four hours of the crisis and how the crisis phases affected the coverage in one hand and on the media general functions on the other hand for the concerned stations, these stations are (ABC, CBS, NBC, CNN, FOX). The study showed that the phases of the crisis formed an important factor of identifying the news coverage frame and the media functions. Also the study revealed that the media means were the basic source of information instead of being the guide or the emotional support and relief for people during the crisis. Also, the study indicated that the enormous size of the crisis and the uncertainty of information led to decreasing the media means dependent on the officials as a news source.

- **Study of (Al-doyehy, 2004) entitled:** Media Planning and its Role Encounter the Crises and Disasters in the General Civil Defense Directorate in Riyadh.

The study aims to explore the role of media planning encountering of crises and disasters at the general civil defense directorate in Riyadh and the information ministry with total number of (570) individuals. The study found an important role encounter crises and disasters and its success requires including civil defense. The results showed that there is media organizing between public relation issues at the general directorate of civil defense and media institutions, and that all civil defense individuals have a similar vision toward media planning during crises.

### 3. METHOD & PROCEDURES

This topic addresses the adopted of the study approach, study population and its sample, design of the study tool, testing its sincerity and reliability, and the most important data statistical processing types that were used in analyzing the data in order to achieve results as follows:



### 3.1. The Study Approach

The study adopted the descriptive approach to achieve its objectives, and this method aims to describe the study sample responses. As for the analytical approach, it has been used for analyzing the impact of media planning application on the crises management at Jordanian Civil Defense General Directorate.

### 3.2. The Study Population & its Sample

The study population consists of all Jordanian Civil Defense General Directorate employees whose total number is (532) employee. As a result of the large size of the study population, the researcher selected a random sample of (20%) of the study population and the initial sample was (106) employees. Then a questionnaire was distributed among the Jordanian Civil Defense General Directorate selected employees and (97) questionnaires were received back with a percentage of (91.5%). After checking the received questionnaires, (8) of them were eliminated for missing some information and therefore, the valid received questionnaires were (89), with a percentage of (83.9%). Therefore, the final study sample was (89) employees.

### 3.3. The Study Tool

The researcher designed a questionnaire based on some literature review and theoretical literature for the purpose of collecting data and information required for the study in the field of media planning and crises management where the study in its final form contained (40) items allocated on the study independent and dependant variables.

#### a. Tool Sincerity

Has been verified the (Face Validity) of the study tool, and through the presentation to a group of arbitrators with expertise and knowledge of literature marketing at Zarqa University, in order to agreed on the items content and recommended some adjustment with respect to language for some paragraphs, and eliminating some of them and replace them with new paragraphs that fit with study variables.

#### b. Tool Reliability

To check the questionnaire reliability, the researcher used Cronbach's Alpha coefficients to measure the (internal consistence of the questionnaires items), and the reliability coefficient for the overall tool was (0.859) and this value is considered to be very good regarding the management and humanities researches, as explained in the following table:

**Table 1. Cronbach's Alpha Coefficients (Internal Consistence of the Questionnaire Items)**

Study Variables	No. of Items	Cronbach's Alpha	Stability Ratio
Media role	9	0.653	%65.3
Media coordination	9	0.686	%68.6
Media plans	6	0.811	%81.1
Media means	8	0.902	%90.2
Crises management	8	0.727	%72.7
<b>Overall Tool</b>	<b>40</b>	<b>0.859</b>	<b>%85.9</b>

## 4. STATISTICAL ANALYSIS RESULTS & DISCUSSION

This topic aims to display the results of data static analysis with respect to the sample members responses to the questionnaires and to display the results in light of questions, answers and testing the study hypothesis which has been obtained from using some static procedures from the social science static piles program (SPSS) and for the purpose of measuring and evaluating the sample members responses about the variables of the study titled:(Impact of Media Planning Application in Crisis Management: A Case Study of Jordanian Civil Defense General Directorate), the test standard 3 out of 5 degrees was adopted and to display the study results, it was classified as follows:

### 4.1. Results Related to the Study Question

#### What is the level of media planning dimensions application in Jordanian Civil Defense General Directorate?

To answer the study question, used means and standard deviations for the study sample individuals' estimations about the level of media planning dimensions application in Jordanian Civil Defense General Directorate regarding (media role, media coordination, media plans, and the media) were calculated. The results displayed in table (2) refer to a high general level of arithmetic means for the variable (media planning), as its value was (3.72) with a standard deviation of (0.32), and the arithmetic mean was higher than the test standard which is 3/5 degrees. This result indicates that the study sample individuals' response for the application level of (media planning) was positive, and this means that Jordanian Civil Defense General Directorate workers' level of evaluation for the application of the mentioned variable dimensions was high.

**Table 2. Means and Standard Deviations of Media Planning Dimensions (N = 89)**

No.	Media Planning Dimensions	Mean	Std. Dev.	Rank	Application level
1	Media role	3.95	0.31	2	High
2	Media coordination	3.76	0.33	3	High
3	Media plans	4.15	0.57	1	High
44	Media means	3.01	0.85	4	Medium
-	<b>General Mean</b>	<b>3.72</b>	<b>0.32</b>	-	<b>High</b>

It is noticed from the results in table (2) that the dimension (media plans) came in the first place regarding its importance for Jordanian Civil Defense General Directorate workers with an arithmetic means value of (4.15) and a standard deviation of (0.57), and (media role) dimension came in the second place with an arithmetic means value of (3.95) and a standard deviation of (0.31) where (media coordination) came third with arithmetic mean value of ( 3.76) and a standard deviation of (0.33),) and finally (media means) dimension came last with an arithmetic mean value of (3.01) and a standard deviation (0.85).

#### 4.2. Results Related to Test the Study Hypothesis

Results presented in Table No. (3), refer to the (Kolmogorov-Smirnov) test results regarding the data variables normal distribution property.

**Table 3. Results of (One-Sample Kolmogorov-Smirnov) Test**

Study Variables	(Kolmogorov-Smirnov) (Z) calculated values	Sig.
Media role	3.299	0.000
Media coordination	2.140	0.000
Media plans	0.926	0.357
Media means	1.067	0.205
Crises management	1.264	0.082

#### **Tabulated Value of (Z) at the significance level ( $\alpha = 0.05$ ) = 1.96**

It is seen from the results contained in table (3), the property of normal distribution of data for all dimensions of the study variables (Media role, and Media coordination) is not verified. This is supported by the values of (Z) calculated amounted (3.299, 2.140) respectively for those dimensions, which is greater than the value of (Z) tabulated amounting to (1.96), as well as (Sig.) values for the mentioned dimensions are (0.000, 0.000 ) respectively which is less than the level of significance ( $\alpha = 0.05$ ).

After being sure that one of the data properties of the study variables which are represented by (normal distribution) characteristic is not verified, the researcher used a non-parametric test which is (**Friedman**) test in order to test the validity of the study hypothesis and sub-hypotheses to check its authenticity, as follows:

##### 4.2.1. Test the Study Hypothesis

**H<sub>0</sub>**: There is no statistically significant impact at the significance level ( $\alpha \leq 0.05$ ), for application of the media planning dimensions of (media role, media coordination, media plans, and the media), on the crises management in Jordanian Civil Defense General Directorate.

To test the validity of the study hypothesis, (**Friedman**) test was used. As shown in table (4) as following:

**Table 4. Results of (Friedman) test to Measure the Impact of Application the Media Planning Dimensions on Crises Management in Jordanian Civil Defense General Directorate**

No.	Media Planning Dimensions	Mean Rank	Chi- Square ( $\chi^2$ )	df.	Sig.
1	Media role	3.74	146.250	4	0.000
2	Media coordination	3.15			
3	Media plans	4.10			
4	Media means	1.72			

#### **Chi-square Tabulated Value ( $\chi^2$ ) at degree of freedom (4) and ( $\alpha \leq 0.05$ ) = 9.488**

It is seen from the results contained in table (4), that there exist statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the media planning represented by its dimensions (media role, media coordination, media plans, and media means), on the crises management in Jordanian Civil Defense General Directorate. That is supported by Chi-square value ( $\chi^2$ ) amount of (146.250) which is greater than tabulated Chi-square value ( $\chi^2$ ) amounting to (9.488), as well as the statistical significance (Sig.) (0.000) is less than the significance level ( $\alpha \leq 0.05$ ). In light of the previous findings; the null hypothesis (**H<sub>0</sub>**) was rejected, and the alternative hypothesis (**H<sub>1</sub>**) was accepted, which states: there is statistically significant impact at the significance level ( $\alpha = 0.05$ ) for application of media planning represented by its dimensions of (media role, media coordination, media plans, and media means), on the crises management in Jordanian Civil Defense General

Directorate.

The results indicate that (media plans) dimension is the most effect dimension of the media planning dimensions on crises management in Jordanian Civil Defense General Directorate. That is supported by the mean rank of (4.10), which the rank greater than the means rank of other dimensions.

After the verification of the existence of impact of the media planning dimensions application on crises management in Jordanian Civil Defense General Directorate, may be measure the impact of the application of (media planning) on each of the dimensions should be tested as follows:

#### 4.2.2. Test the 1<sup>st</sup> Sub-Hypothesis

**H<sub>01</sub>:** No statistically significant impact at the significance level ( $\alpha \leq 0.05$ ) for application of the (media role) dimension on crises management in Jordanian Civil Defense General Directorate.

To test the validity of the first sub-hypothesis, (Friedman) test was used. As shown in Table 5:

**Table 5: Results of (Friedman) test to measure the impact of application the (media role) dimension on crises management in the Jordanian Civil Defense General Directorate**

No.	Independent Variable	Mean Rank	Chi- Square ( $\chi^2$ )	df.	Sig.
-	Media role	1.79	30.727	1	0.000

**Chi-Square Tabulated Value ( $\chi^2$ ) at degree of freedom (1) and ( $\alpha \leq 0.05$ ) = 3.841**

It is seen from the results contained in table (5), that there is statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the (media role) dimension on crises management in Jordanian Civil Defense General Directorate. That is supported by Chi- square calculated value ( $\chi^2$ ) amount of (30.727) which is greater than Chi-square Tabulated value ( $\chi^2$ ) amounting to (3.841), as well as the (Sig.) (0.000) is less than the significance level ( $\alpha = 0.05$ ). In light of the previous results, the null sub-hypothesis (**H<sub>01</sub>**) has been rejected, and the alternative hypothesis (**H<sub>11</sub>**) was accepted, which states: there is a statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the (media role) dimension on crises management in the Jordanian Civil Defense General Directorate.

#### 4.2.3. Test the 2<sup>nd</sup> Sub-Hypothesis

**H<sub>02</sub>:** There no statistically significant impact at the level of significance ( $\alpha \leq 0.05$ ) for application of the (media coordination) dimension on crises management in Jordanian Civil Defense General Directorate.

To test the validity of the second sub-hypothesis, (Friedman) test was used. As shown in Table 6:

**Table 6. Results of (Friedman) test to measure the impact of application of the (media coordination) dimension on crises management in Jordanian Civil Defense General Directorate**

No.	Independent Variable	Mean Rank	Chi- Square ( $\chi^2$ )	df.	Sig.
-	Media coordination	1.77	26.182	1	0.000

**Chi-Square Tabulated Value ( $\chi^2$ ) at degree of freedom (1) and ( $\alpha \leq 0.05$ ) = 3.841**

It is seen from the results contained in table (6), that there exist statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the (media coordination) dimension on crises management in Jordanian Civil Defense General Directorate. That was supported by Chi- square calculated value ( $\chi^2$ ) amount of (26.182) which is greater than Chi-squared tabulated value ( $\chi^2$ ) amounting to (3.841), as well as the statistical significance (0.000) is less than the level of significance ( $\alpha = 0.05$ ). In light of previous results, the null hypothesis (**H<sub>02</sub>**) has been rejected, and the alternative hypothesis (**H<sub>12</sub>**) was accepted, which states: there exist statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the (media coordination) dimension on crises management in Jordanian Civil Defense General Directorate.

#### 4.2.4. Test 3<sup>rd</sup> Sub-Hypothesis

**H<sub>03</sub>:** There exists no statistically significant impact at the significance level ( $\alpha \leq 0.05$ ) for application of the (media plans) dimension on crises management in Jordanian Civil Defense General Directorate.

To test the validity of the second sub-hypothesis, (Friedman) test was used. As shown in Table 7:

**Table 7. Results of (Friedman) test to measure the impact of application of the (media plans) dimension on crises management in Jordanian Civil Defense General Directorate**

No.	Independent Variable	Mean Rank	Chi- Square ( $\chi^2$ )	df.	Sig.
-	Media plans	1.87	48.563	1	0.000

**Chi-Square Tabulated Value ( $\chi^2$ ) at degree of freedom (1) and ( $\alpha \leq 0.05$ ) = 3.841**

It is seen from the results contained in table (7), that there exist statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the (media plans) dimension on crises management in Jordanian Civil Defense General Directorate. That is supported by Chi- square calculated value ( $\chi^2$ ) amount of (48.563) which is greater than Chi -squared tabulated value ( $\chi^2$ ) amounting to (3.841), as well as the statistical significance (0.000) is less than the significance level ( $\alpha = 0.05$ ). In light of previous results, the null hypothesis (**H<sub>03</sub>**) has been rejected, and the alternative hypothesis (**H<sub>13</sub>**) was accepted, which states: there exist statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the (media plans) dimension on crises management in Jordanian Civil Defense General Directorate.



#### 4.2.5. Test the 4<sup>th</sup> Sub-Hypothesis

**H<sub>04</sub>**: There is no statistically significant impact at the significance level ( $\alpha \leq 0.05$ ) for application of the media planning dimension (media means) on crises management in the Jordanian Civil Defense General Directorate.

To test the validity of the fourth sub-hypothesis **Friedman** non-parametric test was used. As shown in Table 8:

**Table 8: Friedman test results to measure the effect of the application of the media planning dimension (media means) on crises management in the Jordanian Civil Defense General Directorate**

No.	Independent Variable	Mean Rank	Chi- Square ( $\chi^2$ )	df.	Sig.
11	Media means	1.28	18.778	1	0.000

**Chi-Square Tabulated Value ( $\chi^2$ ) at degree of freedom (1) and ( $\alpha \leq 0.05$ ) = 3.841**

It is seen from the results contained in table (8), that there exist statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the (media plans) dimension on crises management in Jordanian Civil Defense General Directorate. That was supported by the calculated value of Chi-squared ( $\chi^2$ ) amount of (18.778) which is greater than the value of Chi-squared tabulated value ( $\chi^2$ ) amounting to (3,841), as well as the statistical significance (0.000) is less than the level of significance ( $\alpha = 0.05$ ). In light of previous results, the null hypothesis (**H<sub>04</sub>**) has been rejected, and the alternative hypothesis (**H<sub>14</sub>**) was accepted, which states: there exist statistically significant impact at the significance level ( $\alpha = 0.05$ ), for application of the (media plans) dimension on crises management in Jordanian Civil Defense General Directorate.

## 5. CONCLUSIONS & RECOMMENDATIONS

### 5.1. Conclusions

a. The Jordanian Civil Defense General Directorate employee's assess of application of media planning represented by its dimensions (media role, media coordination, media plans, and media means), in Jordanian Civil Defense General Directorate was (positive). And this means that the assess of the application level of media planning at the mentioned Directorate from their perspective ranged (medium to high).

b. The (media plans) dimension came in the (first) rank regarding its importance from the Jordanian Civil Defense General Directorate employee's perspective, and the (media role) dimension came in the (second) rank, and the (media coordination) dimension came in the (third) rank, and finally the (media means) dimension came in the (fifth) rank of the Jordanian Civil Defense General Directorate employee's assess of the priorities.

c. The results of (Friedman) test indicated that there exist statistically significant impact at the significance level ( $\alpha = 0.05$ ) for application of media planning represented by its dimensions (media role, media coordination, media plans, and media means) on crises management in Jordanian Civil Defense General Directorate. And the (media plans) dimension was one of the dimensions that has the highest effect on crises management in Jordanian Civil Defense General Directorate.

d. There exist statistically significant impact at the significance level ( $\alpha = 0.05$ ) for application of the (media role) dimension on crises management in Jordanian Civil Defense General Directorate.

e. There exist statistically significant impact at the significance level ( $\alpha = 0.05$ ) for application of the (media coordination) dimension on crises management in Jordanian Civil Defense General Directorate.

f. There exist statistically significant impact at the significance level ( $\alpha = 0.05$ ) for application of the (media plans) dimension on crises management in Jordanian Civil Defense General Directorate.

g. There exist statistically significant impact at the significance level ( $\alpha = 0.05$ ) for application of the (media means) dimension on crises management in Jordanian Civil Defense General Directorate.

### 5.2. Recommendations

a. The urgent need for Jordanian Civil Defense General Directorate to give importance for the (media means) dimension that comes within media planning dimensions because it was the fourth and the last in the mentioned directorate employee sample's assess priorities. And it is important for Jordanian Civil Defense General Directorate to activate its media means for significant impact on crises management.

b. Working on providing training courses and workshops that aim to raise the Jordanian citizens' awareness of media campaigns encounter crises.

c. Working on renewing the media plans regularly by the public relations department in Jordanian Civil Defense General Directorate.

d. The study recommends opening direct connections between the public relations department in Jordanian Civil Defense General Directorate and the Ministry of Information to exchange experience.

e. The urgent need to establish a media planning section within the public relations department in the Civil Defense General directorate.

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