THE EFFECTIVENESS OF PUBLIC RELATIONS IN INCREASING ORGANIZATION PRODUCTIVITY

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ABSTRACT
The study was conducted on the effectiveness of Public relations in increasing Organizational Productivity; this study tries to evaluate the effectiveness of public relations and its contribution to NTA, Uyo. Being a survey study, the instrument used for data collection was questionnaire and library research. The study was anchored on three research questions and hypotheses that were tested using Chi-square statistical tool and it was discovered that less percentage of respondents studied have embraced public relations. The study adopted survey method of research design that allowed the researcher to derive a sample size of 399 respondents from the population to whom copies of questionnaire were administered. Only 150 copies of questionnaires were return thus, becoming the unit of data presentation and analysis, sources of data for the research project were textbooks, journals and the internet. Findings revealed that Public relations have a profound place in the productivity of Nigeria television Authority, Uyo. As a result, activities of Public relation in the Organization were encouraging and the success of the organization can reasonably be attributed to it. Thus, the position of public relations determined its level of performance, and subsequently, the level of organization's productivity. Based on this backdrop, it was recommended that trained public relation professional should be considered when recruiting staff for the job.

Keywords: public relations, organizational productivity, staff, and motivation

INTRODUCTION
The term public relations was not a general public parlance until after the World war II. Nevertheless, many of its basic activities are old as the history of man on earth. The adage “One customer equates a million Customer still holds today in the corporate World. Many Organizations understand the roles of Public relations and that is why they do not fake with those sections in their establishment. On the other hand, organizational productivity is what every Organizations management cares for. This is because the goal for the setup of any Cooperative Organization is profit-making and this can only be achieved through increase in organizational productivity.

According to Nwosu I.E. (co-ordinator of the Pioneer M.Sc Public relations Programme in Nigeria at the University of Nigeria, Enugu campus) in (1992). He states...
“Public relations is working in and being guided by Public interest Considerations or being socially responsible in order to be socially acceptable. It means winning friends, keeping them and influencing them as well as others. Public relations provide an organization or Individual exposure to their audience using topics of public interest and news items.

The Webster's new International dictionary, third edition defines Public relations as "The promotion of rapport and good will between a person, firm or 'institutions special public for community at large through introduction of interpretative materials".

According to Ayobami (2004) Public relations are the image maker of every organization and its activities can make or mar the corporate image of an organization. From the above statements, one can understand the importance of relations to both Customers and an organization.
This profession known as public relations concern itself with finding out, the opinion of relevant individual groups and harnessing. Such ideas and opinions for the well-being grow of the organization, by doing and also making it known. This also making it known. The effort to find out such ideas and utilize such knowledge to a reasonable standard makes them matured.

This observation necessitated the researcher to embark on this research project in order to analysis the effectiveness of public relations in increasing organizational productivity using Nigerian television authority, Uyo as a case study, it should be noted that Public relations is one aspect of organizational management that requires a lot of input especially in the communication sector because of the competitiveness of this sector. The ability of the Public relations department an organization to deal with Customers effectively ermines the rate of the organizations growth in terms productivity"

However, it should be noted that the term "public relations" is sometimes used interchangeably with "customer care" as it would be done in this research project subsequently. It is noticeable that Public relations is almost adopted and practiced by every organization. It is crystal clear that the standard of an organization is largely determined by how well public relations practice is carried out. The public relations professional body - Nigerian institutes of public relations (NIPR) has a code of ethics and set-standard that is intended to help determine how well the p practice is to be carried out.

Public relations are further necessitated by high level of interdependency required by individuals or corporate body. Interdependency leads to brain storming which helps in bringing about new ideas that could be used in solving problems. The effort to find out and utilize such knowledge to a reasonable standard makes an organization to be more responsible in nature.

Also the relationship between an organization, its public and its achievements, depend on whatever Public image an organization has, would then go on to form its corporate image. The public relations practitioners' task therefore becomes that of increasing people and knowledge and awareness that would then help shape their views. Influencing the information of a favorable public, image is not only a matter of words but doing things that are tangible. Voltaire as cited in Kogan (1977) says "the only way to compel men to speak well of you is to do well".

The basic philosophy underlying Public relations practice is that people matter and the support of Public opinion is a paramount importance in all spheres of activities. Since public relations is indispensable when it comes to the success of an organization, there is need for a well informed Public. This is why business organizations nowadays consciously seek and utilize such knowledge, knowing that they do not exist in a vaccine. Thus most things about an organization are usually opened to public view since such would constitute their experience and shape their opinion; such include an organizational attitude, purpose, objective, deviances, and achievement and so on.

It is worthy to note that the practice of Public relations is not new as it often said, but has existed from time immemorial and is in fact, as old as man. This is evidence in the fact that there has always been a relationship between people and the organization.

STATEMENT OF PROBLEM

Every organization would like to know how it is being portrayed in public arena. The Nigeria television Authority, Uyo, encounters some problems during their operation, which include the problem of corruption among public relation practitioners. Many forms of bribery are described as public relations activity and that adversely affects the integrity of the profession. There is therefore the need to properly educate both the public relations practitioners and the staff of the Nigeria television Authority on what Public relations practice really entails, so a clear distinction could be drawn between public relations and bribery. The effectiveness of public relations in an organization depends on the academic quality of its members.

There is therefore a strong indication that an urgent need for a proper and dynamic management of these problems is necessary to avoid the increasing rate of criticism encountered in the daily effort to satisfy Customers. If these problems are not addressed, it will adversely affect the whole range of people who rely on their services.
Therefore, the Clux of this research is to identify these problems and in effect give a solution in how it is to be.

AN OVERVIEW OF PUBLIC RELATIONS
According to Ayodeji (2004) Public relations is a field concerned with maintaining a Public image for business, non-profits organizations or high profit people such as the celebrities and politicians. From the above definitions, it can be noted that two factors are constant: the public and the organization or personality, this show how technical, the public relation is. There are a number of Public relations disciplines falling under the banner of corporate communications, such as analyst relations, media relations, investor relations, internal communications and labour relations.

Jone (2009), states that the role of public relations professionals is changing because of the shift from traditional to Online media which include internet and telephoning.

Many PR Professionals are looking at how social media can impact a brand's reputation.

Sambo (2001) cautions that public relations and publicity are not synonymous, but many public relations campaigns include provisions for publicity. Publicity is the spreading of information to gain public awareness for a product, person, services, causes or organization and can be seen as a result of effective public relation planning. More recently in Public relations, Professionals are using technology as their main tool to pass their messages to target audience. Public relations professionals are able to send direct messages through these media that attract the target audiences. Unlike the traditional tools which allowed for only one way communication, social media the allow the organization to engage in two way communication and receive immediate feedback from their various stakeholders and the public.

Public relations tools have changed so much that some are even suggesting that the traditional press tease may be dead.

PUBLIC RELATIONS AND ORGANIZATIONAL PRODUCTIVITY
Public relations involve supervising and assessing and understanding between an organization and its public. The function of public relation is to improve channels of communications and to institute new ways of setting up a public relations profession might be. It entails a lot of Input or the part of public relation professional in order to make his client and the public have a good relationship.

Public relations is also known as customer care in some organizations especially in Nigerian television Authority, Uyo in this regards Ukwueze (2002) is right by defining Public relations as the practice of managing communication between an organization and its public.

Public relations provides an organization or individual exposure to their audience using topics of public interest and news items that provide a third - party endorsement and do no direct payment. One common activity include speaking at conferences, working with the media, arises communication, social media engagement and employee communication. (Ayodeji (2004) Sambo (2001) posits that besides rational form interactivity, there is also a reflective paradigm that is concerned with publics and the public sphere; not only with rational, which in principle be private, but also with public consequences of organizational behaviors. Aimuch broader view of interactive communication using the internet as outlined by sambo describes the form nature of internet - mediated public relation. It encompasses social media and other channels for communication and many platforms for communication such as personal computers and mobile phones with internet service.

According to Ukwueze (2002) Public relations is used to build rapport with employees, customers, investors, voters of the general public.

According to Bolatitio (2003) public relations is effective in helping Organizations convey information about their products or services to potential customers. Non profit organizations, including school hospitals, social service agencies, etc boost support of their programs such as awareness programs, fund raising programs, and to increase patronage of their services.

Adesanya (2004), Postulates that public relations in Present times employs diverse techniques such as opinion polling and focus groups to evaluate public opinion, combined with a variety of high techniques for distributing information on behalf of their clients, including the internet, satellite feds and broadcast taxes.

As public image is important to all organizations and prominent personalities, the role of public relation specialist becomes pertinent in crisis situations. Public relations agencies provide important and timely transmission of information that helps to en sure the face the organization. In the words of Bolattito (2003):

33
"Public relations help an organization and its public adapts mutually to one another."

Experienced public relations agencies formulate press releases into which they can plug the company news as well as a targeted list of publications for their organization. Truly good public relations agencies federally have a good working relationship with key reporters, boosting their chances of getting coverage.

Some public relations agencies deal only with large, established clients specialize in certain areas. Williams (2006).

At present, public relations as a career option exist in many companies or government institutions that actively market their products, services and facilities. Public relations training courses are widespread in educational institutions.

Commenting on the effectiveness of public relations in increasing organizational productivity, Amos (2000) states that professionals with expertise and knowledge in many areas, for example, shareholder management during a crisis, the ending role of the in-house public relations professional account management skill for public relations, and introduction to customer public relations, and introduction to public relation software, etc.

Akpan (2006) included that public relations plays a role in helping business industries create strong relationship with customers and also helps organizations to improve, based on the feedback transmitted from the Public to the organization on their performance.

Commenting on public relation and there are various tools that can be used in the practice of public relations in order to enhance organizational productivity. Traditional tools include press releases and media kits which are sent out to generate positive Press on behalf of the organization. Other widely-used tools include brochures, newsletters and annual reports. Increasingly, companies are utilizing interactive and social media outlets, such as blogs, twitters and facebook as tools in their public relations campaigns.

Furthermore, organizations can join discussions with multiple user identities to create a positive image of an organization, (e.g. quantity of positive statements from different users), public relations tools have changed so much that some are even suggesting that traditional press might soon go into extinction.

FACTORS INFLUENCING THE GROWTH OF PUBLIC REVIEWS

However, a number of factors are responsible for the continued growth and scope of public relations practice and application in individual image and reputation management. Some of these factors, that "shape the identity of public relations, influence the way the industry does its jobs, and clarify the necessity for public relations in the business and political world" as Baran (1999) isolates them as:

- Advances in technology that ushered in the era of mass production, distribution and marketing of foods as well as providing the resources for efficient and effective organizational communication with large and more specific audience.
- Professionalization, which has given rise to the establishment of many local, national and international public relations, regulatory bodies concerned with standardizing the professional ethics, practice, and reputations.
- Growth of middle class who are sufficiently educated, very critical minded, increasingly aware of the world around and constantly in search of information about people and organizations.
- Better research tools leading to the development of reliable, dependable and sophisticated empirical approach to understanding the targets (or audiences) of industries; planning, executing and evaluating public relations campaign and interpreting public sentiment or opinions.
- Growth of organization like organized "private sector, government agencies, labour unions and sundry forces that influence people's lives.

DUTIES AND RESPONSIBILITIES OF NIGERIAN TELEVISION AUTHORITY, UYO

The Nigerian Television Authority (NTA) was established under the law called the Nigeria Television Authority Act cap 329 Laws of the federation of Nigeria, 1999 Pember (1996). According to Luke (1989) "NTA was published to restore order in chars, to restore a sense of national dignity and Propagate common Cultural bands through television broadcasting among all ethnic groups in Nigeria."
The decree made it mandatory for the authority to provide to Nigeria as a nation and as a public service, impartial, independent and educative services in the interest of all the citizens and the states of Nigeria.

The decree also emphasized the need to portray the unity of Nigeria as a federation. An expression of the culture of all the people of Nigeria with regards to each, one or other parts of Nigeria.

The Nigerian television Authority is faced with the responsibility to plan and co-ordinate the activities of the entire television network to ensure the establishment and maintenance of standards and promote the efficient operation of the entire system in accordance with national policy, to provide other persons with and receive from them, matters to be broadcast and to collect in any aspect of the Word both news and information and to subscribe to news agencies.

The Nigerian television Authority was established for (organization and re-organization for proper services, dissemination of information in the country to cross and territorial boundaries.

**FUNCTIONS OF PUBLIC RELATIONS**

Public relations serve as a lubricant that galvanizes interaction between individuals called Publics and corporate organizations; between government and government agencies and the subjects and between communities and vis-a-vis constituent groups in community. America former president, Abraham Lincoln (1809 - 1865) obviously extolled the functions of public relations when he says, "Public sentiments is everything; with public sentiments nothing can fail, without it, nothing can succeed. He who studies Public sentiments go deeper than he who makes status and pronounces decisions... public relations is everything. According to the father of modern public relations e. e. Barney (1923) cited in Nwosu (1990). The functions of public relations are therefore very many and summarized as follows:

1. Maintaining favourable relationship between an organization and the mass media and by so doing, guard against engaging in negative and damaging mass media war.
2. Identifying, interpreting and evaluating public opinions, attitudes and feelings about prominent individuals, corporate organizations, governments and communities.
3. Providing level playing ground for healthy interactions between management of an organization an and government functionaries and their respective publics and subjects.
4. Sufficiently informing various publics about the policies, activities and future plans of governments, organization and community leaders.
5. Helping to balance organizational via-a-vis government interest with that of the publics for optimum relations.

**PROBLEMS OF PUBLIC RELATIONS IN NIGERIA**

Public relations practitioners in Nigeria faced and are still facing a number of constraints in public relations practice in Nigeria. Among the constraints encountered by Pioneers of public relations practice in Nigeria include the following:

1. Lack of academic exposition:
   This implies that until lately, the profession of public relations in Nigeria was unknown as academic discipline which individuals could pursue and win laurels in. The effectiveness of any professional body depends on the academic quality of its members. Proper training and education are obviously the best tools to ensure the success of public relations practice in Nigeria. It was discovered that the poor Academic background of some practitioners; were responsible for their deviation from the ethics of the profession. Also important was the fact that most of practitioners were people trained in other fields study rather than public relations.

**THEORETICAL FRAMWORK**

The study is anchored on the development' media theory. This theory, relates specifically to media structure and performance in the developing countries. It encompasses a great variety of socio-cultural reassume and political conditions, which, however, primarily concern with using the media for development purposes.

Development media theory has already provided a bearing for the concept of development communication and the concept appear to be making varying degrees of headway in operationalization and implementation in the different zones of the developing world. According to this theory, public relation practitioners function at the edge of an organization as a liaison between it and its various policies. This is necessary since most organizations are open system interpenetrant and interrelating with their environment which affects their inputs and output.

The major tenets of development media theory, as summed up by McQuail, (1987) are as follows:-
Journalists and other media have responsibilities as well as freedom in their information gathering and dissemination tasks.

Media should also accept and help in carrying out the special development tasks of national integration, (brining together), socio-economic modernization, and promotion of Ute racy and cultural creativity.

Media should carefully identify, and give due attention to their foreign news to link; other countries with similar socio-cultural orientations/political and economic aspirations.

Local media give priority to local culture(s) and language(s).

The media should accept and carryout positive development task in line with nationally established policy without prejudice to their traditional functions of information, education and entertainment.

### DEMOGRAPHIC DATA

#### TABLE 1: AGE DISTRIBUTION OF RESPONDENTS

<table>
<thead>
<tr>
<th>respondents</th>
<th>frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-30 years</td>
<td>45</td>
<td>30%</td>
</tr>
<tr>
<td>21 - 40 years</td>
<td>30</td>
<td>20%</td>
</tr>
<tr>
<td>41 - 50 years</td>
<td>45</td>
<td>30%</td>
</tr>
<tr>
<td>51 and above</td>
<td>30</td>
<td>20%</td>
</tr>
<tr>
<td>total</td>
<td>150</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: field survey, 2012

Table 1 indicates that 45(30%) respondents are between 21-30 years, 30(20%) and 30(20%) are within the age bracket of 31-40 years and 51 years and above respectively while 45 (30%) are between 41 - 50 years.

#### TABLE 2: SEX DISTRIBUTION OF RESPONDENTS

<table>
<thead>
<tr>
<th>respondents</th>
<th>frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>75</td>
<td>50%</td>
</tr>
<tr>
<td>female</td>
<td>75</td>
<td>50%</td>
</tr>
<tr>
<td>total</td>
<td>150</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: field survey, 2012

Table 2: indicate that the respondents are equal in terms of sex distribution.

#### TABLE 3: EDUCATIONAL QUALIFICATION

<table>
<thead>
<tr>
<th>respondents</th>
<th>frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ND/NCE</td>
<td>30</td>
<td>20%</td>
</tr>
<tr>
<td>----------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>B.SC/HND</td>
<td>60</td>
<td>40%</td>
</tr>
<tr>
<td>M.SC/MA</td>
<td>30</td>
<td>20%</td>
</tr>
<tr>
<td>Ph.D</td>
<td>30</td>
<td>100%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>150</td>
<td></td>
</tr>
</tbody>
</table>

Source: field survey, 2012

The above table shows that 30(20%) respondents have ND/NCE, B.SC/HND and MSc/MA respectively while 30(20%) respondents have Ph.D.

**TABLE 4: MARITAL STATUS**

<table>
<thead>
<tr>
<th>RESPONDENTS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>30</td>
<td>20%</td>
</tr>
<tr>
<td>Single</td>
<td>45</td>
<td>30%</td>
</tr>
<tr>
<td>Divorce</td>
<td>30</td>
<td>20%</td>
</tr>
<tr>
<td>Widow/ Widower</td>
<td>45</td>
<td>30%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>150</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: field survey, 2012

The table above shows that 30(20%) are married, 45(30%) are single while 30(20%) and 45 (30%) respondent are divorced and widow/widower respectively.

**TABLE 5: DO PUBLIC RELATIONS HELP IN INCREASING ORGANIZATIONAL PRODUCTIVITY?**

<table>
<thead>
<tr>
<th>RESPONDENTS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>100</td>
<td>66.7%</td>
</tr>
<tr>
<td>NO Not sure</td>
<td>25 25</td>
<td>16.7% 16.7%</td>
</tr>
</tbody>
</table>

The table above indicates that 100 (66.7%) respondents said yes that public relations has helped increasing organizational productivity, 25 (16.7%) and 25 (16.7%) said No and not sure respectively.

TABLE : HOW DOES PUBLIC RELATIONS INFLUENCE INCREASE IN ORGANIZATIONAL PRODUCTIVITY?

<table>
<thead>
<tr>
<th>VARITIES</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding Customers</td>
<td>15</td>
<td>10%</td>
</tr>
<tr>
<td>Need</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service improvement</td>
<td>75</td>
<td>50%</td>
</tr>
<tr>
<td>Focused attention</td>
<td>15</td>
<td>10%</td>
</tr>
<tr>
<td>Good corporate image</td>
<td>15</td>
<td>10%</td>
</tr>
<tr>
<td>All of the above</td>
<td>30</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: field survey, 2012

The above table. Shows the responses in how public relations influence organizational productivity 15(10%) of the respondents choose "understanding customers needs. 75 (50%) choose service improvement. 15 (10%) and 15(10%) respectively chosen focused attention and good corporate image. While 30 (20%) of the respondents choose all of the above variables as the responses of the issue.

TABLE 7: WHAT IS THE RELATIONSHIP BETWEEN PUBLIC RELATIONS AND ORGANIZATIONAL PRODUCTIVITY?

<table>
<thead>
<tr>
<th>VARITIES</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased customer satisfactory</td>
<td>75</td>
<td>50%</td>
</tr>
<tr>
<td>Cordiality</td>
<td>15</td>
<td>10%</td>
</tr>
<tr>
<td>Goals attainment</td>
<td>45</td>
<td>30%</td>
</tr>
</tbody>
</table>
Table 6 above shows the responses on the relationship between public relations and organizational productivity. 75 (50%) of the respondents choose increased customer satisfaction, 15 (10%), 15(10%) choose cordiality and good customer relationship respectively while 45 (30%) of the respondents choose Goals attainments.

TABLE 8: RATING OF PUBLIC RELATIONS DEPARTMENT IN NIGERIAN TELEVISION AUTHORITY, UYO.

<table>
<thead>
<tr>
<th>VARIETIES</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>100</td>
<td>66.7%</td>
</tr>
<tr>
<td>Fair</td>
<td>25</td>
<td>16.7%</td>
</tr>
<tr>
<td>Poor</td>
<td>25</td>
<td>16.7%</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100%</td>
</tr>
</tbody>
</table>

FINDINGS
This research aimed at determining the effectiveness of public relation's practice towards the successful productivity of Nigerian television authority, Uyo. The study reveals that public relation has played significant roles in the successful productivity of the Nigerian television authority, UYO. The findings shows that Public relation help in bringing about mutual understanding between internal and the external members of the public.

- It helps as liaison agent
- It helps in projecting the image in the productivity of Nigerian television authority, Uyo.
- Finally, public relation throws light on the possible problem that threatens the success in the activities of Nigerian television authority, Uyo.

CONCLUSION
Based on the findings of this study, one can notice the importance of public relation to every organization in the area of cordiality between the organization and the general public, addressing the problems of customer and providing a good corporate image for an organization. The researcher made use of every opportunity towards the achievement of the objectives of the study through the questionnaire items as analyzed in chapter four of the study.

RECOMMENDATION
Having achieved objective of this study, by answering the necessary research question, the researcher therefore offer the following recommendation to help strengthen and further encourage the practice of public relation in increasing organizational productivity of Nigerian television authority, Uyo.

i. The practice (public relations) should be well organized by allowing the utilization of its full potential.

ii. Public relation should be given a more obvious position for the operation of its function.

iii. The public relations officer should be given a corresponding amount of responsibility and authority.
iv. Finally, the public relation unit should properly and adequately equipped with modern communication gadgets to carry out its enormous responsibilities.

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