

# Evaluation of Public Relations Strategies and Techniques in the Management of Selected Non Profit Organizations in Benue and Nasarawa States

DR. Josiah Sabo Kente\*

Department of Mass Communication, Nasarawa State University, Keffi  
Sabojosiah2@gmail.com

Abeka Faith Oyinoyi (Main Author)

Department of Mass Communication, Nasarawa State University, Keffi  
faithoabeka@gmail.com

## Abstract

This study evaluated the public relations strategies and techniques adopted in the management of Non Profit Organizations (NPOs) in Benue and Nasarawa State, using three selected NPOs for the assessment. The work was anchored on the Two-Way Symmetric Model of public relations and Excellence Theory. Survey research method was used to elicit data from respondents. The study revealed that the selected NPOs used public relations strategies which include, community relations, media relations, employees/volunteers relations, donor/sponsor relations as well as government relations and public relations techniques that include press release/ newsletters, press conference, brochure, annual reports, pamphlets, internet, tele conferencing and multimedia. The study further revealed that public relations strategies and techniques adopted have been effective in awareness creation, training of employees and volunteers, organizing and managing fundraising events, management of communication/information, human and material resources, relationships, issues and crisis management as well as image and reputation management. Based on these findings, it was concluded that the selected NPOs, have adopted public relations strategies and techniques. Based on this conclusion, it was recommended amazing Ng others, that, the management of the selected NPOs should establish public relations departments and engage the services of public relations professionals, that the Non Profit Organizations must be socially responsible to their host communities and that the NPOs must develop and enhance their corporate image.

**Keywords:** Evaluation of Publicrelations, Evaluation of Strategies, and Techniques in Management.

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**1.1. Background to the Study:** All organization big or small, local or international, private and public organization tries to make head-way and achieve success. (Seiltel, 1998 in Anheier, 2005). Therefore the growth and development of any organization whether profit making or non-profit organization is dependent on the relationship that exist between the public and the organization. It is the desire of every organization to have a sustainable image or reputation before their various publics and also maintain goodwill and mutual understanding. Public relations play a vital role in the development of non-governmental organizations. Public relations is one of the fastest growing industries because organizations need public relations to achieve and attain success. Non-governmental organizations just like any other organization need constant communication with its public to survive. One of the major reason why non-governmental should establish a set of public relations goal. The success of an organization in achieving these goals can be understood in the backdrop of roles played by public relations in non-governmental organizations today. (Wilcox,Canieron, Ault and Agee, 2005).

**1.2. Statement of the Problem:** The growth and development of organizations whether profit making or nonprofit making is dependent on the relationship that exist between the public and the organization. Non-governmental organizations just like other organizations need to communicate with their publics to survive. Public relations is used as a key strategy to reach the audience and also establish sustainable relationship with them. Non-governmental organizations depend on effective public relations strategies and techniques to get support for their activities. (Coskun, 2007). Many non-governmental organizations are already performing public relation although not as strategically or effectively as they should. For example, sending out monthly or quarterly newsletter to clients, employees, supporters, distributing press releases and public service announcements certainly qualify as public relations activities. However, these resources may not be utilized to their fullest potential and the public relations activities could be done more efficiently, consistently and effectively (Gale,2007). Therefore, this study seeks to evaluate the public relations strategies and techniques adopted in the management of selected Non-governmentalorganizations struggle in creating positive image (SEV-AV, Ohonyeta Care Givers, Heartland Alliance International and Danjuma's Foundation).

**1.3 Objectives of the Study:** The broad objective of this study is to evaluate strategies and techniques of public

relations in the management of the selected non-governmental organizations. The specific objectives of this study are: To ascertain the public relations strategies adopted in the management of the selected NGOs IN Benue and Nasarawa State. SEV-AV Foundation, Ohonyeta Care Givers and Heartland Alliance International (HAI). To assess the effective use of public relations strategies and techniques in the management of the selected NGOs in Benue and Nasarawa State. To determine the effectiveness of public relations of the selected organizations. The study intends to underscore the challenges PR practitioners encounter in carrying out their duties.

**1.4 Research Questions:** 1. What is the relevance of public relations strategies and techniques to the management of the NGOs? SEV-AV Foundation, Ohonyeta Care Givers and Heartland Alliance International? 2. How has public relations strategies and techniques contributed to the management of these NGOs? 3. What factors hinders the effective use of public relations strategies and techniques in the management of these NGOs? 4. What challenges does the PR practitioners encounter in the management of these NGOs?

**1.5 Significance of the Study:** This study aims to contribute to the growth of existing literature on the debate surrounding public relations as a management function. This will open up a window for further research and studies regarding how public relations strategies and techniques could be applied in the management function of an organization. This work will also serve as reference material for other researchers working on similar terrain. This is so because it was stated earlier that there appears to be less literature on the use of public relations strategies and techniques in the management of non-governmental organizations.

**1.6 Scope of the Study:** This study dwells on the evaluation of public relations strategies and techniques in the management of selected Non-governmental organization in Benue and Nasarawa State. With particular reference to SEV-AV Foundation, Ohonyeta Care Givers, Heartland Alliance International and Danjuma’s Foundation.

**2.1 Research Design:** The research employed survey research method because of its relevance to the work. Bhattacharjee (2012, p.73) sees survey research as a research method involving the use of standardized questionnaires or interview to collect data about people and their preferences, thoughts and behavior in a systematic manner. Corroborating with the view of Bhattacharjee, Aina and Ajiferuke (1992, p.32) in Atanze (2012, p.76) opined that surveys involve a systematic and comprehensive collection of information about opinions, attitudes, feelings, beliefs and behavior. According to them, this is accomplished through observation, interviewing and or administration of questionnaires to a relative representative of the population of interest.

**2.2 Population of the study:** The population of this study comprises of the staff, volunteers and apprentices of the selected NGO’s in Benue and Nasarawa State. Hence, SEV-AV foundation has 16 staffs, 25 apprentices and 44 volunteers and Ohonyeta Care Givers has 14 staffs and 204 volunteers, Heartland Alliance International (HAI) has 12 staffs and 15 volunteers, and Danjuma’s Foundation respectively. Therefore, the population of this study is Three Hundred And Thirty (330) drawn from the staffs, volunteers and the apprentices. (Source: Public relations officers of the different organizations, 2019).

**2.3 Sample Size Determination:** The sample size was determined from a published sample size table provided by Glen Israel (1992, p.34). According to Glenn, the table presents sample size that would be necessary for given combinations of precision, confidence level, and variability, hence, the table presents sample size for  $\pm 5\%$ ,  $\pm 7\%$ ,  $\pm 10\%$  precision levels as follows:

**2.4 Sampling Techniques and Procedures:** The researcher employed both simple random and purposive sampling techniques. Simple random sampling was used because the techniques according to Bhattacharjee (2012, p.67) allows all possible subsets of a population (more accurately, of a sampling frame) to be given an equal probability of being selected. Wimmer and Dominick (2006, p.92) add that simple random is a sampling method that each subject or unit in the population has an equal chance of being selected. The choice of purposive (judgmental) sampling is to allow the researcher use her sense of judgment. This is true in that Babbie (2007, p.184) observes that purposive sampling is a sampling in which the units to be observed are selected on the basis of the researcher’s judgment about which one will be most useful.

**Table 2: Interview Participants.**

Units selected	Participants
Zone A: Project/Skills Acquisition Unit	The Project Manager was interviewed
Zone B: Project Unit	The Project Manager was interviewed
Zone C: Administrative Unit	The Administrative Officer was interviewed
<b>Total</b>	<b>3 Participant</b>

**3.5 Description of Research Instruments:** The researcher used questionnaire to collect quantitative data while in-depth interview was used to collect qualitative data for the study. The questionnaire was used because it is relatively easy to analyze, large population can be contacted at relatively low cost, simple to administer; information is collected in a standardized way, they are usually straight forward to analyze; respondent have time to think about their answers and researcher cannot influence the response (Asika 2001, p.75). While the in-depth interview was used because it helped the researcher to identify individuals who can significantly elaborate on the topic or problem being studied because of their knowledge.

**Questionnaire:** The questionnaire contained 28 open and close ended questions which were randomly

administered to 140 selected staff, volunteers and apprentices from the three units of the selected NGOs. A research assistant was also selected from the organizations in administering the copies of the questionnaire to the respondents.

**3.6 Validity and Reliability of Data Gathering Instruments:** The content, structure, language and relevance of the questions in questionnaire and the interview questions for this study were subjected to thorough scrutiny by expert opinion of communication scholars. The researcher's supervisor also examined and approved the instruments before they were used, thus validating the research instrument used in the collection of relevant data. Before carrying out the actual field work, the researcher conducted a pilot study by randomly administering specimen of questionnaire. This afforded the researcher the opportunity reframes those questions that seemed difficult to the respondents.

**3.7 Methods of Data Collection:** To ensure adequate data collection that will address the research questions raised, primary and secondary sources of data collections were utilized for this study. The primary data were sourced through administration of the questionnaire and interview to help in eliciting information concerning the issues investigated. The secondary sources were textbooks, journals, articles, book chapters and internet sources where necessary to either reinforce or refute the findings of this study.

**4.1 DATA PRESENTATION AND ANALYSIS:** A total of 140 copies of the questionnaire were administered. 136 were retrieved and out of the copies retrieved, 3 were not properly filled and found to be invalid for analysis. This implies that the study recorded a 5% mortality rate. However, the mortality rate was considered insignificant to have any effect on the overall outcome of the study given the fact that there was a 100% return rate of the questionnaire administered. The demography data are presented before the responses to the research questions.

**Table 1: Sex Distribution**

Options	Frequency	Percentage %
Male	80	60
Female	53	40
<b>Total</b>	<b>133</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 1 shows the distribution of respondents by gender. Out of the 133 respondents, 80 (60%) were male while 53 (40%) were female. This shows that most respondents were male. However, this has no implication on the study, because it is not gender related study.

**Table 2: Educational Status of Respondents**

Options	Frequency	Percentage %
FSLC	2	1
SSCE	29	22
BSc/HND	102	100
<b>Total</b>	<b>133</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 2 shows the distribution of respondent's educational status. Out of the 133 respondents sampled, 2 (1%) had FSLC, 29 (22%) had SSCE while 102 (77%) had BSc. /HND. This implies that the majority of the respondents sampled had post-secondary school certificates and such are knowledgeable enough to provide relevant information for the study.

**Table 3: Age Distribution of Respondents**

Options	Frequency	Percentage %
18-25 years	45	34
26-30 years	58	44
31-40 years	24	18
41-50 years	4	3
51- and above	2	1
<b>Total</b>	<b>33</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 3 shows age distribution of respondents. Out of the total population sampled 45(34%) were between the age of 18 and 25 years (44%) were between the age of 26 and 30 years, 24 (18%) were between the age 32 years and 40 years, 4 (3%) respondents were between the age of 41 and 50 years while 2(1%) were within the age bracket of 51 years and above. This shows that most respondents sample are within the age bracket 26 years and 30 years.

This implies that the respondents will not only provide relevant information for the study but consistency is inherent in their decision because they are of age.

**Table 4: Respondents' Working Experience**

Options	Frequency	Percentage %
1-10 years	100	75
11-20	20	15
21-30	13	10
<b>Total</b>	<b>133</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 4 shows respondents working experience in the selected organizations. Out of the total population sampled, 100 (75%) had worked between 1 year and 10 years, 20(15%) had worked between 11years and 20years while 13 (10%) of the respondents had worked between 21 years and 30 years. Shows that most respondents had at least 1 year working experience in the selected organizations. This implies that the respondents have a good knowledge of the activities of the organizations thereby with the public relations strategies and techniques in the management of the organization.

**Table 5: Respondents' Working Experience**

Options	Frequency	Percentage %
Full time staff	75	56
Part-time staff	10	8
Volunteer	38	28
apprentice	10	
<b>Total</b>	<b>133</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 5 shows the categories of workers. Out of the total population sampled, 75 (56%) were full-time workers, 10(8%) were part-time workers this implies that they are either National Youth Service Corp members or casual staff, 38 (28%) were volunteer while 10 (8%) were apprentices who were acquiring skills. The table shows that most respondents are full time staff. This table also shows that the organizations have marginal volunteers who are rendering voluntary services to them.

**Table 6: Respondents' Working Experience**

Options	Frequency	Percentage %
Yes	130	98
No	3	2
<b>Total</b>	<b>133</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 6 shows respondents understanding of what public relations is. Out of the total population sampled an overwhelming majority number of 130 (98%) affirm that they have known what public relations while 3(2%) did not know what public relations is. This shows that majority of the respondents understood the meaning of public relations. This implies that respondents will provide relevant to the study.

**Table 7: Respondents knowledge of Public Relations in their Organization**

Options	Frequency	Percentage %
The management of communication between the organization and the various public(s)	13	10
The management of relationship that exist between the organization and general public.	18	14
All of the above	99	76
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

This question is a follow up to question 6 (table 6), the researcher expects only those who said yes to question 6 respond to question 7, therefore, the data analysis were based on those 130 respondents who said yes. In Table 7, 13(10%) respondents said that the function of public relation involves the management of compunction between the organization and the various public(s), 18(14%) said that the function relations is managing the relationship that exist between the organization and her general public while 99(76%) respondents went for all of the above. This implies that the function of public relations in the organizations and their various publics.

**Table 8: Application of Public Relations Strategies and Techniques**

Options	Frequency	Percentage %
Yes	118	91
No	12	9
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 8 shows respondents knowledge of the application of public relations strategies and techniques in their organization. Out of the total respondents, 118(91%) think that their organization applies public relations strategies and techniques, while 12(9%) do not think that their organization applies public relations strategies and techniques. This table shows that majority of the respondents think that their organization applies public relations and techniques in the management of the organization.

Options	Frequency	Percentage %
Communication relations	30	25
Media relations	3	3
Sponsorship of an events	5	4
Government relations	4	3
Donors relations	16	14
All of the above	60	51
<b>Total</b>	<b>118</b>	<b>100</b>

**Source: Field Survey, 2019**

This question is a follow up to question 8 (Table 8), the researcher expects only those who said yes to question 8 to respond to question 9 and 10, therefore the analysis were based on those 118 respondents who said yes. In Table 9 30(25%) respondents said their organization uses community relations as a PR strategy 3(3%) said their organization uses media relations 5(4%) said their organization uses sponsorship of event 4(3%) said their organization uses Government relations 16(14%) said that their organization uses donor relations while 60(51%) said their organization adopts all of the above as public relations strategies in the management of their organization. This information indicates that the selected NGOs uses community relations, media, relations, sponsorship of an event, government relations and donor relations as public relations strategies in the management of their organizations.

**Table 10: Respondents Understanding of Public Relations Techniques Applied in the Organization**

Options	Frequency	Percentage %
Press release/newsletters	6	5
Press conference	5	4
Brochure, annual report and pamphlets	29	25
Multimedia	9	8
New media/internet	30	25
All of the above	39	33
<b>Total</b>	<b>118</b>	<b>100</b>

**Source: Field Survey, 2019**

In Table 10, 6(5%) respondents said that their organization uses press releases/newsletters as PR techniques, 5(4%) said their organization uses press conference, 29(25%) said their organization brochure, annual report and pamphlets, 9(8%) said their organization uses multimedia, 30(25%) said their organization uses new media/internet while 39(33%) said their organization adopts all of the above public relations techniques in the selected NGOs use press release/newsletter, press conference, brochure, annual report and pamphlets ,multimedia, new media/internet as public relations techniques in the management of their organizations.

**Table 11: Organizations' Media Usage in Communicating with the External Publics**

Options	Frequency	Percentage %
Interpersonal media	37	28
Folk media	5	4
Conversational mass media like newspaper, magazine, radio and TV	14	11
ICT/new media	10	8
Multimedia	8	6
All of the above	56	43
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 11 shows that 37(28%) of the respondents said that their organization uses interpersonal media as a means of communication with the general publics 5(4%) said they uses folk media, 14(11%) said their

organization uses conventional mass media like newspaper, magazine, radio, and TV, 10(8%) SAID their organization uses ICT/new media, 8(6%) said their organization uses multimedia to communicate with their general publics. This information indicates that the selected NGOs uses interpersonal media, folk media, conventional mass media, ICT and multimedia in communicating with their general publics. This shows that their publics must be reached in one way or the other.

**Table 12: Organizations' media Usage in Communicating with Internal Publics**

Options	Frequency	Percentage %
Newsletter/ news release	11	8
Supplementary publications e.g. pamphlets, brochures, manuals and books	19	15
Letters, reprinted speeches, memos and meetings		
Teleconferencing, video film and slide presentation	80	62
All of the above	8	6
<b>Total</b>	<b>12</b>	<b>9</b>
	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 12 shows that 11(8%) of the respondents said that their organization uses newsletter/news release to communicate with her internal publics 19(15%) said the organization uses supplementary publications like pamphlets, brochures, manuals and books to communicate, 80(62%) said that their organization uses letters, reprinted speeches, memos and meetings to communicate internally 8(6%) said their organization uses teleconferencing, video calls and slide presentations to communicate internally while 12(9%) said their organization adopt all of the above communication media to communicate with their internal publics. This information indicates that the selected NGOs used newsletters/news release, supplementary publications such as pamphlets, letters, reprinted speeches, memos, meetings, teleconferencing, video calls as well as slide presentation to communicate with their internal publics. This shows that they have several means to communicate within and internal publics are informed in one way or the other using these means.

**Table 13: Usefulness of Public Relations Strategies and Techniques in Management**

Options	Frequency	Percentage %
Not very useful	6	5
Very useful	112	95
<b>Total</b>	<b>118</b>	<b>100</b>

**Source: Field Survey, 2019**

This is also a follow up to question 8(Table8), the researcher expects only those who said yes to question 8 to respond to question 13, 14, and 15 therefore the data analysis were based on those 118 respondents who said yes. Table 13 shows the usefulness of public relation strategies and techniques in the management of the selected NGOs. Out of the total respondents 6(5%) said that public relations strategies and techniques are not very useful in the management of their organizations while 112(95%) said that public relations strategies and techniques are very useful in the management of their organizations. This implies that NGOs place much value in the usage of public relations strategies and techniques to promote their organizations.

Options	Frequency	Percentage %
Not very important	8	7
Very important	110	93
<b>Total</b>	<b>118</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 14 shows the importance of public relations strategies and techniques in the management of the selected NGOs. Out of the total respondents, 8(7%) said public relations strategies and techniques are not very important in the management of their organizations while 110(93%) said public relations strategies and techniques are very important in the management of their organizations. This implies that majority in the management of their organization and such use it to their advantage.

**Table 15: Relevance of Public Relations Strategies and Techniques**

Options	Frequency	Percentage %
Not very relevant	8	7
Very relevant	110	93
<b>Total</b>	<b>118</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 15 shows the relevance of public relations strategies and techniques in the management of the selected NGOs. Out of the total respondents, 8 (7%) said public relations strategies and techniques are not very relevant to the management of their organization while 110 (93%) said public relations strategies and techniques

are very relevant to the management of their organizations. This implies that public relations strategies and techniques are closely related to the organizational goals.

There is a follow up question to questions 13-15 which sought to know what the respondents base their judgment on. This was made an open-ended question. The aim is to get more details which the close-ended questions cannot provide. The data collected shows that most respondents based their details on the fact that their organizations are well known to the public and the favourable relationship they enjoyed from their publics.

**Table 16: Effects of Public Relations Strategies and Techniques**

Options	Frequency	Percentage %
Attraction of media attention	11	9
Employees and volunteers recruitment	19	16
Attraction of donor	35	30
Effective use of human and material resources	11	9
All of the above	42	36
<b>Total</b>	<b>118</b>	<b>100</b>

**Source: Field Survey, 2019**

This table is also a follow up to question 8 (Table 8), the researcher expects only those who said yes to question 8 to respond to question 17, 18 and 29, therefore, the data analysis were based on those 118 respondents who said yes. Table 16 shows the effects of public relations strategies and techniques in the management of the selected NGOs. Out of the population sampled, 11(9%) said relations strategies and techniques attract media attention, 19(16%) said public relations strategies and techniques enhance employees and volunteers recruitment, 35(30%) said public relations strategies and techniques attract donor, 11(9%) said public relations strategies and techniques enhance effective use of human and material resources while the remaining 42,(36%) respondents said public relations strategies and techniques enhance all the above.

**Table 17: Contribution of Public Relations Strategies and Techniques to the management of the NGOs.**

Options	Frequency	Percentage %
Awareness creation	19	16
Promotion of the image of the organization	23	19
Training of employees and volunteers	5	4
Organizing and managing fund-raising events or programmes	6	5
Sustenance & maintenance of relationship that exist between the organization and her publics	16	14
All of the above	49	42
<b>Total</b>	<b>188</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 17 shows the contribution of public relations strategies and techniques in the management of the NGOs. Out of the total respondents, 19(16%) said public relations strategies and techniques contributes to awareness creation, 23(19%) said public relations strategies and techniques contribute to the promotion of the organization's image, 5(4%) said public relations strategies and techniques contribute to the training of employees and volunteers, 6(5%) said public relations strategies and techniques contribute to organizing and managing fund-raising events, 16(14%) said public relations strategies and techniques contributes to the sustenance and maintenance of the relationship that exist between the organization and her public while the remaining respondents are 49(42%) believed that public relations strategies and techniques contribute in all of the above ways. This implies that public relations strategies and techniques have contributed immensely in endearing the organizations to the public, promoting their image and enhancing the relationship that exist between the organizations and the general public.

**Table 18: Organizations' Participation in Public Campaign**

Options	Frequency	Percentage %
Yes	123	95
No	7	5
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 18 shows the participation of the organizations in public campaign. Out of the total respondents, 123 (95%) said their organizations participate in publicity campaign while 7(5%) said their organization do not participate in publicity campaign. This shows that most respondents affirm that their organizations participate in publicity campaign which enhances awareness creation and good relationship with the general public.

**Table 19: Respondents' Knowledge of Public Recognition of the Selected NGOs.**

Options	Frequency	Percentage %
Very well	112	86
Not very well	18	14
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 19 shows how well the public know the selected NGOs. Out of the total respondents, 112(86%) said their organization is well known by the public while 18(14%) said their organization is not well known. This implies that the selected NGOs are known to the people of Benue State especially their target audience. Question 22 is a follow up question to question 21.

**Table 20: Respondents' Knowledge of the personnel in-charge of PR Activities**

Options	Frequency	Percentage %
Public Relations Officer	21	16
Project Manager	87	67
Special Adviser	10	8
IT Coordinator	12	9
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 20 show the nomenclature of the personnel in-charge of public relation activities in the selected NGOs. Out of total respondents, 21 (16%) said the personnel in-charge of public relations activities in the organization is the public relations officer, 87(67%) said the personnel in-charge of public relations activities in the organization is the project manager, 10(8%) said the personnel in-charge of public relations activities in the organization is the special adviser while 12(9%) said the personnel in-charge of public relations activities in the organization is the IT Coordinator. This shows that most respondents call the person who handles public relations activities in their organization project manager. Although the nomenclature has no effect on the activities that is being carried out.

**Table 21: Public Relations and the Credibility of the Selected**

Options	Frequency	Percentage %
disagreed	13	10
Agreed	34	26
Strongly agreed	83	64
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 21 shows how public relations strategies and techniques enhances an organization credibility. Out of the total respondents, 13(10) disagreed that public relations strategies and techniques does not enhance organization credibility, 34(26%) agreed that public relations strategies and techniques enhance organization credibility while the majority 83(64%) strongly agreed that public relations strategies and techniques enhance organization credibility. This implies that public relations strategies and techniques can help in building people's trust for an organization.

**Table 22: Public Relations Helps in Soliciting for Support**

Options	Frequency	Percentage %
disagreed	4	3
Agreed	88	68
Strongly agreed	38	29
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 22 shows how public relations strategies and techniques help in soliciting for support for the organization. Out of the total respondents, 4(3%) disagreed with the statement, 88(68%) agreed with the statement while 38(29%) strongly agreed with the public relations strategies and techniques can support for the organizations. This suggests that effective use of public relations strategies and techniques can support the growth and development of the selected NGOs.

**Table 23: Public Relations and Community Development**

Options	Frequency	Percentage %
disagreed	3	2
Agreed	97	75
Strongly agreed	38	29
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**



Table 23 shows how public relations activities in the organization can assist in community development project. Out of the total respondents, 3(2%) disagreed that public relations assist in community development project, 97(75%) agreed with the statement, while the remaining 30(23%) strongly agreed that public relations strategies and techniques can assist in the organizations in community development project by collaborating with other stakeholders to bring development. Most respondents agreed with the above statement which implies that the effective use of public relations strategies and techniques by the organization can enhance community development.

**Table 24: Public Relations and Relationship Building**

Options	Frequency	Percentage %
Strongly disagreed	3	2
Disagreed	5	4
Agreed	79	61
Strongly agreed	43	33
<b>Total</b>	<b>130</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 24 shows data of how public relations helps to build relationships and resolve conflicts between organizations and their strategic publics. Out of the population sampled, 3(2%) strongly disagreed with the statement, 5(4%) disagreed with the statement, 79(61%) agreed with the statement, while the remaining 43(33%) strongly agreed that public relations helps to build relationships and resolve conflicts between organizations and their strategic publics.

This implies that public relations strategies and techniques that are in place in the organizations help in building, maintaining and sustaining the relationships that exist between them and their various publics.

**Table 25: Factor that Hinders the Effective Public Relations Strategies and Techniques in the Management of the Organization**

Options	Frequency	Percentage %
Lack of professional public relations practitioners	33	25
Lack of functional public unit or department	15	11
Management's attitude towards the use of public relations strategies and techniques	6	5
Lack of funds to apply public relations strategies and techniques	30	22
All of the above	49	37
<b>Total</b>	<b>133</b>	<b>100</b>

**Source: Field Survey, 2019**

Table 25 shows the factors that hinders the effective use of public relation strategies and techniques in the organization. Out of the total respondents, 33 (25%) believed lack of professional public relations practitioners is a hindrance, 15(11%) believed that lack of functional public relations unit or department is a hindrance, (6(5%) believed that management's attitude towards the use of public relations strategies and techniques is a hindrance, 30(22%) believed lack of funds to apply public relations strategies and techniques is a hindrance while the remaining majority of 49(37%) respondents believed all of the options are hindrances to effective use of public relations strategies and techniques in the management of the selected NGOs. This information reveals that a lot needs to be done for public relation strategies and techniques to be effective in the selected NGOs.

**Quantitative Data Presentation and Analysis:** To evaluate the public relations strategies and techniques adopted in the management of the selected NGOs and their contributions to the organizations, the following interview questions were asked:

**Question 1:** What are the main tasks of your organization?

All the three participants (one each) from the selected NGOs highlighted the main tasks of their organization as follows:

**5. Sev-Av Foundation (Zone A) contact Address: Km 3, ZakiBiam Road, Katsina-Ala.**

Sev-Av Foundation is an NGO/NPO working with deprived citizens to nurture and empower them to maximize their full potentials through skill acquisition training, advocacy, home economic strengthening, family health and information sharing.

Sev-Av Foundation envisions a well informed and socio-economic empowered nation that creates wealth for its citizens. We operate in the following areas: Health, Agriculture, and Capacity building.

The foundation has its headquarter in Makurdi and other branches in Gboko, Vandeikya, Katsina-Ala and Otukpo. Plans are on ground to open a branch in Oju Local Government Area soon.

**B. Heartland Alliance International (HAI) (Zone B) Contact Address: No 11, EmbergaSamu Street, High level Markudi.**

**C. Ohonyota Care Giver (Zone C) Contact Address: No 8, Canaan Close, Behind Christ Fire Ministry, Otukpo.**

[www.ohonyota.com](http://www.ohonyota.com). Ohonyota Care Giver (OCAG) is a community-based non-government organization (NGO), foundation in Otukpo, Benue State, Nigeria in 1997. OCAG was essentially established to address the socio-economic and health concerns of the people of Benue State and other poorer communities in Nigeria, with emphasis on empowering the vulnerable and the marginalized community members to improve their own livelihoods and those of their families

**Question 2:** What are the public relation strategies and techniques used in management of your organization? Here the three participant [one each] from the selected NGOs provided information that indicate that their organizations use public relations and techniques. Their responses were divided into four categories base on the public relation strategies and techniques they think their organization use. These categories are: Community relation, Media relation/media campaigns, Donor relation/sponsorship relations and Government relations.

**Public Relation Strategies and Techniques Used in the Management of the selected NGOs**

Participant	Categories of responses			
	Community relation	Media relations/media campaign	Donor relation/Sponsorship relation	Government relation
Participant 1 SEV-AV Foundation	✓	✓	✓	✓
Participant 2 Heartland Alliance International (HAI)	✓	✓	✓	✓
Participant 3 Ohonyyeta Care Giver	✓	✓	✓	✓

Source: Field Survey, 2016

**Table 27: Data of the public Relations Strategies and Techniques Used in the Management of the Selected NGOs.**

Participant	PR Strategies and Techniques used in the Management
Participant 1 SEV-AV Foundation	We occasionally invite the media to cover our special programs and campaigns especially when we are launching new project in a community, also we send newsletters and articles to media when necessary. Picture, videos, reprinted speeches, memos, teleconferencing, emails, lobbying and interactive sections among others are the medium we use in reaching our stakeholders such as partners and donors.
Participant Heartland Alliance International (HAI)	Through informal, formal, focus groups research and community networking, we gather information to meet the need of community as well as achieving organizational goals. Also, we relate with the community through Community Based Organizations.
Participant 3 Ohonyyeta Care Giver	All the picture, videos of the executed projects are uploaded on the website and some copies are sent to stakeholders for their information and necessary actions. We also use the traditional media like radio.

Source: Field Survey, 2019

From the above analysis, one can say, one that the three selected NGOs use public relations strategies and techniques in the management of organizations. This can be seen in the data displayed in tables 26 and 27 respectively.

**Question3:** Do you think public relations strategies and techniques are used in your organization?

The three participants from the selected NGOs agreed that public relations strategies and techniques have been so useful in the management of their organizations. Their response to this effect are divided into the following categories: useful in communication management, useful in human and material management, useful in relationship management and useful I image and reputation management.

**Table 28: The Usefulness of Public Relations Strategies and Techniques in the Management of the Selected NGOs.**

Participant	Useful communication management	Useful in human and material management	useful relationship management	useful I image and reputation management
Participant 1 SEV-AV Foundation	✓	✓	✓	✓
Participant 2 Heartland Alliance International (HAI)	✓	✓	✓	✓
Participant 3 Ohonyeta Care Giver	✓	✓	✓	✓

**Source: Field Survey, 2019**

Based on these response, it can be deduced that public relations strategies and techniques are useful in image and reputation management of the selected NGOs.

**Table 29: Data Display of the Usefulness of Public Relations Strategies and Techniques in the Management of the Selected NGOs.**

Participant	How useful PR strategies and techniques are in the management of the selected NGOs
Participant 1 SEV-AV Foundation	We use public relations strategies and techniques to plan, coordinate, organize and execute our programmes
Participant 2 Heartland Alliance International (HAI)	We use public relations strategies and techniques to relate with our internal and external publics. We do that via press release, website, teleconferences, videos, photos among others.
Participant 3 ohonyeta Care Giver	We use public relations strategies and techniques to build good image and establish good relationship with our internal and external publics.

**Source: Field Survey, 2019**

Based on responses from the participants and data display in table 28 and 29, public relations strategies and techniques are useful in the management of the selected NGOs. The usefulness of these strategies and techniques are seen in the management of communication, human and material resources, relationship management and image/reputation management.

**Question 4:** How effective is public relations strategies and techniques are effective in the management of your organization? All the three participant believed that public relations strategies and techniques are effective in the management of their organization to a large extent. Their responses are divided into four categories. These categories are: Effective in issues/crisis management, Awareness creation and launching of special project, Effective in internal communication, Effective in reputation management

**Table 29: How effective Public Relations Strategies and Techniques are in the Management of the Selected NPNs**

Participant	Categories of Responses			
	Effective I issue/crisis management	Awareness creation launching of special project	Effective in internal communication	Effective in reputation management
Participant 1 SEV-AV Foundation	✓	✓	✓	✓
Participant 2 Heartland Alliance International (HAI)	✓	✓	✓	✓
Participant 3 Ohonyeta Care Giver	✓	✓	✓	✓

**Source: Field Survey, 2019**

**Table 31: Date Display of how Effective PR Strategies and Techniques in the Management of the Selected NGOs**

Participant	How effective is public relations strategies and techniques in the management of the selected NGOs
Participant 1 SEV-AV foundation	Effective in communication the mission statement, goals and objectives, relationship with internal and external publics.
Participant 2 Heartland Alliance International (HAI)	Management of health related issues, youth and woman empowerment, awareness creation and effective communication.
Participant 3 ohonyeta care Givers	Promotion of positive images, maintain positive media relations, effective issue management, awareness creation and successful launching of special project.

**Source: field survey, 2019**

From the above, public relations strategies and techniques are effective in issues/crisis management, awareness creation and launching of special programmes, internal communication management and reputation management. However, for the three selected NGOs to only see public relations strategies and techniques as being effective in internal communication, it means it has not been well utilized for external communication. Therefore, it should be noted that for public relations strategies and tactic to contribute effectively in an organization, it must be utilized effectively to build relationship between both internal and external publics.

**Question 5:** what are the factor that hinders the effective use of public relations strategies and techniques in the management of your organization? All the three participants agreed that there are factors that hinder the effective use of public relations strategies and tactic in the management of their organization. These responses therefore were divided into three categories which are: Lack of adequate funding, Lack of functional public relations unit or department, and Lack of public relations professionals.

**Table 33: date display if the factors that hinder the effective use of public relation strategies and techniques in the management of the selected NGOs**

Participant	The challenges of adopting public relation strategies in the management of CIHP
Participant 1 SEV-AV foundation	We have limited resource to adopt some public relations strategies and techniques and also professional public relation are not engaged.
Participant 2 Heartland Alliance International (HAI)	Adopting some public relations strategies and techniques is capital intensive. Project manager can handle all public relations activities so there is no need engaging a public relation professional.
Participant 3 ohonyeta care Givers	There is no particular unit for public relation activities. We use our limited resources to handle public relations activities unprofessionally. We use the new media/internet in communicating with the public and our stakeholders.

**Sources: field survey, 2019**

In conclusion, it can be inferred from the responses provided by the participant that lack of adequate funds, lack of functional public relation unit or department, lack of professional public relations practitioners and management's attitude towards the use of public relations strategies and techniques are the factors hindering the effective use of public relations strategies and techniques in the management of the selected NGOs.

**4.3 Discuss of Findings:** The focus of this study has been presented and analyzed in line with the research questions raised in chapter One, based on this analysis, it has been found that the selected NGOs use public relations strategies and techniques in management of their organizations. Findings further revealed that adopting public relations strategies and techniques in the management of the selected NGOs enhanced awareness creation and acceptance of the organizations' missions as evident in Table 17. In adopting public relations strategies and techniques in the management of the selected NGOs, the need to balance the interest of the organizations and stakeholders through effective communication is essential. However, in the category responses in table 31. Media relations is one of the important public relations strategies in management. However, findings revealed that the management of the selected NGOs used the media occasionally and that they are not well known by the general public. There is need for the selected NGOs to maintain a favourable and consistent relationship with the media to generate favourable publicity and maintain certain level of positive image and reputation.

Findings further revealed that the factors that hinder the effective use of public relations strategies and techniques in the management of the selected NGOs include lack of adequate funding, lack of functional public relations unit or department, lack of public relations professionals and the managements' attitude towards the use of public relations strategies and techniques. Overcoming these challenge therefore, will enhance the effective use of public relations strategies and techniques in the management of NGOs in Benue State.

**5.1 Recommendations:** In line with the finding from the study, the study recommended that:

**Media Relations:** there is need for the management of the selected NGOs in Benue State to maintain a constant relationship with the media. This is because the main focus of non-profit organizations is to work towards public goods; they need good media relations for publicity therefore that their messages are been carried to both the beneficiaries besides building image of the organizations. Good media relations can contribute to long-term strategic objective of the organizations.

**Corporate Social Responsibilities:** No organization is an island and none can succeed without the society support or goodwill. Therefore, the management of the selected NGOs must prove that they are socially responsible, being sensitive to the needs and problems of their host communities.

**Establishment of Public Relations Unit and Engagement of Public Relations Professionals:** the establishment of Public relations unit and the engagement of public relations professionals in handling public relations activities in the organizations will go a long way in enhancing the effective use of public relations strategies and techniques in the management of the NGOs.

**Image development:** The management of the selected NGOs should strive to develop a good image for their organizations. This means that the managements have to decide the image-character and mission of the organizations and desired social, ethical and moral standards essential in fulfilling that mission.

**Organizational Credibility:** the public relations department must at all times hold honesty, trust and sincerity in high esteem. This is essential because they are accountable to their sponsors, volunteers and the public who generously support them on various accounts.

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