



**ASSESSING THE EFFECTIVENESS OF PR CHANNELS  
AND MESSAGES ON KWARA STATE POLYTECHNIC  
STAFF, ILORIN**

***BY:***

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**ND/23/MAC/PT/0823**

**BEING A RESEARCH PROJECT SUBMITTED TO  
DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF  
INFORMATION AND COMMUNICATION TECHNOLOGY  
(IICT) KWARA STATE POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR  
THE AWARD OF NATIONAL DIPLOMA (ND) IN MASS  
COMMUNICATION**

***MAY, 2025***

## **CERTIFICATION**

This is to certify that this research was carried out by: **TAIWO SODIQ OPEYEMI**

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The project has been read and approved as meeting part of the requirement for the award of National Diploma (ND) in Mass Communication.

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## **DEDICATION**

This project is dedicated to Almighty Allah, who made us to finish well.

We also dedicate this project to our parents for their love, care and support may

Almighty Allah continue to be with them (Ameen).

## **ACKNOWLEDGMENTS**

We express our profound gratitude to Almighty Allah for His guidance and protection throughout the course of our project writing.

We are also deeply grateful to our parents for their affection, support, and valuable advice, which played a significant role in helping us complete this work. May God bless you all.

Our sincere appreciation goes to the entire staff of the Mass Communication Department for their intellectual support and motivation during the project writing process.

We especially acknowledge the guidance and vigilance of our supervisor, Mr. Ibraheem A.F.

Thank you, sir, for your unwavering support.

## ABSTRACT

*There is no doubt that public relations has received more attention base on it immense contribution to organization growth and development through effective public relations practice. However, this paper examined the effectiveness of PR channels and messages among staff of Kwara State Polytechnic Ilorin. Moreover, Relationship management theory was employed and a longitudinal survey design was chosen as the methodology. The population of the study approximately 1,000 staffs was derived from both member and management staff of Kwara State Polytechnic, Ilorin. The study through primary source of data collection make use of open ended questionnaire and it was randomly attested to the selected population of Kwara State Polytechnic staff. Hence, the study through its findings revealed that, Public Relations have impact on organization performance in Kwara State Polytechnic as its project organization goals, ensure organization relation and brand promotion. The findings also revealed that, management interference is the major challenge facing the activities of public relations towards ensuring effective organization performance especially in Kwara State Polytechnic. Moreover, this paper concludes that, management interference is the major challenge facing the activities of public relations towards ensuring effective organization performance in Kwara State Polytechnic. The paper recommends that Managements of every organization should endeavor to put in place structure that will help effective public relations in their organization. It also recommends that, management of Kwara State Polytechnic should disengage from interference into the public relations service of its organization to ensure professionalism.*

***Keywords: Effective Public Relations, Organizational Performance, Management Interference, PR Channels and Messages***

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

Public relations (PR) in the context of educational institution is seen as a planned and systematic management function to help improve the programs and services of an education system (especially tertiary institutions of learning) (Ofuani, Sulaimon, & Adebisi, 2018; Okwelle & Agwi, 2018). According to the scholar, PR in (tertiary) academic institutions depends on a comprehensive two-way communication process which involves both internal (e.g., staff and students) and external (e.g., general public, parents, communities and the government) publics with the aim of arousing enhanced grasp of the tasks, goals, accomplishments and needs of the institution.

Hence, PR performs a reinforcement role to organizational communication (Okwelle, 2010; Yahaya & Abubakar, 2017). PR is a critical tool for enhancement of employee performance, establishing, fostering and developing growth and stability in any organization (Austin & Pinkleton, 2001). Furthermore, Michnik (2015) stressed that public relations concerns the total communication of any organization. In a time when information is being regarded as power (Ofuani et al., 2018; Paul, 2016) it is important that communication channels and PR practices are updated to meet both routine and critical needs of organizations, including public tertiary institutions (Adagala & Michael, 2017). The organizational PR industry has about two key resources which include the management and employees, which are considered as the factors of service production, while information and communication are the raw material and the internal and external publics are the market for information and communication services (Ofuani et al., 2018; Paul, 2016).

This article focuses on the internal publics, specifically staff and workers. Hence, all these factors must be maximized to ensure that all internal publics are effectively informed and enlightened about events, orders and developments in order to ensure



symbiotic relationships in the organization (Suchan, 2006). In this perspective, formal organizations such as tertiary educational institutions must deploy all the available means to communicate effectively to the internal publics because communication is indispensable to job performance in any organization (Adagala & Michael, 2017).

In organizational PR communication is regarded as a key element (Ritter, 2003; Sadia, Salleh, Zulida, & Sazuliana, 2018). Often, many problems occurring in an organization are attributed to defective or ineffective communication. In most cases, management that is wont of keeping information that is supposed to be disseminated confidential, does not communicate properly causes confusion among employees, who will strive to understand what they are required to, or not required to do (Sadia et al., 2018; Wińska, 2010), a phenomenon which, according to Sadia et al., (2018) leads to what is referred to as "the catastrophe of higher management in communication" Communication defects or deficiency in organizational PR practice inhibits job performance and impedes organizational progress, which affects both employees and senior management who are the key actors of the organization (Grunig & Grunig, 2000).

Poor relationships with staff and other employees of the organization because of defective communication implies that the organization may not achieve its goals (Okwelle, 2010). Furthermore, educational institutions require a bit different method of regulating their operation styles; they require constant evaluation of the needs for effective communication to build effective relationship with individuals and groups (Sharma, 2015). Tertiary educational institutions engage people from diverse backgrounds. Hence, the need for effective communication in any PR activity. For example, some issues were raised at a symposium as well as matriculation and convocation lectures presented at the Federal Polytechnic Damaturu (FEDPODAM) regarding growing concerns for the need to address problems associated with poor channels of communication and PR between the management and staff of the institution which often negatively affect management employee relationships and job satisfaction. Another example is, in late 2016 an internal

industrial action was embarked upon by members of both academic and non-academic staff unions of the institution, an incident believed to be prompted by communication gaps between the management and the staff of the institution (Personal communication, Information Unit, FEDODAM, 2016).

One way of eliminating communication gaps and PR vacuums in an organization is by timely and regular dissemination of the right information to the right publics via the appropriate medium (Austin & Pinkleton, 2001). It is mandatory for organization to be keen in making sure that their internal publics receive adequate information, promptly and through appropriate channels, in order to enable them to execute their responsibilities effectively (Johnson, Weaver, Kim, & Hocke, 2010). To facilitate this, the right channels ought to be made accessible (available) by the organization (Cutlip, Center, & Broom, 2000; Grunig, 2000). Dissemination of effective communication and goodwill-bearing public would create room for school managers to obtain feedback from their internal publics by collecting information from fundamental areas of internal communication to make a distinction between the actual situations against that which management perceives to be the situation (Adagala & Michael, 2017; Suchan, 2006).

Formal organizations such as tertiary institutions of learning can achieve the goal of keeping their staff and other employees effectively informed by keeping their communication channels open for the employees to inquire and to be given the right response by the management team (Grunig, 2000). A good internal communication system is crucial to an organization because it ensures proper message flow to its publics (Cutlip et al., 2000). Organizations have a hierarchy, which is divided into units and subunits such as classes, departments and the management. The hierarchy ensures effective flow of information and communication all the time through various channels (Grunig, 2001; Otubanjo, Amujo, & Melewar, 2010). Furthermore, effective communication and PR are prime age of prime importance in an organization today in which good PR approach is utilized (Miner, 2005; Suchan, 2006). The two concepts are functional elements in which

the success of every organization depends. Johnson et al. (2010) asserted that communication is the nervous system of an organizational group, providing the information and understanding necessary for high morale and productivity.

## **1.2 STATEMENT OF THE PROBLEM**

The fact that effective public relations can ensure positive institutional performance cannot be override based on the veritable role of public relations in achieving mutual relationship within an organization and its target audience in general. Hence, effective public relation is paramount in order to ensure positive organizational performance. Several studies have been undertaken concerning the communication between a firm and its stakeholders.

The effectiveness of public relations channels and messages among institutions needs to be assessed in order to identify potential areas of improvement and enhance communication strategies. The problem at hand is the need to evaluate and enhance the effectiveness of public relations channels and messages within polytechnics. This assessment is necessary to identify any existing shortcomings, determine areas for improvement, and develop strategies to optimize communication efforts. By addressing this problem, institutions can enhance their reputation, strengthen relationships with stakeholders, and ensure effective dissemination of information to the public.

## **1.3 OBJECTIVES OF THE STUDY**

1. To examine the roles of public relations in safeguarding institutional image during industrial action among Kwara poly staff
2. To assess the current effectiveness of public relations channels and messages employed by Kwara poly staff.
3. To establish and maintain strong relationships with media outlets and journalists to optimize media relations and coverage of Kwarapoly activities

4. To evaluate the effectiveness of public relations channels and messages, using feedback from stakeholders to drive continuous improvement in communication efforts within Kwara poly.

#### **1.4. RESEARCH QUESTIONS**

1. What are the roles of public relations in safeguarding institutional image during industrial action among Kwara poly staff?
2. What are the current effectiveness of public relations channels and messages employed by Kwara poly staff?
3. What are the relationships between media outlets and journalists to optimize media relations and coverage of Kwara poly activities?
4. What are the effectiveness of public relations channels and messages, using feedback from stakeholders to drive continuous improvement in communication efforts within Kwara poly?

#### **1.5 SIGNIFICANCE OF THE STUDY**

Effective public relations channels and message contribute to the reputation and image of institutions. A positive reputation attracts prospective students, faculty, and industry partners, benefiting the institution in terms of enrollment, partnerships, and overall credibility. By evaluating and enhancing public relations channels and messages, polytechnics can improve communication within the institution. This leads to better dissemination of important information, increased transparency, and strengthened relationships among students, faculty, staff, and administrators.

An assessment of public relations channels and messages allows polytechnics to refine their marketing and brand strategies George A. (2020). By ensuring consistent messaging and highlighting unique strengths, polytechnics can differentiate themselves in a competitive educational landscape and attract prospective students and partners. The study provides a basis for ongoing evaluation and improvement of public

relations efforts within polytechnics. Regular monitoring and feedback from stakeholders enable institutions to adapt to changing communication trends, preferences, and technologies, ensuring continued effectiveness.

## **1.6 SCOPE OF THE STUDY**

The scope of this study is to find out effectiveness of PR channels and messages among staff of Kwara State Polytechnic Ilorin. The study adopts survey method to sample the opinion of the selected population Kwara State Polytechnic Staff, Ilorin through the of questionnaire techniques to gather information on required on the research. However, the sample size of 200 will be selected through stratified and random sampling technique

The study involves analyzing the needs, preferences, and expectations of various stakeholders within Kwara Polytechnics, Ilorin. This includes students, faculty, staff, alumni, industry partners, and the local community. (Robert, 2021) understanding their perspectives will help tailor communication strategies to effectively engage and connect with them.

## **1.7 DEFINITION OF TERMS**

**Public Relation:** Public relations refers to the strategic communication efforts aimed building and maintaining positive relationships between an organization, such as polytechnic and its various stakeholders.

**PR Channel:** A PR channel refers to the means or platforms used to convey messages a information to the target audience. It includes various communication channels such newsletters, press releases, social media platforms, websites, events, and media outlets.

**PR Message:** A PR message is the content or information that is crafted communicated to 1qthe target audience through different PR channels. It is designed convey a specific message or idea and elicit a desired response or action from recipients.

**Staff:** Staff refers to the employees or personnel working within the polytechnic. They may include faculty members, administrators, support staff, and other personnel involved in various roles and responsibilities within the institution.

**Institution:** Institution refers to the polytechnic or educational organization under study. It is an establishment that provides vocational and technical education and training, offering programs and courses in diverse fields.

**Effective Communication:** Effective communication refers to the successful transmission and understanding of information between the sender and the receiver. It involves clear, concise, and accurate messaging that aligns with the goals and objectives of the communication process.

**Effectiveness:** Effectiveness refers to the degree to which a particular activity or process achieves its intended goals and produces desired outcomes

**Media:** Media refers to the various communication outlets and platforms that disseminate news, information, and entertainment to the public.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

The effective internal communication channels and messages are crucial for maintaining open and transparent communication within the institution Berger A.O (2020). This includes regular newsletters, intranet portals, staff meetings, and email updates. Clear and consistent messages help to align employees with the institution's goals and foster a sense of belonging and teamwork. Polytechnics, universities etc. often rely on media channels to communicate their achievements, events, and initiatives Clement A.L (2019). Public relations professionals work to establish and maintain relationships with journalists and media outlets to ensure accurate and positive coverage. Press releases, media interviews, and media events are some of the strategies used to disseminate key messages to the public through the media.

Social media platforms have become increasingly important in the public relations efforts of higher institutions Joe S.T (2018). These platforms provide an opportunity to engage with various stakeholders, including students, alumni, faculty, and the general public. Institution can share news, events, success stories, and educational content through platforms like Face book, Twitter, LinkedIn, and Instagram. Social media also allows for real-time interaction and feedback, enhancing the overall effectiveness of communication.

#### **2.1 CONCEPTUAL FRAMEWORK**

##### **2.1.1 Concept of Public Relation**

Practices Public Relations practice involves the planned and sustained efforts to establish and maintain mutual understanding between an organization and its public (Oyewunmi, 2016). PR as a discipline is also seen as the activities that foster and encourage a meeting point for service users, service receivers and staff and management of an organization (Bruning 2019). PR activities include all efforts mobilized towards a mutual relationship within and outside systems in an organization, which is largely facilitated and coordinated under the principles of communication.

Hence, communication becomes a pivotal tool through which public relation and its activities are realized (Otubanjo 2010). Furthermore, PR has been defined as a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management to keep abreast of and effectively utilize change; serves as an early warning system to help anticipate trends and uses research and ethical communication technique as its principle tools (Suzanne,2018).

This definition comprehensively encapsulates the functions of PR and its essence in every kind of organization. Importantly, the concept management as key to effective PR (Otubanjo 2010) has been emphasized in the above definition, taking into cognizance the complexities that usually surround humans and their relationships (Suchan, 2006). This prompted Ngozi, Malachy, Christy, Ngozi, and Prince (2016) to argue that the traditional notions that regard mere communication as a focus and function of public relation is obsolete in this modern age. Furthermore, Grunig (2000) posit that PR has an expanded scope that transcends mere communication to include building productive relationships. However, as mentioned earlier, Macnamara (1999) considers PR as mainly a managerial concept, aimed to produce effective systems with functional components.

PR also involves broader purviews of building and sustaining relationships with important personalities, for the purpose of harnessing quality measures that would appropriately disseminate information and bring about wider interviews with key individuals in the organization and write press releases to make the media aware of company events or achievements (Dauwalder,2014).

- **Handling Emergencies:** Sometimes a company or organization is struck by a disastrous event that ruins its public image. This might be an oil company that has to deal with a high profile spill, or a food company that has a contamination event. Public relations professionals decide how the



organization will repair the damage to its image, communicate how it is dealing with the problem and regain control of its message (Szilagyi,2011).

- **Innovation:** A public relations initiative that touts a small business's innovations can attract attention, investors and potential business partners. Regular forms of communication in the form of feature news articles, public appearances and presentations, and service on expert industry panels establish a small business's place in their industry's spotlight (Wehrich, 2013). This positive perception can help improve overall effectiveness by demonstrating the company's ongoing successes.
- **Internal Perceptions:** Internal public relations campaigns have the potential to bolster staff morale, improve communications and motivate employees. Public relations efforts that keep all employees in the loop about company activities and strategic plans and invite feedback can get significant buy-in from employees. This can make them more supportive of the company's efforts and more effective performing their jobs (Koontz, H, 2004).

### **2.1.2 Effectiveness of Public Relations on Institutional Performance**

According to Szilagyi, (2011), regardless of how effective an institution is, it doesn't have the desired impact if the public and consumers are not aware of the business's brand, successes or contributions. A public relations campaign that educates and informs people about the contributions of the organization enhances its brand recognition and makes it more relevant in the public eye. However, not only to the organization, but public relations also have a great impact on its employees as below;

#### **Public Image Strategy**

Public relations strategists will work with top executives in the organization to craft an overview of how the company wants to be perceived, and how it is going to project a positive image. This can involve focusing in on exactly the right message, and then deciding on the broad outlines of a campaign to disseminate that message (Steinberg, C.S,2016).

#### **Outreach Events**

Public relations professionals often arrange events to raise the profile of the organization or lend its brand and name to a charitable event that represents the philosophy of the company. Think of a corporation sponsoring a Special Olympics event, or a hospital organizing a health outreach day in its town (Wayne, 2014).

### **Media Relations**

Talking with the media is a core function of public relations departments. Public relations professionals field questions from reporters, arrange for interviews with key individuals in the organization and write press releases to make the media aware of company events or achievements (Dauwalder, 2014).

#### **2.1.3 Factors Hindering the Practice of Public Relations**

Several studies have found that communicator expertise was not enough to predict the best practices of public relations. Dozier (2012). There had to be shared expectations between the communications function and senior management or dominant coalition. If the chief executive officer (CEO) and other top managers expect the public relations function to be strategic and contribute to the organization's bottom-line goals, they often require and support practices that included research and strategic planning and management rather than simply press releases and media placement. Such demand for advanced, two-way communication influences the actual practice in these organizations. It requires hiring and retaining professionals who can conduct research and analyze data that allows for more strategic practices.

- **Lack of Understanding and Support:** Public relations require a deep understanding of its principles, strategies, and value. If there is a lack of awareness or understanding among organizational leaders and stakeholders about the importance and benefits of public relations, it can hinder its practice. Without support and buy-in from key decision-makers, public relations efforts may not receive adequate resources, attention and prioritization.
- **Limited Resources:** Public relations activities require dedicated resources, including financial, human, and technological resources. Limited budgets, understaffing, and inadequate technological infrastructure can hinder the effective implementation of public relations initiatives. Insufficient resources can limit the organization's ability to

develop and execute comprehensive communication strategies, engage with stakeholders, and monitor and measure the impact of PR efforts.

➤ **Lack of Integration:** Public relations are most effective when it is integrated into the overall organizational strategy and culture. However, in some cases, public relations may be treated as a separate and isolated function, rather than being integrated across departments and functions. This can result in fragmented communication, inconsistent messaging, and missed opportunities for synergy. Lack of integration can hinder the organization's ability to present a unified and cohesive image to its stakeholders.

➤ **Communication Barriers:** Effective public relations rely on clear and open communication channels. However, various barriers can impede communication within the organization. These barriers may include hierarchical structures, silos between departments, lack of transparency, and ineffective internal communication systems. When communication barriers exist, it becomes challenging to disseminate information, engage employees, and maintain consistent messaging across all levels of the organization.

➤ **Negative Public Perception:** Negative public perception or reputation can be a significant hindrance to effective public relations. If an organization is perceived negatively due to past controversies, scandals, or poor performance, it can be challenging to rebuild trust and credibility. Negative public perception can undermine the effectiveness of PR efforts, as stakeholders may be skeptical or dismissive of the organization's messages.

#### **2.1.4 Public Relation Channels**

Public relations channels are the means or platforms through which organizations communicate with their target audience, stakeholders, and the public Okuna, (2020). These channels play a vital role in disseminating information, shaping perceptions, managing relationships, and building a positive image for the organization. PR channels encompass both traditional and digital communication platforms, each with its own unique characteristics and advantages.

➤ **Media Relations:** Media relations involve establishing and maintaining relationships with journalists, reporters, and media outlets. Media channels, such

as newspapers, television, radio, and online news platforms, are crucial for organizations to share their news, stories, and messages with a wider audience.

- **Social Media:** Social media platforms have emerged as powerful PR channels for organizations to engage with their audience directly. Platforms such as Facebook, Twitter, LinkedIn, Instagram, and YouTube enable organizations to share news updates, engage in conversations, respond to inquiries, and build relationships with stakeholders.
- **Websites and Blogs:** An organization's website serves as a central hub for information, providing a platform to share news, press releases, publications, and other relevant content. Websites often include sections such as "Newsroom" or "Press" that cater specifically to media and journalists seeking information.
- **Internal Communication Channels:** Effective internal communication channels are essential for maintaining open lines of communication within an organization. These channels, such as intranets, internal newsletters, memos, and staff meetings, facilitate the dissemination of important information to employees.
- **Events and Sponsorships:** Events and sponsorships provide opportunities for organizations to engage with their target audience directly. Hosting or participating in industry conferences, trade shows, seminars, and community events allows organizations to showcase their expertise, build relationships, and generate media coverage. Sponsorships of relevant events or causes can also help organizations align with their target audience and enhance their brand visibility.
- **Community Engagement:** Public relations channels extend to community engagement initiatives, where organizations interact and collaborate with local communities. This can include partnerships with nonprofit organizations, volunteering efforts, educational outreach programs, and involvement in community development projects. Community engagement channels help organizations build positive relationships, contribute to society, and showcase their commitment to social responsibility.
- **Influencer Relations:** In the digital age, influencer relations have gained prominence as a PR channel. Influencers are individuals with a significant online

following and influence within specific industries or niches. Partnering with influencers can help organizations reach their target audience authentically and leverage their credibility and reach to promote their messages or products.

### 2.1.5 Understanding the Key Elements of Public Relation Message

A public relations (PR) message refers to the content or information that an organization or PR practitioner wants to convey to its target audience, stakeholders, or the public Don Robert (2021). It is a strategic and carefully crafted communication that aims to shape perceptions, influence attitudes, and achieve specific objectives.

- **Key Message:** The key message is the core idea or main point that the PR message intends to convey. It is typically a concise and focused statement that captures the essence of what the organization wants to communicate. The key message should align with the organizations overall goals, values, and positioning.
- **Target Audience:** A PR message is tailored to a specific target audience or stakeholder group. Understanding the characteristics, needs, and interests of the target audience is crucial for crafting a message that resonates with them. The message should be relevant and meaningful to the intended recipients, addressing their concerns or providing value to them.
- **Tone and style:** The tone and style of the PR message depend on the organization's brand identity, the nature of the communication, and the intended audience. It can range from formal and professional to conversational and friendly, depending on the desired impression and the communication channel used.
- **Supporting Information:** A PR message often includes supporting information or evidence to strengthen its credibility and persuasiveness. This can include facts, statistics, case studies, testimonials, or expert opinions. The supporting information helps to substantiate the key message and provide context or proof of the organization's claims or achievements.
- **Call to Action (CTA):** A PR message may include a call to action, which is a specific request or instruction for the audience to take a desired action. This can be visiting a website, signing up for a newsletter, attending an event, purchasing a

product, or supporting a cause. The CTA guides the audience towards the intended outcome and helps to measure the effectiveness of the message.

- **Message Consistency:** Consistency is crucial in PR messaging. The key message and supporting information should be consistent across different communication channels and over time. Consistency builds credibility, reinforces the organization's brand identity, and helps to create a unified and coherent image.

### **2.1.6 Public Relations (PR) Tools**

According to Maxwell A. (2021) public relation tools are instrumental in planning, executing, and measuring the success of PR campaigns and activities. These tools assist PR practitioners in managing media relations, monitoring public sentiment, analyzing data, and amplifying their messaging. PR tools encompass a wide range of software, platforms, and technologies that streamline PR efforts and enhance communication effectiveness.

1. **Media Monitoring and Analysis:** PR tools for media monitoring and analysis help organizations stay informed about media coverage, mentions, and public sentiment surrounding their brand or industry. These tools track news articles, social media mentions, and online discussions, providing valuable insights into the public perception and allowing for timely response and strategic decision-making.
2. **Media Database and Relationship Management:** PR professionals rely on media database tools to access comprehensive contact information for journalists, reporters and media outlets. These tools facilitate targeted media outreach, enabling practitioners to build relationships, distribute press releases, and pitch stories to relevant journalists. Additionally, relationship management features help track interactions and maintain a database of media contacts.
3. **Press Release Distribution:** PR tools for press release distribution streamline the process of disseminating news and announcements to media outlets and journalists. These tools provide distribution channels, allowing organizations to reach a wide audience and increase the visibility of their

messages. They often offer features such as media targeting, analytics, and tracking to measure the reach and impact of press releases.

4. **Social Media Management:** Social media management tools assist PR practitioners in scheduling, publishing, and monitoring their social media content. These tools centralize social media accounts, facilitate engagement with followers, and provide analytics to track performance and measure the effectiveness of social media campaigns. They may also offer features for social listening, sentiment analysis and influencer identification.
5. **Content Creation and Distribution:** PR tools for content creation and distribution aid in developing engaging and shareable content. They include graphic design software, video editing tools, and content management systems (CMS) that enable the creation of visually appealing and informative content. Content distribution tools assist in publishing and promoting content across various channels, such as websites, blogs, and social media platforms.
6. **Online Reputation Management:** Online reputation management tools help organizations monitor and manage their online reputation. These tools track online mentions, reviews, and comments, allowing organizations to respond promptly to feedback and address any negative sentiment. They provide insights into public perception, help protect brand reputation, and enable proactive reputation management strategies.

### **2.1.7 Characteristics of Nigerian Tertiary Institutions**

Arguably, it is a norm that job in Nigerian public tertiary institutions is nobody's work and therefore does not deserve commitment. This general apathy to work among employees and staff of Nigerian public tertiary institutions has roots in the colonial era when civil servants worked to fulfill the demands of the colonial masters above every other thing, with little growth potential. However, they never got the recompense which was proportionate with their job performance. Nowadays, even though the policies and objectives are being formulated by Nigerians for Nigerian citizens' needs, the colonial attitude persists (Grunig & Grunig 2000); Ifedili, 2013).

The story of Nigerian public tertiary institutions (universities, polytechnics, colleges of education, etc.) is that of perpetual wants and lacking. Most of these institutions suffer from lack of funding and severe lack of teaching and learning infrastructures (classrooms, lecture halls, libraries, sports facilities, dormitories etc.), and where they exist most are overstretched and or dilapidated. These problems pose serious threats to quality staff work performance, students' academic performance and wellbeing. In fact among the myriad of challenges and problems affecting the staff performance in these institutions, these particular ones have proven to be very hard nuts to crack over the years, often forcing both academic and non-academic staff to go on strike for months on end (Lawal & Atueyi, 2018; Ifedili, 2013).

#### **2.1.8 Understanding the Effective Work of Institutional Staff**

According to Godwin Robert (2020) effective work of institutional staff is crucial in ensuring the smooth functioning and success of an organization. Institutional staff refers to the employees who work within an institution or organization, fulfilling various roles and responsibilities to support its operations, goals, and mission. Here are some key aspects that contribute to the effective work of institutional staff:

- ❖ **Clear Roles and Expectations:** Institutional staff should have well-defined roles and clear expectations set by the organization. They should understand their responsibilities, objectives, and how their work contributes to the overall goals and mission of the institution.
- ❖ **Competence and Skills:** Effective institutional staff possesses the necessary skills, knowledge, and competence required to perform their roles successfully. Organizations should invest in training and professional development opportunities to enhance staff skills and keep them updated with industry trends and best practices.
- ❖ **Communication and Collaboration:** Strong communication and collaboration among institutional staff are essential for effective work. Open lines of communication foster a positive work environment, facilitate the exchange of ideas and information, and promote effective teamwork.



- ❖ **Problem-Solving and Adaptability:** Effective institutional staff are proactive problem solvers who can identify challenges, propose solutions, and adapt to changing circumstances. They possess critical thinking skills and are resourceful in finding innovative approaches to overcome obstacles.
- ❖ **Time Management and Prioritization:** Institutional staff should be skilled in managing their time and prioritizing tasks effectively. They should be able to organize their work, set realistic deadlines, and allocate resources efficiently.
- ❖ **Professionalism and Ethics:** The effective work of institutional staff is characterized by professionalism and adherence to ethical standards. Staff should demonstrate integrity, honesty, and respect in their interactions with colleagues, clients, and stakeholders.

## **2.2 THEORETICAL FRAMEWORK**

### **2.2.1 Uses and Gratifications Theory**

According to Katz et al (2016), "Uses and Gratifications theory asserts that people are active users of media and select how they will use it", but more specific was Lattimore et al., (2007) that people use media as entertainment; scan the environment; a diversion; a substitute for personal relationships; and a check on personal identity and values .However, Ruggiero (2000) suggests variability of involvement and ritualistic or habitual use, but Levy and Windahl (1984) espoused that "individuals are differentially selective and goal-directed at different times: before, during and after exposure to media".

On the involvement factor, Galloway and Meek (1981) submit that motivation to use any mass medium is also affected by how much an individual relies on it. Most studies on Uses and Gratifications centered on the 'active audience' claim, as Windahl (1981) suggest the audience as "super rational", whilst indeed audience activity "covers a range of possible orientations to the communications process, a range that varies across phases of the communication sequence" (Levy and Windahl, 1984). Ruggiero (2000) puts it more graphically: "Different individuals tend to display different types and amounts of activity in different communication settings and at different times in the communication process."

### **2.2.2 Relationship Management Theory**

Relationship management theory was advanced by Elton (2020) who by combining exchange theory and dialectical perspectives, agreed with earlier works by Baxter that a relationship is an ongoing process and that the relationships development is affected by the state of the previous process. An organizations relationship and involvement with the public starts when an organization realizes its interdependence with other units in the institutional environment appreciates the role that each of the stakeholders play in an effective operation of the firm. Hence the types of relationship that an organization wishes-to develop with its public determine the use of the cultivation strategies though the types of the relationship that ensue might be different from the original expectations that the organization expected (Feddersen & Gilligan, 2011).

This theory becomes so relevant to this study based on its justification about the developmental impact of effective and mutual relationship in an organization. Relationship management theory is of the notion that all the stakeholders in an organization must ensure effective or mutual relationship in order to enhance positive performance in an organization. Hence, the above assertion places public relations in every organization in an undeniable position to maintain mutual relationship within an organization in order to ensure positive organization performance so as to attain organization goals and objectives.

### **2.3 EMPIRICAL REVIEW**

An informed public is the best way to get support for emergency and rescue services. Public information is generated through the process of creating awareness about the roles and responsibilities of available service organizations among the public. The PR efforts therefore, must take initiatives to increase the level of public information by improving knowledge and awareness and thereby changing people's attitudes and behaviors related to the value and significance of organization as well (America's Fire and Emergency Services Leader: Strategic Plan Fiscal Years 2014-2018). The function of professional public relations (PR) is to create understanding. Unlike advertising,

which is used to generate awareness and promote sales, public relations aim to change attitudes.

The PR efforts lead individuals towards exactly what should they believe regarding a particular organization, service, or a company. Mostly, public relations techniques are adopted to educate people about new public services, and in order to introduce new lifestyles. The British Institute of Public Relations defines it as “a deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its publics” (Jethwaney & Sarkar, 2000; Grunig, 2005).

From the above definition two basic tenets of PR can be inferred: first that it is “the planned and sustained effort” pointing that PR campaigns or efforts are well planned and a continuous activity. Secondly, its purpose is “to establish and maintain mutual understanding”, which means ensuring clear understanding between an organization and its publics, as many publics groups of people are involved (Onyiengo, 2014, p. 2). Therefore, the purpose of Public Relations campaigns and strategies is to educate the people about new public services, identify, establish, and maintain mutual understandings between an organization and its various publics. (Baines, Egan, & Jefkins, 2004). The Punjab Emergency Service (Rescue 1122) is the largest emergency humanitarian service of Pakistan with infrastructure in Pakistan. Rescue 1122 is the most efficient and professional rescue service in the whole south Asian region. It includes emergency Ambulance, Rescue & Fire services and Community Emergency Response Teams. It is at par with any international similar rescue services and known for world's shortest average response time of 7 minutes. It covers all 36 districts of Punjab province with population of over 80million (Rescue 1122,2015).

The objective of Rescue 1122 is not just to provide the emergency victims with the basic right to timely emergency care but it believes in “saving lives and changing minds”. The basic goal of the Service is "development of safer communities through establishment of an effective system for emergency preparedness, response and prevention" (Rescue 1122, 2015). Rescue 1122 is striving to create safer communities by implementing the Community Safety Program. This program involves capacity building of organizational capacity

building and training of citizens in life saving skills. In order to accomplish these objectives informed and engaged public is essential.

The involvement of people in the process is done through effective public relations. The public relation efforts aware and educate people of the importance of the knowledge about taking the right decision and doing the right thing in emergency situations of any kind. Therefore, it is important to look at the success of organizational public relations' efforts of Rescue 1122 in creating clear understanding and awareness for its services. The perception of organization public relationships plays a very essential role in measuring the effectiveness of public relations campaigns and programs evaluation at the level of organization as well at and at the societal level (Grunig, 2005). The purpose of this study was to investigate the effectiveness of Rescue 1122- public relationships on its organizational reputation from the perspective of the service beneficiaries. This study checked the success of the PR campaigns at several stages that include people: awareness, comprehension, attitude, and behavior towards the Rescue 1122 services. The image and reputation of the organization in public perceptions was assessed in terms of its quality of services and proficiency.

As Public relations have evolved and recognized as a specialized field it demands a comprehensive and effective way of measuring its value. Broom et al. (Broom, Casey & Ritchey, 1997) describe public relations as creating and sustaining an organization's relationships with its publics. Since the recognition of the public relations as formal activity Public relations professionals and researchers have been struggling to develop measures that would establish public relations' effectiveness or added value (Grunig, Grunig & Dozier, 2002). Assessment of Public relations effectiveness is important because it is directly linked to the perception of organizational image among its publics (Radford & Goldstein, 2002; Dozier, 1990; Fairchild, 2002; White & Blamphin, 1994).

Public relations activity often face indistinct (Murray & White, 2004) and multifaceted problems, so cannot be measured adequately by any single method (Macnamara, 2002; Cutlip & Broom, 2006; Gregory & White, 2006) In short, due to the absence of a single standard way to measure the effectiveness of public relation efforts practitioners often have to select from an array of different methods and models to assess

and demonstrate their effectiveness (Gregory, 2001; Pohl & Vandeventer, 2001; Walker, 1994; Watson, 1997) further, the practitioners often fail to fully utilize available methods and unable to understand how they might be applied.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

According to (Grunig, Grunig, & Dozier, 2002). Research methodology refers to the systematic and structured approach employed by researchers to investigate and answer research questions or hypotheses. It encompasses the strategies, techniques, tools, and procedures used to collect, analyze, interpret, and present data in a scientific manner. A well-defined research methodology ensures that the research is conducted in a rigorous and reliable manner, enabling other researchers to replicate and verify the findings.

This chapter deals with the method chosen by the researcher to carry out the project. The purpose of this chapter is for the researcher to break down the techniques chosen to prove that such methods would provide the result required for the study.

#### **3.1 RESEARCH DESIGN**

According to (Lawal & Atueyi, 2018; Ifedli, 2013) Research design refers to the overall plan or blueprint that outlines how a research study will be conducted. It serves as a framework for guiding the collection, analysis, and interpretation of data to address the research objectives or research questions. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success. A research design can also be defined as the strategy for answering your research question using empirical data, creating a research design means making decisions about your overall research objectives and approach whether you will rely on primary research or secondary research.

It is an acceptance fact that research design is the basis plan that guide data collection and the analysis phase of any research work. The design of a research can be regarded as the frame work which specific the type of information to be gathered including the source of data and the procedure used in collecting them. Research can be define as an attempt to discover something design however, refers to the whole method or technique used in gathering data. Research design therefore entails to. frame work or general arrangement that is used in collecting and analysis a set of data.

The research design selected for this project is survey research design that will infuse numbers and in-depth answers from the participants. This research design will enable the researcher to gain more insight into the effectiveness of PR channels and message they render to the organization.

### **3.2 POPULATION OF THE STUDY**

According to (Baines, Egan, & Jefkins, 2004). Population of the study can be defined as subset of the target population from which the sample is actually selected. It is broader than the concept sample frame. It may be appropriate to say that sample frame is an operationalized form of study population. Population of the study could be seen as operational definition of target population. Researchers are seldom in a position to study the entire target population. The study population chosen for this research was 1,000 staffs of Kwara State Polytechnic, Ilorin. It comprises of six academic institutes and four centres.

### **3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE**

According to (Ikechukwu, 2002 & Joe, 2004) the sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample has been drawn from the population. Sampling techniques is the process of selection of a subset of individuals from the population to estimate the characteristics of the whole population.

In a situation where the population is too large then a sample of the population would be taken to determine information. Also to avoid unnecessary repetition of answer and ease computation sample of the population needs to be taken.

The sample size therefore, is 100, the sample consists of both male and female in order to get appropriate results, the respondents were selected on the basis of their status. The researcher through simple random sampling chooses representative from the department making the whole sample size.

### **3.4 RESEARCH INSTRUMENT**

According to Okuma (2020) A Research Instrument can be defined as a tool used to collect, measure, and analyze data related to your research interests. Questionnaire refers to as a device for security answer to using a form which the respondent fills personally.

The research instrument used in collecting this data is purely questionnaire and will be distributed as state above.

The research required a questionnaire to survey and allowed the researcher to stick to the objectives and not deviate from the topic.

### **3.5 VALIDITY AND RESEARCH OF THE INSTRUMENT**

According to (Blumberg et al., 2005) Validity and research of the instrument often defined as the extent to which an instrument measures what it asserts to measure. Validity and research instrument assesses the extent to which the instrument measures what it is designed to measure (Robson, 2011). It is the degree to which the results are truthful.

The instrument used for the research was verified and considered reliable by experts and professionals in the field. The validity of the instrument will be determined by the face and content validity criteria. The face validity was obtained by giving the instrument to the project supervisor and two other scholars who examine the instrument for content coverage and suitability for the study following which the instrument was adjudged valid. Reliability is based on the subject of whether the aftereffects of a study are repeatable.

The reliability of the instrument will be determined by the test-retest method wherein the instrument was administered twice within a week interval on the set of respondents who were not part of the final population. At the end of the exercise, the responses were checked for similarity and consistency. (Bergger, 2006).

### **3.6 DATA COLLECTION METHOD**

According to (Maxwell et al. 2021) Data collection methods can be defined as the techniques and procedures used to gather information for research purposes. These methods can range from simple self reported surveys to more complex experiments and can involve either quantitative or qualitative approaches to data gathering.

The aim of data collection method is to assist the researcher with solutions on problems earlier identified. The specification or classification of data used for information collection for this study is primary source of data only based on research issues at hand. Primary data has been used in conducting this research. The respondents supply



supplementary data, the interview granted the respondents was basically on the subject of study and direct assessment were made by the researcher to present the data in appropriate form. After the collection of data, it was analysed through table for easy accessible for the questionnaire, and transcription, for the qualitative data. While for the quantitative data, tables of cross tabulation were used to interpret the data collated, the transcribed data of the discussion was analysed by the researcher.

### **3.7 METHOD OF DATA ANALYSIS**

According to (Okuma, 2020) Method of data analysis can be defined as the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. This area covers diagnostic test, conceptual model and analytical model. Tables were used to present data. The researcher used the following diagnostic test as a statistical measure to test data accuracy.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.0 INTRODUCTION**

This chapter focuses on data presentation observed from the distributed questionnaire. The institutional characteristics and background of respondent to the questionnaire would be considered. However, explanation of the element under consideration is grouped on the basis of gender, age, marital status, education level, and occupation. The analysis is based on the response of the respondents which contain reliable information on "Assessing effectiveness of PR channels and messages among staff of Kwara State Polytechnic Ilorin. The respondent of the questionnaire are Kwara State Polytechnic Staff.

#### **4.1 DATA PRESENTATION**

According to Maxwell S.A & George A. (2013) data presentation is the process of organizing, summarizing and usually representing data in a way that is easily understandable and meaningful to the audience. It also refers to the organization and presentation of data into table, graph, chart etc. In this research project, the instrument for the study was administered to random selected respondents in Kwara State Polytechnic, Ilorin and it was distributed to 100 numbers of staff. The questionnaire consists of two sections (A and B) of 18 questions which are relevant to this study.

#### **SECTION A: ANALYSIS OF DEMOGRAPHIC SEGEMENT**

**Table 1: Sex Distribution of Respondent**

Gender	Number of Respondent	Percentage
Male	40	40%
Female	60	60%
Total	100	100%

*Source: Research Survey, 2025*

Table 1 show that 40 respondents representing 40% are male while 60% respondents representing 60% were female. This table shows that majority of the respondents are female.

**Table 2: Age Distribution of Respondents**

Age	Number of Respondent	Percentage
15-20years	27	27%
21-25 years	57	57%
26-30 years	12	12%
30 above	4	4%
Total	100	100%

**Source: Research Survey, 2025**

Table 2 shows that 27 respondent representing 27% fall within 15-20 years, 57 respondents representing 57% fall within 26-30 years, 12 respondent representing 12% fall within 26 – 30 years, 4 respondents representing 4% fall within 30 and above years. This table shows that majority of the respondents are within 21-25 years.

**Table 3: Occupation of the Respondents**

Occupation	Number of Respondent	Percentage
Student	90	90%
Civil Servant	5	5%
Self Employed	5	5%
Total	100	100%

**Source: Research Survey, 2025**

Table 3 shows that 90 respondents representing 90% are students, 5 respondents representing 5% are civil servant while 5 respondents representing 5% were self employed. This table shows that majority of the respondents are students.

**Table 4: Marital Status of the Respondent**

Marital Status	Number of Respondent	Percentage
Single	86	86%
Married	11	11%
Divorced	3	3%
Total	100	100%

*Source: Research Survey, 2025*

Table 4 shows that 86 respondents representing 86% are single, 11 respondents representing 11% are married, 3 respondents represent 3% divorce. This shows that majority of the respondents were single.

Religion	Number of Respondent	Percentage
Islam	72	72%
Christian	28	28%
Other	0	0%
Total	100	100%

*Source: Research Survey, 2025*

**Table 5: Religion of the Respondent**

Table 5 shows that 72 respondents representing 72% are Islam while 28 respondents representing 28% are Christian. This table shows that majority of the respondents are Islam.

**Table 6: Educational Qualification of the Respondent**

Educational Qualification of the Respondent	Number of Respondent	Percentage
SSCE/WAEC	27	27%
NCE/OND	56	56%
B.sc/HND	17	17%
Total	100	100%

*Source: Research Survey, 2025*

Table 6 shows that 27 respondent representing 27% are SSCE/WAEC, 56 respondents representing 56% are NCE/OND while 17 respondents representing 17% are B.sc/HND. This table shows that the majority of the respondents are NCE/OND

## **SECTION B: RESEARCH QUESTIONS**

**Table 7: How frequently do you use social media?**

Responses	Frequency	Percentage
Multiple times a day	77	77%
Once a day	18	6%
A few times a week	5	5%
Rarely	0	0%
Never	0	0%
Total	100	100%

**Source: Research Survey, 2025**

Table 7 shows that 77 respondents representing 77% are multiple times a day, 18 respondents representing 18% are once a day while 5 respondents representing 5% are a few times a week. This table shows that 77 respondents representing 77 % usually use social media.

**Table 8: How much time do you spend on social media per day on average?**

Responses	Frequency	Percentage
Less than 30 minutes	18	18%
30 minutes to 1 hour	23	22%
1 to 2 hours	24	24%
More than 2 hours	35	35%
Total	100	100%

**Source: Research Survey, 2025**

Table 8 shows that 18 respondent; representing 18% are less than 30 minutes, 23 respondents representing 23% are 30 minutes to 1 hour, 24 respondents representing 24% are 1 to 2 hours while 35 respondents representing 35% were more than 2 hours. This table shows that 35 respondents representing 35% mostly spend much time on social media per day on average.

**Table 9: Which social media platform do you actively use?**

Responses	Frequency	Percentage
Instagram	9	9%
Twitter	3	3%
Facebook	23	23%
TikTok	58	58%
Snapchat	7	7%
Total	100	100%

*Source: Research Survey, 2025*

Table 9 shows that 9 respondents representing 9% choose instagram, while 3 respondents representing 3% choose twitter, 23 respondents representing 23% choose facebook, 58 respondents representing 58% choose Tiktok while 7 respondents representing 7 % choose snapchat.

**Table 10: What motivates you to participate in social media activism?**

Responses	Frequency	Percentage
Raising awareness about important issues	36	36%
Advocating for social or political change	5	5%
Supporting a cause or movement	13	13%
Connecting with like-minded individuals	19	19%
Expressing personal opinions and beliefs	27	27%
Total	100	100%

*Source: Research Survey,2025*

Table 10 shows that 36 respondents representing 36% say raising awareness about important issues, frequently while 5 respondents representing 5% say advocating for social or political change.13 respondents representing 19% say connecting with like minded individuals 27 respondents representing 27 say expressing personal opinions and beliefs this table shows that majority of 36 respondent represent 36% say raising awareness about important issues.

**Table 11: How effective do you think PR channel is bringing about a good change institutional activities?**

Responses	Frequency	Percentage
Very effective	73	73%
Some what effective	17	17%
Neutral/Undecided	5	0%
Not very effective	5	0%
Not effective at all	0	0%
Total	100	100%

*Source: Research Survey, 2025*

Table 11 shows that 73 respondent representing 73% say every effective. 17 respondent representing 17% say some what effective 5 respondent representing 5% neutral/undecided

while 5 respondent representing 5% say not very effective. The table shows that the majority of the respondents were 73 respondents who say very effective.

**Table 12: The roles of public relations in safeguarding institutional image during industrial action among institutional staff**

Responses	Frequency	Percentage
Strongly Agreed	77	77%
Agreed	23	23%
Neutral	0	0%
Disagreed	0	0%
Strongly Disagreed	0	0%
Total	100	100%

*Source: Research Survey, 2025*

Table 12 shows that 77 respondents representing 77% agreed while 23 respondents representing 23% strongly agreed. This mean that majority of the respondent strongly agreed.

**Table 13: There is current effectiveness of public relations channels and messages employed by institutional staff**

Responses	frequency	Percentage
Strongly Agreed	44	44%
Agreed	55	55%
Neutral	1	1%
Disagreed	0	0%
Strongly Disagreed	0	0%
Total	100	100%

*Source: Research Survey, 2025*

Table 13 shows that 44 respondents representing 44% strongly agreed while 55 respondents representing 55% agreed. 1 respond represent 1% neutral The table shows that majority of the respondents agreed that there is current effectiveness of public relations channels and messages employed by institutional staff.

**Table 14: There is a relationship between media outlets and journalists to optimize media relations and coverage of higher institution activities.**

Responses	Frequency	Percentage
Strongly Agreed	70	70%
Agreed	30	30%



Neutral	0	0%
Disagreed	0	0%
Strongly Disagreed	0	0%
Total	100	100%

*Source: Research Survey, 2025*

Table 14 shows that 70 respondents representing 70% strongly agreed while 30 respondents representing 30% agreed. This means that majority of the respondents strongly agreed that social there is a relationship between media

outlets and journalists to optimize media relations and coverage of higher institution activities.

Table 15: The effectiveness of public relations channels and messages, using feedback from stakeholders to drive continuous improvement in communication efforts within higher institution

Responses	Frequency	Percentage
Strongly Agreed	45	45%
Agreed	48	48%
Neutral	6	6%
Disagreed	1	1%
Strongly Disagreed	0	0%
Total	100	100%

*Source: Research Survey, 2025*

Table 15 shows that 45 respondents representing 45% strongly agreed 48 respondents representing 48% agreed. 6 respondents representing 6% neutral 1 respondent representing 1% disagreed the majority of the respondent agreed that the effectiveness of public relations channels and messages, using feedback from stakeholders to drive continuous improvement in communication efforts within higher institution.

**Table 16 Well-crafted PR channels and messages facilitate the timely and transparent flow of information across the institution.**

Responses	Frequency	Percentage
Strongly Agreed	45	45%
Agreed	40	40%
Neutral	15	15%
Disagreed	0	0%

Strongly Disagreed	0	0%
Total	100	100%

***Source: Research Survey, 2024***

Table 16 shows that 45 respondents representing 45% strongly agreed while 40 respondents representing 40% agreed. 15 respondent representing 15% neutral. The majority of the respondents strongly agreed that well-crafted PR channels and messages facilitate the timely and transparent flow of information across the institution.

**Table17: Meaningful PR messaging that aligns with institutional vision, values, and priorities helps staff understand their role and how they contribute to the institution's success.**

Responses	Frequency	Percentage
Strongly Agreed	46	46%
Agreed	45	45%
Neutral	0	0%
Disagreed	9	9%
Strongly Disagreed	0	0%
Total	100	100%

***Source: Research Survey, 2025***

Table 17 shows that 46 respondents representing 46% strongly agreed, 45 respondents representing 45% agreed While, 9 respondent representing 9% disagreed The majority of the respondents strongly agreed that meaningful PR messaging that aligns with institutional vision, values, and priorities helps staff understand their role and how they contribute to the institution's success.

**Table 18: Consistent recognition and celebration of staff achievements through PR channels can have a significant positive impact on morale**

Responses	Frequency	Percentage
Strongly Agreed	50	50%
Agreed	44	41%
Neutral	6	6%
Disagreed	6	6%
Strongly Disagreed	0	0%
Total	100	100%

***Source: Research Survey, 2024***

Table 18 shows that 50 respondents representing 50% strongly agreed 44 respondents representing 44% agreed, 6 respondent represent 6% disagreed. The majority of the respondents strongly agreed that consistent recognition and celebration of staff achievements through PR channels can have a significant positive impact on morale.

## **4.2. ANALYSIS OF RESEARCH QUESTIONS**

### **RESEARCH QUESTION ONE**

What are the roles of public relations in safeguarding institutional image during industrial action among Kwara poly staff?

In relation to table 15 it shows that 45 respondents representing (45%) strongly agreed while 48 respondents representing (48%) agreed. The majority of the respondents strongly agreed that the effectiveness of public relations channels and messages, using feedback from stakeholders to drive continuous improvement in communication efforts within higher institution

### **RESEARCH QUESTION TWO**

What are the current effectiveness of public relations channels and messages employed by Kwara poly staff?

In relation to table 13 it shows that 44 respondents representing (44%) strongly agreed while 55 respondents representing (55%) agreed. The table shows that majority of the respondents agreed that there is current effectiveness of public relations channels and messages employed by institutional staff.

**RESEARCH QUESTION THREE** what are the relationships between media outlets and journalists to optimize media relations and coverage of Kwara poly activities?

In relation to table 14 it shows that 70 respondents representing (70%) strongly agreed while 30 respondents representing (30%) agreed. This means that majority of the respondents strongly agreed that social there is a relationship between media outlets and journalists to optimize media relations and coverage of higher institution activities

**RESEARCH QUESTION FOUR** What are the effectiveness of public relations channels and messages, using feedback from stakeholders to drive continuous improvement in communication efforts within Kwara poly?

In relation table 16 shows that 46 respondents representing (46%) strongly agreed while 45 respondents representing (45%) agreed. The majority of the respondents strongly agreed that well-crafted PR channels and messages facilitate the timely and transparent flow of information across the institution.

## **4.3 DISCUSSION OF FINDINGS**

The purpose of this study is to examine effectiveness of PR channels and messages among staff of Kwara State Polytechnic Ilorin. The result obtained in the statistical analysis was used to provide an answer to this research study to provide an answer to this study. Definite question were asked in the questionnaire to generate answer to each of the questions passed in this study. Hundred (100) questionnaires were administered to the respondents and all the copies of the questionnaire were returned.

The first research question, what are the roles of public relations in safeguarding institutional image during industrial action among Kwara poly staff? In relation to table 15 it shows that 45 respondents representing (45%) strongly agreed while 48 respondents representing (48%) agreed. The majority of the respondents strongly agreed that the effectiveness of public relations channels and messages, using feedback from stakeholders to drive continuous improvement in communication efforts within higher institution.

The second research question convey that what are the current effectiveness of public relations channels and messages employed by Kwara poly staff? In relation to table 13 it shows that 44 respondents representing (44%) strongly agreed while 55 respondents representing (55%) agreed. The table shows that majority of the respondents agreed that there is current effectiveness of public relations channels and messages employed by institutional staff.

The third research question confined that what are the relationships between media outlets and journalists to optimize media relations and coverage of Kwara poly activities? In relation to table 14 it shows that 70 respondents representing (70%) strongly agreed while 30 respondents representing (30%) agreed. This means that majority of the respondents strongly agreed that social there is a relationship between media outlets and journalists to optimize media relations and coverage of higher institution activities.

The fourth research question confined that what are the effectiveness of public relations channels and messages, using feedback from stakeholders to drive continuous improvement in communication efforts within Kwara poly? In relation table 16 shows that 45 respondents representing (45%) strongly agreed while 40 respondents representing (40%) agreed. The majority of the respondents strongly agreed that well-

crafted PR channels and messages facilitate the timely and transparent flow of information across the institution.

The findings confined the review of data to determine which communication PR channels are most effective in reaching institutional staff. Are there specific channels that receive higher engagement or better response rates? Are there any channels that seem underutilized or less effective? Effective PR relies on clear and consistent messaging that aligns with the institution's goals and values. When communicating with institutional staff, it is important to convey information in a straightforward and transparent manner to ensure understanding and build trust. Utilizing appropriate internal communication channels is crucial for reaching institutional staff effectively. These channels may include email newsletters, intranet portals, internal social media platforms, memos, staff meetings, and direct one-on-one communication. The choice of PR channels should be based on the preferences and habits of the staff members.

Different staff members may have varying roles, responsibilities, and interests within the institution. Tailoring messages to specific groups or individuals can enhance their relevance and impact. Consider segmenting the staff based on their departments, levels of responsibility, or other relevant factors to deliver targeted messages. Effective PR involves not only delivering messages but also creating opportunities for feedback and dialogue. Encourage institutional staff to provide their input, ask questions, and share their perspectives. This two-way communication fosters engagement, strengthens connections, and allows for better understanding of staff concerns and needs.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY**

Public relations (PR) channels and messages play a crucial role in effectively communicating with institution staff. By utilizing various communication channels and crafting targeted messages, institutions can foster positive relationships, promote transparency, and enhance employee engagement. Internal newsletters are a valuable PR channel for sharing important updates, achievements, and organizational news. By delivering relevant content directly to staff members' inboxes, internal newsletters keep employees informed and engaged, fostering a sense of belonging and unity within the institution.

The findings on intranets and internal websites serve as centralized platforms for disseminating information, policies, procedures, and resources. These PR channels enable staff members to access critical information at their convenience, enhancing communication efficiency and facilitating collaboration across departments. Effective communication is vital for institutions to establish strong relationships with their staff members. Public relations (PR) channels and messages serve as powerful tools in facilitating this communication process. By employing various channels and crafting well-designed messages, institutions can effectively convey information, promote transparency, and engage employees. This introduction provides an overview of the effectiveness of PR channels and messages among institution staff, highlighting their role in fostering positive relationships and enhancing organizational success.

The findings of the summary involve the fast-paced and dynamic work environments, institutions must prioritize internal communication to keep their staff members informed, motivated, and aligned with organizational goals. PR channels such as internal newsletters, intranets, town hall meetings social media platforms, and email communication play a crucial role in reaching employees and delivering relevant information. These channels create opportunities for staff members to access updates, share their perspectives, and stay connected with the institution's overall direction.

#### **5.2 CONCLUSION**

The effectiveness of public relations (PR) channels and messages among institution staff is crucial for establishing strong relationships, promoting transparency, and enhancing organizational success. By utilizing a combination of PR channels such as internal newsletters, intranets, town hall meetings, social media platforms, and email communication, institutions can effectively disseminate information and keep staff members informed.

Crafting well-designed and targeted PR messages is equally important. Messages should be clear, concise, and engaging, addressing employees' concerns and aspirations while aligning with organizational goals. Effective communication fosters a sense of belonging, encourages employee involvement, and strengthens the institution's overall culture.

PR channels and messages also contribute to employee engagement and satisfaction. When staff members feel well-informed and included in decision-making processes, they are more motivated, productive, and committed. Regular communication and recognition of employees' contributions through PR channels create a positive work environment and promote a sense of value and appreciation.

However, institutions must continuously evaluate and adapt their PR strategies. Gathering feedback and regularly assessing the impact of channels and messages ensures they meet the evolving needs and expectations of staff members. By refining PR efforts, institutions can enhance communication effectiveness and maintain strong relationships with their staff.

### **5.3 RECOMMENDATIONS**

Based on the findings, the researchers recommends the following:

- Diversify PR channels should explore new communication channels that resonate with different segments of the staff in higher institution.
- Public relation should provide training sessions or workshops on effective communication for staff members by enhancing their communication skills will not only improve their individual effectiveness but also contribute to better overall.
- Public relation should ensure that institutional leaders regularly communicate with staff through various channels:



- PR channels and messages should be continuously reviewed, refined, and adapted based on staff feedback and changing needs.
- PR channel should keep up with advancements in communication technology and explore how they can be integrated into PR strategies.

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