**THE ROLES OF PUBLIC RELATION IN**

**CRISIS MANAGEMENT**

**(A CASE STUDY OF IKOT EKPENE LOCAL GOVERNMENT COUNCIL)**

**BY**

**ETUK, INIME JIMMY**

**AKP/P/CMA/MAC/ND2014/2463**

**THE DEPARTMENT OF MASS COMMUNICATION**

**AKWA IBOM STATE POLYTECHNIC**

**IKOT OSURUA, IKOT EKPENE**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR**

**THE AWARD OF NATIONAL DIPLOMA (ND)**

**IN MASS COMMUNICATION**

**DECEMBER, 2016.**

**CERTIFICATION**

This project entitles **“The Roles of Public Relation in Crisis Management” (A Case Study of Ikot Ekpene Local Government Council)** by **Etuk, Inime Jimmy** with the Registration number **AKP/P/CMA/MAC/ND/2014/2463** was carried out under the strict supervision and meets the requirement for the award of National Diploma (DN) in the Akwa Ibom State Polytechnic and the approved for the contribution of knowledge.

*Signature*................... *Date................................*

**Mr. Inemesit Umoren**

Supervisor

*Signature............................. Date..............................*

**MR. Evans Eshett**

**(Head of Department**

**DEDICATION**

This project is dedicated to the Almighty God for his love and protection. An to my lovely parents Mr./Mrs. Jimmy Douglas Etuk.

**ACKNOWLEDGEMENTS**

I am very grateful to the Almighty God whose grace has given me the courage to accomplish the desire.

My special thanks go to my supervisor, Mr. Inemesit Umoren who has spent time in reading through this project. I also thank the Head of Department, Mr. Evans Eshett and all the staff of Mass Communication Department, Akwa Ibom State Polytechnic, Ikot Osusua are also treasured for their direct and indirect contributions.

My heartfelt appreciation goes to my lovely parents, Mr./Mrs. Jimmy Douglas Etuk for their support, spiritually (prayer), financially and their believe that I can make long life for them to reap the fruit of their labor.

I must not fail to acknowledge my friend Ntieneobong Jimmy Etuk for his encouragement, contributions and advises during the period. I pray that God should bless you abundantly.

I wish to appreciate the contributions of my friends and colleagues, Emediong Jimmy, Mary Frankson, Happiness Godwin, Emmanuel, Unanam, Owoidighe Pilate and Imoh Robinson.

Finally, I wish to appreciate the contribution of very body. I pray that God should bless you all.

**Etuk, Inime Jimmy**

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**ABSTRACT**

This research was on the Role of Public Relation in crisis Management, a study of Ikot Ekpene, Local Government Area. This was so because in the process to satisfy activities and as a result crisis emerges. These crises that emerge posed a lot of problems to investigate the causes of crisis and examine the roles of Public Relation in crisis Management in Nigeria. This research used both primary and secondary source of data collection and population of the study was 141, 408 and sample size was 200. Included in the findings were that unemployment, land disputes, intolerance and lack of application of Public Relation strategies cause crises among others like improper demarcation of land boundaries, regular surveillance and tolerance among communities. The research recommends that these crises should be carried out through public relation enlightenment programmes.

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the Study**

Crisis emerged in the universe right from the beginning of man and has remain a reoccurring variable or decimal but not without effects. Man’s interaction with the environment coupled with the sophistication of the present age. Thus, people get involved in many activities with the prime objective to satisfy their basic or primary needs (Psychological and safety) and secondary needs (social, esteem and self fulfillment). In the process to achieve these need, crisis always emerge either between employee and employee and the management of an organization.

On the other hand organization and groups strive to win a bigger shame of the market as to make profit than rivals which will result in intensive. Competition and finally to crisis. Communities due to interest will engage in crisis. Crisis is a necessary evil with us.

Presently, hardly is there any day without news of crisis from our media whether religion, political or industrial crisis. Of a truth, crisis has been with us for centuries but the spate of current violent crisis in organization government and communities portent great anger and threaten the growth and stability of the mention areas and the society in general.

This situation requires appropriate measures and structures to manage properly these evil called crisis.

According to Nkwocha (1999), crisis is any event, issue, occurrence or situation that will be described as a turning point for better or for worse. Crisis is also a period of heightened uncertainty that increase the demand to plan at the time in which both external and internal pressure change the goals and operational practices of an organization.

Crisis is a departure or expected and usual. In other words it is dysfunctional and is a disturbance in the normal functioning of the organization. It is wise to comment that crisis and conflict occur because it is functional and strengthening for solid change as well as organizational change at specific time.

This is so because crisis can strengthen organization internally, that relations, among department and units could reinforced and grow for instance, challenge and competition with other organization with in the industry. This may bring about unprecedented co-operation and unity that further strengthened the internal unity of the organization.

It is interesting to know that crisis can empower organization with in an industry that many have been discriminated against, and could have been left out in taking part in coming together which will be healthy to these minority group by strengthening their unity bond.

In this direction, Salu (1994), view crisis as one of the agents and path of effective change unimaginable in organization. A crisis in some way causes something never to be the same again in a way.

We move further to define management as the process of planning, controlling, co-ordinating, directing and supervising to achieve the desired goal (Ewurum 2000).

But before we delve into defining the concept of crisis management let us look at various types of crisis to gives us a clear understanding of the concept.

Crisis management according to Nweke (2001) is advise advanced on the need to plan and possibly do everything within your reach to ensure and prevent an uncanny event not to occur.

Nwaocha (1999) view crisis management to involve the application of appropriate steps to either prevent a crisis not to occur or to promptly control it once it occurs. Crisis management is proactive, preventive and pre-planned in nature.

Public relations practitioners are mostly concerned in the proactive crisis management. To be effective and efficient the public relations experts are required to be skillful technical knowledgeable and aimed with full information necessary to the effective crisis management. One of the best methods of handling crisis is to plan ahead anticipate crisis at any moment or point in time, mapping of preventive control measures and strategies in the eventful occurrence of crisis at all look.

But one, the other hand management of crisis is a situation of already occurred. This usually involve five bridge and reactive approach which involve teaching sporadic and largely unco-ordinated actions to stop the crisis. Management of crisis is very wasteful compared to timely crisis management.

**1.2 Statement of Problem**

Crisis management is a positive element in managing organization, it bring about growth and stability in many firms. Many companies face insurmountable task communicating effectively with employees. Ferrabee 2011, tagged it “failure to communicate” yet, when diagnosed closely, the problems, experienced by most organization fall into one of this two categories

* They did not put customer safety and needs first
* They had no crisis communications plan in place

When organizations clash over a heated issue or moral conflict such as embryonic stem cell research or capital punishment, charges leveled at the opposition often include impuging the ethics of the opponent. Oftentimes, such charges can be paraphrased as “we are just trying to tell the truth, but they are lying and twisting fact”. Sometimes this “truth telling” is contrasted with the “spin” practiced by the other side-even though both sides often use. The same tactics and a full range of persuasive public relation strategies. When proponents embrace absolute moral values, they fail to reach out and understand the other side.

Consequently, it is against this backdrop that this research work will base its focus, and also carry out an empirical study to examine whether or not public relation in Ikot Ekpene has significant effect on the crisis management, using Ikot Ekpene L.G.A as a case study.

**1.3 Objectives of the study**

The nucleus objective of this research is to investigate how to manage and possibly reduce the frequency and channel crisis to a more productive activity, to promote development in the society.

Specifically the research objectives include:

1. To trace the cause of crisis.
2. To examine the previous methods that will be employed crisis on the society.
3. To explain why there have been unsuccessful management of crisis.
4. To offer suggested solution on how to handle crisis.

**1.4 Research Questions**

The researcher has mapped out vital research questions which need to be answered as follows:

1. Do intolerance among ethnic groups cause crisis?
2. Do land disputes cause crisis communities?
3. Does public relations strategies play a significant role in crisis management?
4. Do crisis among ethnic groups in the country discourage foreign direct investment?

**1.5 Scope of the Study**

The scope of this study covers Ikot Ekpene Local Government Area and specifically discuss causes of crisis and the activities of corporate organization on crisis management.

**1.6 Significance of the study**

This study will benefit many co-operate organizations and government officials in crisis management as few work have been done on the subject. Also it will serves as a starting point for other researchers who will be interested in the subject of this research, it will also be beneficial to communities and public relations experts as more knowledge has been gained from the research.

**1.6 Limitation of the study**

This researcher faced some obstacles in the course of gathering data, among the barriers were that few works have been done on the subject matter. Thus, few interactive existed.

Also, the unwillingness of some respondents and government officials to provide information was another problem. Finally the financial constraints made it difficult for the researcher to reach a wider public at the time frame too short.

**1.8 Operational Definition of Terms**

The meaning of key words that constitute the research problem and some key words that may be used frequently in course of this research work will be defined as sub-headings to ensure proper and easy understanding of the study.

**Communication:** Jame (1990) defined communication as the channels and visual aids against enemy or unfriendly, interception for intelligence purpose. It is the medium through which relationship are established, extended and maintained. Chappen et’al (1984), explained it to be army means by which a thought is transferred. Eyre (1983), defined communication as the transferring of a message to another part so that it can be understood and acted upon.

**Crisis:** Nwosu (1996), defined crisis as an unstable situation of extreme danger or difficulty. Any life can take on crisis proportion, if it is experienced as sudden intense unexpected, it is also emotionally.

**Crisis Management:** Bank (1999), defined crisis management as the process by which organization deals with any major unpredictable event that threatens to harm the organization, it is responding to unforeseen circumstance with no time to plan ahead.

**Management:** Weihrich (1994), opted management as the process of designing and maintaining an environment in which individual working together in groups efficiently accomplish selected aims through planning, organizing, staffing, leading and controlling.

**Public Relations:** Frank (1987) also defined public relations as the forms of planned communication outward or inward between an organization and its public for the purpose of achieving specific object concerning mutual understanding.

Crisis is a departure or expected and usual. In other words it is dysfunctional and is a disturbance in the normal functioning of the organization. It is wise to comment that crisis and conflict occur because it is functional and strengthening for solid change as well as organizational change at specific time.

This is so because crisis can strengthen organization internally, that ralations, among department and units could reinforced and grow for instance, challenge and competition with other organization with in the industry. This may bring about unprecedented co-operation and unity that further strengthened the internal unity of the organization.

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