THE IMPACT OF PUBLIC RELATIONS IN NIGERIAN POLITICAL PARTIES’ CAMPAIGN PROGRAMME IN THE SOUTH EAST OF NIGERIA

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DEPARTMENT OF MARKETING
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SUBMITTED TO THE DEPARTMENT OF MARKETING;
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SUPERVISED BY DR. I.C. NWAIZUGBO

NOVEMBER, 2010
CERTIFICATION

This is to certify that this project is original and has not been submitted in part or full or any other Master of Science (M.Sc) Degree of this or any other university.

..............................
Student
This is to certify that this project has been approved in partial fulfillment of the requirements for the award of Master of Science (M.Sc) Degree in Public Relations, Department of Marketing, Faculty of Business Administration, University of Nigeria, Enugu Campus.

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DEDICATION

This project is dedicated to my parents Mr and Mrs Ngwoke Bethrand.
Above all things, I wish to thank the Almighty God for making it possible for me to carry out this research project and the entire programme successfully.

Importantly, I am greatly indebted to my project supervisor for his ideas, constructive criticisms and words of advise from the beginning to the end of the research work.

My thanks also go to all the staff in the Department of marketing UNEC, especially the Doyen of Public Relations Prof. I.E. Nwosu, other lecturers like Prof. J.O. Onah, Dr (Mrs) J.O. Nnabuko, Dr A.E. Eliokwe, Dr. J.I. Uduji, Dr S. Moguluwa, Dr (Mrs) G.O. Ugwuonah, Mr. Abugu James and others too numerous to mention.

Finally, I am grateful to my wife and children for their support and understanding while the programme lasted.
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ABSTRACT

Political parties are faced with managing several challenges in trying to ensure that their candidates win election successfully. These challenges include but not limited to finance, crisis management, media relations, information management, corporate image and reputation management, attitude and opinion management, event management, protocol functions, community relations, employee relations, corporate advertising, audio-visual productions, public enlightenment, corporate identity management, issues management, government relations, competitors relations and corporate social responsibility. In planning full course of action for a politician to gain political advantage among the electorate and political opinion leaders, efforts should be made to tackle the challenges mentioned above using public relations strategies, tools, tactics etc. Public relations in essence, provides an articulate, credible and effective voice in pleading an idea on behalf of an individual or organization before the seat of public opinion in the hope that the projected idea will become acceptable. Political campaign is an organized effort by a political party or candidate for public office to attract the support of voters in an election. Hence, this study tries to examine the impact of public relations in the Nigerian political parties' campaign programme in the South East of Nigeria. The methodology adopted were the use of questionnaires, observations and interview in collecting fresh data. Random sampling method was adopted in selecting the individual respondents. Data collected were presented, interpreted and analysed using tables and percentages. Four hypotheses postulated for the study were tested. The following were my major findings in the course of the study. That some notable political parties engaged in the contest for elective political positions. And to achieve this lofty goal, they embarked on electioneering campaigns. The purpose served by this electioneering campaign includes; informing and educating the electorate about the party's name, logo, manifesto, and other identity which differentiates it from other political parties; canvassing or soliciting for votes on the election day; creating mutual understanding and garnering goodwill, projecting the good image of the party and the contesting candidates; dispersing rumor and opinion management; and opportunity to interact with the electorate face to face. Political parties used public relations tools, strategies and tactics to achieve their purpose of electioneering campaign which is to win the votes of the greater majority of the electorate. The study also found out that
public relations tools used by political parties in their campaign programme includes; press release, feature/articles writing, press conference, political rallies and voter’s enlightenments. Again, it was discovered that political parties offered branded T-shirts; caps, key holders, diaries and calendars; food stuff and drinks, cash etc to their target audience. The following are my recommendations; that public relations activities during electioneering campaign should be handled by public relations experts. That political parties should adequately fund their public relations unit in order to prosecute electioneering campaign activities. That public relations officers of all the political parties should be well trained, qualified and certified by the Nigeria Institute of Public Relations (NIPR). And that seminars, workshops, and symposium on public relations’ related topics be organized for the leadership of political parties at various levels. Political parities should constitute an effective committee to monitor and evaluate the results of their public relations activities. And that Nigeria institute of public relations should strictly and closely monitor the activities of these public relations practitioners and must be ever ready to bring the erring members to book.


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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Before now, politicians were contended with publicity, i.e getting their views reported in the press with their photographs. This illustrates the narrow path which politicians follow before the emergence of modern public relations practice. The modern public relations practitioners complying with the new trends of packaging for political advantages have come up with a deliberate and sustained effort aimed at establishing goodwill and mutual understanding between persons, organizations, groups, communities and their publics.

Politics in its dictionary definition is simply the science or art of government (Hornby, 1974). This art/science is often carried out by political parties who have to compete among themselves to be elected by the people in a particular society. The electors are commonly referred to as the electorate. In order to be elected, political parties have to engage in campaigning activities.

In Baines et al (2003)’s views, political parties are becoming more organized in their campaigning activity. In fact, in the UK, the major political parties are starting to embrace the public relations and marketing concepts
and processes. As to whether this is the case here in Nigeria and South East in particular is a fact to be researched into.

Political parties are faced with managing several challenges in trying to ensure that their candidates win election successfully. These challenges include but not limited to finance, crisis management, media relations, information management, corporate image and reputation management, attitude and opinion management, event management, protocol functions, community relations, employee relations, corporate advertising, audio-visual productions, public enlightenment, corporate identity management, issues management, government relations, competitors relations and corporate social responsibility (Nwosu, et al 2005:17).

The history of elections in Nigeria is eventful. Right from 1959 general elections campaigns and elections haven been replete with chaos and vindictiveness (Igweobi 2006:1). The issue of elections in Nigeria (Moha in Igweobi 2006:1), “is the case of preparation to face not only challenges of convincing voters but also how to stay alive and see the results when announced”. He further observed, that killings and maimings are so much during elections and have so discouraged many genuine people from venturing into politics.

In planning full course of action for a politician to gain political advantage among the electorate and political opinion leaders, efforts should
be made to tackle the challenges mentioned above using public relations strategies, policies, tools, etc. According to Okudero (2009:151), public relations, in essence, provide an articulate, credible and effective voice in pleading an idea on behalf of an individual or organization before the seat of public opinion in the hope that the projected idea will become acceptable”. To buttress this standpoint, Ayankojo in (Okudero 2009:151) opines: Nothing can succeed without public Relations, be it a product, object, service, personality, place, organization or idea. Without public relations, none of them can enjoy accept ability.

1.2 STATEMENT OF PROBLEM

The target, aims and objectives of every political party is to excel or have victory at the poll. And in a bid, to achieve this feat, public relations tools and strategies must be employed by political parties in the area of ensuring, maintaining and sustaining mutual respect, mutual recognition, mutual understanding, mutual relation and building goodwill between a political party and her various publics. Therefore, political parties face the following problems in their campaign programmes.

Campaign research; campaign planning, budgeting, fundraising, rally, advertising, identity management, media relations, image and reputation management etc; campaign implementation and campaign evaluation.
1.3 PURPOSE OF STUDY

The study is aimed at investigating the impact of public relations in Nigerian political parties’ campaign programme.

1.4 OBJECTIVES OF THE STUDY

Essentially as captured in the above problem statements, the main objectives of this research work are as follows:

1. To evaluate the need for an effective public relations in political parties’ campaign programme.
2. To identify the various public relations strategies used during political campaign.
3. To determine the extent to which political parties and politicians use public relations as a tool for winning voters’ support.
4. To find out the implications of not employing public relations strategies in political parties’ campaign.
5. To proffer some recommendations in line with our findings.

1.5 RESEARCH QUESTIONS

The following questions will guide this study.

1. What is the need for effective public relations during political campaign?
2. What are the public relations strategies used by parties and politicians during electioneering or political campaign?
3. To what extent do political parties use public relations so as to win voters’ patronage?

4. To what extent are political parties negatively affected for not using public relations strategies during electioneering campaign?

5. What are the recommendations in line with the findings?

1.6 FORMULATION OF HYPOTHESES

The following hypotheses are postulated for this study:

\( H_0: \) The essence of public relations in political parties’ campaign is not to project the image of candidates to win election.

\( H_1: \) The essence of public relations in political parties’ campaign is to project the image of candidates to win election.

\( H_0: \) Public relations strategies are not very effective during electioneering campaign.

\( H_2: \) Public relations strategies are very effective during electioneering campaign.

\( H_0: \) Public relations is not adequately used in soliciting the support of voters.

\( H_3: \) Public relations is adequately used in soliciting the support of voters.

\( H_0: \) Public relations is not aimed at achieving mutual understanding and goodwill in political parties’ campaign programme between parties and her various publics.
**H₄:** Public relations is aimed at achieving mutual understanding and goodwill in political parties’ campaign programme between parties and her various publics.

### 1.7 SIGNIFICANCE OF THE STUDY

This research derives its significance from its usefulness to political parties, politicians, electorates and the academics.

Political parties will in this study see the need for identifying, formulating, selecting, implementing and evaluating the campaign programmes that will result in electoral victory.

This study will expose political parties to the public relations strategies, tools, and tactics that can be employed to establish and sustain mutual understanding among the various publics.

Equally, this study will also make a politician stand out in the crowd of other contestants and overcome the problems of image and reputation management.

The electorate will also find this study useful especially in the area of corporate social responsibility of the political parties. The electorate will be better informed, educated, sensitized, mobilized, and entertained.

Finally, to the academic work, this study will serve as a reference material for those carrying out related studies in the future. It will properly engender greater interest towards improving on existing research.
1.8 **Scope of the Study**

The study will cover the impact of public relation in political parties’ campaign in the five south-Eastern states of Nigeria, namely; Anambra, Abia, Ebonyi, Enugu and Imo.

1.9 **LIMITATIONS OF THE STUDY**

The researcher met with the following physical and logistical limitations in addition to limitations imposed by cost and time.

The researcher was denied access to files and documents, which could have helped with a more quality and reliable work.

Also, the researcher found it difficult locating the offices of the 63 registered Nigerian political parties in the states under study. There are too many politicians in the South East States of Nigeria and visiting all of them in their various abodes will be difficult but also costly to the research.

Finally, the questionnaires distributed mostly were returned unanswered or half answered. The researcher spent much time and money repeating visits to those he distributed questionnaires to.

1.10 **DEFINITION OF TERMS**

a. Politics: According to the Cambridge International Dictionary of English (1995:1092), “politics refers to all the activities of the government, members of law making organizations or people who try to influence the way a country is governed
b. Political Party: “A political party is the deliberate grouping of certain individuals with the same ideological linings seeking the support of the electorate in order to be the authoritative keepers of a nation’s ‘wealth’, (Ayo 2009:164). It could also be defined as an organization with the resources of man, money, material and method operates within a time frame as stipulated by the political system for the control of political authority.

c. Political Campaign: Is defined as an organized effort by a political party or candidate for public office to attract the support of voters in an election (Ginsberg 2008:4).

d. Election: This is the method of voting or selection of political office holders by the electorate in a free and fair manner. It is a major weapon by which people demonstrate their franchise in a democratic dispensation.

e. Democracy: This is defined as the government of the people, for the people and by the people.

f. Publics: Are those groups of people, internally and externally, with whom an organization communicates. (Jefkins & Yadin 1998:56). Technically, the concept of publics can be defined as everyone interested in an organization or is affected by that organization’s policies, decisions, interests, communications, or projects and whose
needs, wants, actions, opinions, attitudes can affect the organization, and is consequently interested in the organization and differ from one organization to the other. (Nwosu 1996).

g. Public Relations: Is essentially about positively and systematically using actions and communications to influence people’s attitude, opinions, beliefs, interests and behaviours in a given or desired direction as well as building lasting credibility and reputation for individuals and corporate entities that include profit or non-profit organizations and even nations, states, local governments or communities (Nwosu et al 2005:12).

h. Media: Is defined as the instrument by which messages acquired, processed and sent to a larger audience (Kur et al 2007:109).

i. Corporate identity: According to Nweke in Obeta (2008:143) it refers to all the unique reminders, symbols, or things the organization does or says that tend to mark it out or separate it from the others – its corporate environments, structures, logos, slogans, graphic designs, letterhead, typography, colours, uniforms, vehicles, remuneration mode, disciplinary mechanism, management or leadership, product packaging, delivery and a host of others attributes that present either ≈ the best or worst colours (Obeta 2008:143)
j. Corporate Image: This simply means the totality of peoples impressions and feelings about an organization based on the organization’s corporate identity.

k. Strategy: A careful plan or method; the art of devising or employing plans or stratagems towards a goal (Ngwoke 2006:7).
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CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

It is incumbent on us at this stage to review the contributions of other Authors with a view to drawing from their opinions, observations, findings and recommendations as it concerns the subject matter being studied.

2.1 DEFINITION AND MEANING OF PUBLIC RELATIONS

Public relations is as old as human civilization or history. It has been traced as far back as the creation of man (Adam) by God and his decision to create later a woman (Eve) to relate to him as a companion in that beautiful original human environment described in Genesis chapter one as the Garden of Eden which we have lost long ago, (Nwosu and Uffoh 2005:26).

We have different definitions of public relations as there are different Authors. Let us review some of them. According to Nwosu in Nwosu et al (2005:12), the professionally accepted definitions were more than 600 as at the last count in 1996. Following the world Assembly of Public Relations Associates in Mexico city in August 1978, this statement was agreed: "Public relations practice is the art and social science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programmes of action which will serve both the organizations and
the public interest,” Jefkin and Yadin (1998:7). It could also be defined as, “Public relations consists of all forms of planned communication, outwards and inwards, between an organization and its publics for the purpose of achieving specific objectives concerning mutual understanding, Yadin (1998:6).

According to the (British) Institute of Public Relations (IPR) in Jefkins and Yadin (1998:6), “Public relations is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.” Moreover, Thomas C.O and his associates, in Nwosu et al (2005:13), defines public relations as “as marketing and management functions that focuses on communications that foster goodwill between a firm and its many constituent groups”.

Furthermore, Cutlip, center and Broom see Public Relations as “the management function that identifies, establishes and maintains mutually beneficial relationship between an organization and the various publics on whom its success or failure depends, (Nwosu et al 2005:14). It could also be defined as the art and science of building and sustaining a credible reputation for any organization (Nwosu 2000). According to Black (1990), the fundamental purpose of public relations is to establish mutual understanding based on truth, knowledge and full information.
Professionally, Nwosu et al. (2005:12), defined public relations as “essentially about positively and systematically using actions and communications to influence people’s attitudes, opinions, beliefs, interests and behaviours in a given or desired direction as well as building lasting credibility and reputation for individuals and corporate entities that include profit or non-profit organizations and even nations, states, local governments or communities. Nwosu et al (2005:14), captures and divides the various definitions of public relations into:

a. The Nonsensical definitions of public relations

b. The Common sensical definitions of public relations

c. The Technical or professional definitions of public relations.

According to Nwosu (1996) the nonsensical definitions of public relations are those definitions that are based on abject or utter ignorance, shallow knowledge, misperception or pure mischief on the part of the definers or describers. To him, such nonsensical definitions and description of public relations include the ignorance-based and derogatory ones that wrongly present or project public relations as cover-up, window dressing, bribery, gimmicks, propaganda, mere image making (as opposed to image or reputation management), employing empty-headed beautiful young ladies or ‘macho’ young men and putting them in the front office to smile and be nice
to visitors of the organization, mere publicity or just another advertising or marketing functions. According to Nwosu, they also see public relations managers or describe them as mere lobbyists busybodies, praise singers, their masters’ voices or megaphones, errand boys, and personal assist arts who do such menial or demeaning jobs as procuring prostitutes for their bosses and board members as well as carrying the bosses briefcases to and from the airports, and help their bosses’ wives to shop and take their children to school.

Nwosu (1996) went further to describe the commonsensical definitions of public relations as those that are based on common sense and went ahead to give some examples of such definitions. To him, those definitions come very close to what modern public relations really is all about, yet they should not be seen as substitutes for the professional or technical definitions of public relations. Commonsensical definitions include the ones that described public relations as doing good and getting credit for the good done, doing good and ensuring that you got caught in the act; doing unto others as you would have them do unto you; making friend, keeping friends and working with friends to achieve your objectives.

Academically, Harlow defines public relations as “a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an
organization and its publics, involves the management of problems or issues; helps management to keep informed on and responsive to public opinions, defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change; serving as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tools (Tench and Yeomans 2006:4).

2.2 OBJECTIVES OF PUBLIC RELATIONS

The essential objectives of Public relations is to increase public awareness of the organization to persuade the public to view the organization positively, to discover and target on relevant audience, to change personnel attitudes in favour of the organization, to extinguish doubts and create appropriate external and internal environments for the organization. (Onah 2001:27).

Moreover, according to Osinyi in Igweobi (2006:13), the objectives of public relations is derived from its various definitions. But that, the essential objectives of public relations is to create a positive image for an organization, to ensure that the organization’s image is projected in its environment to make the public accept and appreciate the existence of the organization in their environment and to ensure that a cordial relationship exists between that the organization and its interval and external publics.
According to Nnaemeka in Igweobi (2006:13), one of the major goal of public relations work is to help establish lines of communication for faithful exchange of ideas and various public of its immediate constituency, on policies and programmes initiated for the community at large. He further listed the following subsidiary objectives of public relations efforts to include the following:

a. To help the organization correctly to interpret itself, its policies, programmes, problems and activities through appropriate communication channels, to the members of its various publics, including employees whose understanding and cooperation will be depended upon for the effective execution of those policies and programmes.

b. To aid the organization correctly identity changes in public perceptions and attitudes which would pose serious obstacles to its effort to draw more closely to the publics, especially in periods of emergency or occasions requiring community – wide collective effort in the execution of planned programmes.

c. To assist the organization develop appropriate techniques for communicating effectively with their various audiences, to avoid alienating and group within its environment from benefiting its activities.
d. To help the organization build bridges of friendship and good relations with its various publics, essential for establishing family like atmosphere in its environment and thus facilitating the mobilization of support from these publics in the execution of programmes.

e. To help the organization establish credibility and confidence in the minds of the publics.

Achison (2008), summarized the objectives of public relations as follows: Evaluating public attitudes, identifying organization policies and procedures with the public interest, and finally executing a programme of action to earn public understanding and acceptance.

2.3 FUNCTIONS OF PUBLIC RELATIONS

According to Nwosu et al (2005:16), the functions of public relations include the following: corporate and other communications, persuasion, attitude and opinion management, information management, counseling, corporate strategy and policy formulation, corporate image and reputation management, event management, or even marketing, protocol functions, community relations, corporate social responsibility, employee relations, marketing support, financial public relations, marketing support, financial public relations, research and evaluation, international public relations, research and evaluation, international public relations, planning, publications, corporate advertising, publicity, audio-visual productions (e.g
documentary films), public enlightenment, corporate identity, issues management, crisis management and a host of others.

## 2.4 PUBLICS OF PUBLIC RELATIONS

Publics are a public relations professional jargon or concept that is used to describe the targets (individuals or groups of people) of public relations actions, policies, communications, decisions and projects or programmes (Nwosu et al 2005:21). It is always in plural form. Technically, the concepts of publics can be defined as everyone interested in an organization or is affected by that organization’s policies, decisions, interests, communications or projects and whose needs, wants actions, opinions, attitudes can affect the organization, and is consequently interested in the organization and differ from one organization to the other (Nwosu, 1996). Publics could be divided into internal and external publics.

Furthermore, Jefkins and Yadin, (1998:56) defines publics “as those groups of people, internally and externally, with whom an organization communicates”.

The major reasons for defining publics are as follows:

a. To identity all groups of people relative to a PR programme

b. To establish priorities within the scope of the budget and resources.

c. To select media and techniques
d. To prepare the message in acceptable and effective forms (Jefkins and Yadin, 1998:60).

Although the publics of one organization may differ from those of another, we are concerned with publics of the political parties which may include the following:

1. The communities
2. The employees,
3. Suppliers of services and materials’
4. Financial institutions
5. Members (politicians)
6. Opinion leaders
7. Trade unions
8. The media
9. The police
10. The INEC
11. The Party official
12. Competitors or opponents (other political parities)

The Community: The community of an organization varies. But in our study, the community members are the entire voters. The public relations department of each political party shall create or build mutual understanding
and good will based on truth, knowledge and full information with the voters.

The Employees: This can be of many kinds, some of which are: management, executive and servicing staff. They are the organization’s insider whose interests should be protected all the time, like regular payment of salaries, wages, and other benefits.

Suppliers: They supply both materials like T-shirts, caps, food items, drinks, office equipments, rally requirements, professional services etc.

The financial publics: These are people or organizations like party sponsors, banks, financial members (dues and levies), stock exchange, merchant houses etc, who offer financial assistance to political parties.

Opinion leaders: This comprises of all those people whose expressed opinions can harm or help an organization. Newspaper columnists, television presenters, radio presenters, community leaders, union leaders, social reformers and others also figure among the galaxy of opinion leaders with whom an organization may have to contend.

Politicians: These are men and women who are card carrying members of the party. The party picks her contestants for elective and appointive positions from this group.

Trade Unions: They exert a powerful influence on commercial, industrial and political life of any organization.
The Media: The media are your organization’s direct route to your publics. Another is simply that publishers, producers, editors and journalists have total control over what your publics see and hear in their media. Importantly also, every editor, correspondent, journalist and producer is constantly seeking one thing in their professional lives: a good story, relevant to their readers, listeners or viewers.

Competitors: They can also be called opponents or other political parties who have candidates to contest with your own candidate in an election.

INEC: This is Independent National Electoral Commission who is vested with the task of conducting free and fair election in Nigeria. They are also major public of any political party in Nigeria.

Police: They maintain peace and order in the country. In the event of any criminal act being committed by anybody irrespective of age, religion, party affiliation or status will be arrested, investigated and charged to court. They are also one of the important publics of any organization or political party (Jefkin and Yadin 1998:57).

2.5 MEANING AND FUNCTIONS OF POLICIAL PARTY

Generally speaking, political parties constitute one plank of general mechanism used by the triumphant or ruling class in society to consolidate and advance its hold on state power. The fundamental purpose of political
parties in most political systems is to provide a stable pattern of expectations, activities and conduct regarding a peaceful transfer of state power or government from one function to the other (Abonyi 2010:165).

The nature and functions of political parties existing in any political system vary with the nature of government and the characteristics of the very people it seeks to reach out to. Political parties take different forms under different regimes; and their degree of importance and functions also vary remarkably from nation to nation and from party-to-party. Political parties, also vary in terms of size and ideological orientation. They may aim at appealing only to a segment or the entire electorate in the polity.

Be that as it may, the basic rationale for the existence of political parties in any political system is of course the existence of diversities in society in terms of political beliefs, attitudes, and value. This diversity is however a by-product of social, cultural, religious, demographic and economic differences. (Abonyi 2010:166).

A political party may be described in terms of the purpose for which it is organized to achieve, the character of its membership, its structure or the functions it performs in a given democratic institution. According to Abonyi (2010:167), an English statesman, Edmund Burke defined political party as a group of men who had agreed upon a principle by which the national interest might be served. Others have defined political party as an organized
group of individuals seeking to capture the power of government in order to enjoy the benefits to be derived from such control.

In general, a party has the following features; membership, organization and administration which is meant to span the life of its current leaders and members, goals and objectives which must be channeled to seizure, consolidation and exercise of power, and resources which include funds, talents electoral strength, charismatic candidates etc. In a nutshell, the predominant characteristics of parties warranting attention are their unique structure, the hierarchy, administrative agencies, career positions, internal discipline, and mode of liaison with other groups, Nnoli in Abonyi (2010:168).

The paramount function of a political party is to acquire, consolidate and use state power. Political party nominates candidate, carries on campaign to win elections and assume the responsibility of piloting the affairs of government when it achieves success at the polls.

Political party serves as basic school for most government leaders. Since the party that are successful at an election forms the government, parties in contemporary societies is the main medium of recruitment of people into political and governmental leadership positions, Oyediran in Abonyi (2010:169).
2.6 MEANING OF ELECTIONS

In its simplest form, an election could be defined as the process of making choices agreed upon among members of a group who have accepted to co-habit or function as a unit for the purpose of periodically selecting those to lead other member of the said group or those to occupy authority positions (Abonyi 2010:209).

In the arena of domestic politics, periods of elections are characterized by excitement, anxiety and uncertainty. Obviously because of the fact that the period of election is one for competition or as things are fast turning out in some countries a period for battle and contest. There are prospects of victory as well as that for defeats, hopes as well as fears. In fact, an election period is one characterized by uncertainty, curiosity, speculation, the possibility of continuity and change, Nnoli in Abonyi (2010:210).

2.7 MEANING OF POLITICAL CAMPAIGN

Political campaign is an organized effort by a political party or candidate for public office to attract the support of voters in an election (Ginsberg 2008). It can also be defined as an organized effort which seeks to influence the decision making process within a specific group, (Wikipedia 2008). In democracies, political campaigns often refer to electoral campaigns, wherein representatives are chosen or referendums are decided.
Political campaigns also include organized efforts to alter policy within any institution or organization.

The political campaign is defined by theorists, as the rush of media items leading up to poling day, Stockwell in Achumba et al (2004:9). Campaigns are multi-disciplinary entities that are of interest to and draw methods from marketing, political science, media theory and many other disciplines as well.

Political campaign originated because the political function of language is embedded deeply in the evolution of human society. The survival of the tribe depended not only on a shared language but also on its use to arrive at timely decisions. For example, the techniques of constructing compelling stories and memorable songs of using rhythm, assonance, alliteration and play of infuse words with tilt, balance, tone and deeper meaning, were the bases of practical magic of the Shaman, Browra in Achumba et al (2004:9).

According to Wikipedia (2008), politics is as old as human kind and is not limited to democratic or governmental institutions. Some examples of political campaigns are: The effort tot execute or banish Socrates from Athens in the 5th century BC, the uprising of petty nobility against John of England in the 13th Century, or the 2005 push to remove Michael Eisner from the helm of the Walt Disney Company. In this study, we are concerned with political campaign in democracy.
Ginsberg (2008), opines that political campaigns play an important role in the education and mobilization of citizens in most democracies. He further, observed that until the mid-20th century, political campaigns depended heavily on armies of campaign workers assembled by political parties. This style of campaigning fostered intense levels of loyalty to party organizations. Voters typically supported entire slates of candidates backed by a political party. During the second half of the 20th century, the strength of political parties in the united states declined. As a result, voters loyalty to parties diminished and campaigns began to centre more upon the candidates themselves. Organizational strategies charged as well. Campaigns now relay more on communications technologies than the efforts of party foot soldiers. I quite agree with Ginsberg, that it is the same story in Nigeria.

2.8 THE ROLE OF PUBLIC RELATIONS IN POLITICAL PARTIES’ CAMPAIGNS PROGRAMMES

Though, political campaign in one form or the other is not new. It has been with the Greeks as far back as the establishment of the effective government of Athens. Today, politicians communicate with the electorate through varying techniques. Political scientists have long documented these changes in electoral campaigning. So far public relation’s role in managing electoral campaign have not been quantified hence this study.
Public relations plays a very vital and prominent roles in any political campaign. According to Sorkaa (2007:27), “political public relations is that aspect of public relations that is used in furtherance of political process. It may cover many areas of political processes such as party formation, political campaign, membership drive, public and private political communications and image building. It also significantly covers influence, lobbying, legislative proceedings and executive relations with various societal groups”.

Odigbo (2007:203), observes that political public relations is a specialized kind of public relations concerned with the result-oriented management of images, reputation, attitudes, opinion and behavioural problems, issues and crises that impinge upon the enthronement of existence preservation sustenance, development or growth of government, constituted political principles, democratic orders and the rule of law.

Osuji in Sorkaa (2007:27), corroborated this statement by defining political public relations, “as sustained efforts to enhance or advance the cause of political actions (politicians) or those involved in furtherance of political processes in a society whether elected or appointed”.

The above definitions, no doubt, is an eye opener about what constitutes political public relations. Thus, if politics is to be played with maturity, there is very need to establish and maintain cordial relationships
among politicians and the various political parties not only in Nigeria but the
world over.

Having seen the definitions of political public relations, let us now
focus on the roles. The PR practitioners play critical roles in packaging,
presenting and selling the political parties, their programmes and their
candidates (Ukwu 2007:163).

Cutting and centre in Sambe (2007:181), in their views discuss public
relations in political circles and justify it for two reasons. First, in any
democratic process, political parties and individual politicians must
necessarily seek support from the public. Secondly, to sustained political
party prices citizen’s participation and voter support is required to win result
for the party. The author finally concluded by identifying the objectives for a
planned and continuing public relations programs in partisan politics thus:
i. To overcome apathy and speculation towards party policies and
activities and the functions of the political party in the polity.
ii. To provide reliable information for the voters seeking to make an
intelligent decision at the polls.
iii. To crystallize public sentiment and pave way for non-coercive
compliance. This requires persuading the citizen of the need to
understand the direction and programmes of the party.
Mordecal in Sambe (2007:181), undertook a study into the role public relations could play in party policies and postulates that public relations can be beneficial to political parties in many ways. These include among others, implementing party politics, media relations and reporting to the public, activities and policies of the political group, as well as increasing party’s sensitivity to its publics.

Furthermore, Amajili (1990:245), asserts that the tools and techniques of public relations have long been an important part of the weaponry of political warfare. Therefore, only the ignorant lacks the knowledge of where or how to achieve successes in politics. The public relations roles in politicking must create no room for suspicion in any of the political party or candidate’s dealing with the public. Heading all issues with professional care could do and to ensure this, Osuji speculates further that communicating with the right people at the right place, with the correct message is the essence of public relations game plan in political activities. This can at the same time serve as an “antidote in vanquishing and restraining rumor”. And other problems that may place the party or candidate at a disadvantage.

Osuji (2000:52), “also sees the credibility of public relations in political setting. Public relations being a management activity then has the responsibility to evolve strategic planning for the conduct of the democratic process to ensure its successful entrance and exit”. Planning badly by those
seeking election and indeed the whole democratic process leads to chaos, conflict, failure, distrust, secrecy and corruption, public relations strategies ensure that with every difficulty notwithstanding planners must know the modalities and work towards their implementation of successful execution.

Mohammed (2007:195), is in support of the view that the vocation specializing in public relations grew out of the need for communication through mass media. Then when politicians and other Administrators, for their own reasons, desire to communicate with the publics, they discover that in a large and complex society they could not easily achieve their goals. Often too busy and too inept for meeting the press personally or for winning over influential groups, the politicians find that they must hire specialists. Those specialists are public relations professionals.

More again, Odigbo (2007:203), opines that public relations roles in political campaign is mainly concerned with the promotion of general mutual understanding, cooperation and healthy relationships between a political party or a politician and their diverse publics. It therefore, wins the goodwill, acceptance and support of their diverse publics for their views, opinions, policies, programmes and projects, tempers acrimonies and keeps unhealthy oppositions at bay. He further listed the following public relations roles in political campaign.
- Issues monitoring and trend analyses of everything likely to impact either positively or negatively on the client(s) and mapping out strategic plans to take advantages of the positive ones, while nipping the negative ones in the bud.

- Carrying out planned public education and enlightenment programmes aimed at disseminating relevant information on political party policies, programmes and projects.

- Taking concerted professional efforts to correct the misperceptions, misinformation, disinformation, prejudices and biases against political party or politicians.

- Daily mass auditing, so as to discover areas of negative press and fashion out public relations initiatives to correct them, while strengthening or consolidating on the areas of positive press.

- Counseling on, building and maintaining a positive public image, reputation and conducts on the political party or politician.

- Ensuring effective two-way communication mechanism between the political party or politician and their publics.

- Wining public goodwill, acceptance, cooperation, and supports to the political party’s views, policies, programmes and projects.
- Influencing and ensuring at all times mutual understanding and more harmonious relationship between the party or politician and their publics.

- Ensuring that the political party or politician keeps alive to his social responsibility obligations to the publics, so as to be positioned in public mind as a good ‘father’, ‘brother’, ‘servant’ or ‘political citizen’.

Moreover, Ugbaja (2004:17) sees the essence of public relations in electioneering campaign as building up and maintaining clear lines of communication between the political party, candidates and the electorate as well as confidence in the candidates.

This implies that political parties and their candidates should operate on the concept of image management by trying to endear themselves in the minds of the electorate. Thus, it is imperative for political parties to perceive public relations as a social philosophy which according to Okafor (2003:15) assigns pride of place to the needs and well-being of the electorate with the understanding that when first consideration is given to the interests of the electorate in this way, the party’s own interest will ultimately and satisfactorily be served.

According to Igweobi (2006:15), to control political power and form a government, the political party must win the general election. To win the general election, the political party and its candidates depend on the
electorate for support and votes. This underlies the essence of effective public relations between the political parties, candidates and the electorate. It is therefore essential that the political parties and their candidates maintain mutual understanding and goodwill with the electorate.

In agreement with this opinion Okafor (2003:21) states that one way through which a political party can maintain mutual understanding with the electorate is effective communication between the political party and such electorate. The importance of effective communication is to keep the electorates fully informed about its manifestoes or programmes of services for the welfare of the electorate and tries to market this programmes to them. In doing this, the party tries to highlight the strengths and qualities of her candidates in order to convince the electorate.

Again, Edeani in Igweobi (2006:16), states that public relations activities could influence the formation of public opinion about political parties and their candidates. In this case, he reasons that public relations policies programmes and activities should be formulated and executed in such a manner that they contribute to the formation of favourable opinions toward the party and its candidates.

Odetoyinbo (2009:71), it is expected therefore, that political parties should always seize the opportunities avail them by their statutory function of political education to really identify, study and create avenues for goodwill
and mutual understanding with the electorate. They need to inform, enlighten and educate the electorate and other political parties about their ideologies and manifestoes.

2.9 MEDIA OF PUBLIC RELATIONS IN POLITICAL PARTIES’ CAMPAIGN PROGRAMME

According to the Macmillian Family Encyclopedia in Kur et al (2007:109), mass media are the instruments by which messages are sent to large numbers of people in modern societies. Public relations use media as the outlets, windows or doors through which information can be disseminated to the electorate about a political party or politician.

There is the general assumption that the health of democracy in any country is to a large extent dependent on the supply and availability of information in the public realm. It is believed that citizens need information, in the right quantity and quality, for them to participate actively in the political process (Oso 2007:117).

Meyer (2002) asserts that: No democracy worthy of the name gets by without a minimum of symmetry in the communicative links that connect the political leadership with the rank and file or without a sufficient developed public sphere for the flow of information and argument.

Nwosu asserts that, “no media no public relations”. His argument was based on the fact that media keeps the gate of information flow from the
organization to the outside world. Public relations has since recognized this fact and developed a good working relationship with the editors and correspondents of various media because they control both what comes into the media and what goes out of it.

According to Mcnair (1999:22), public relations through the media informs the electorate about the manifestos and programmes of the political party or politicians. Also, they educate the electorate on the meaning and significance of the facts. Public relations use media to provide a platform for public political discourse, thereby facilitating the formation of ‘public opinion’ and feeding that opinion back to the public from where it came. The media also serve as a channel for the advocacy of political viewpoints.

All forms of political campaigns seek to persuade target audiences by managing the message communicated to them via the media. While debate continues about the political effects of the mass media, campaigns seek to communicate their messages via all channels consumed by the target audience: newspapers, radio, television, billboards, and the internet. In seeking free coverage in the editorial portions of the media, the campaign monitors the media, prepares press releases, holds press conferences, produces web pages, runs media events and major events including launches and debates but, above all, talks to journalists. For greatest effect,
the free media message should be co-ordinated to complement and cohere with advertising (Achumba 2004:10).

To this end, Nkwazema in Igweobi (2006:17) outlines the following media outlets which can be used to inform, educate and entertain the electorate during political or electioneering campaign.

2.9.1 Radio

This is one of the electronic media used by public relations practitioners. According to Nkwazema (2001:50) radio is one of the most effective means of reaching the electorate, as many people tend to have radio due to its profitability and because it is relatively cheaper than other means. It is audio device and the audience reach is high. The transmission is by air, and once the radio broadcast is made, it brings the message directly to the people wherever they are.

For effective result to be achieved, the information about the political party and its candidates must be designed in such a way as to appeal to the electorate for whom they are intended and aired at the right time.

In line with this view, Nwosu (2006:61) observes that broadcast media tend to be fast and immediate in delivering their messages to the target audience. The broadcast media tend also to be “warmer” and more lively as communication channels than the print media. This is because of their ability to use the human voice, music and sound media effects that add life and
excitement to their messages. The electronic media are also generally more flexible than the print media during the production process. This is because they give room for last minute corrections or adjustments before air-time.

Furthermore, Nwosu also asserts that, the broadcast media are better able to deal with language and literacy barriers in communication than the print media. On the negative side, the broadcast media tend to be very transient as a result of their speed in message delivery. This has negative effect on retention. The broadcast media try to use repetition to make up for to this negative valency of being transient or non-permanent.

2.9.2 Television

According to Nwosu (2006:61), this is of the broadcast media. It is audiovisual and transient in nature just like radio. Television also offers the additional advantages of pictures, movement and drama. “This is an audiovisual communication medium of tremendous impact, though affected by limitations such as high cost and need for electricity supply, it still remains an important medium of communication for the political parties and their candidates to reach out to the electorate whether or not they are literate”, (Nkwazema 2001:50).

Ginsberg (2008), stated that as in any well-formulated advertising campaign, political candidates use the media to increase their exposure to the public. In the modern campaign, extension use of radio and television
has supplanted direct appearances on the campaign trail. The most commonly used broadcast technique is the television spot advertisement. Spot ads, which may last from 15 to 60 seconds, emphasize issues and personal qualities that appear important in the poll data. These ads attempt to establish candidate name identification, create a favorable image of the candidate and a negative image of the opponent, link the candidate with desirable groups in the community, and communicate the candidate’s stands on selected issues. Spot ads often make use of “sound bites”, short, punchy statements from the candidate designed for voters to remember.

2.9.3 Newspapers

These are part of the print media. It tends to have permanency more than electronic broadcast media. They are produced on daily basis and carry news and information about political parties and politicians in the locality and create awareness of their activities within the coverage area. Sometimes, the pictures of party rallies are printed and this usually stimulates the electorate. (Nwosu 2006:73).

2.9.4 Magazines

According to Okafor, (2003:27), these are also part of the print media. Whereas newspapers have immediacy about them, magazines are often periodicals, covering longer time-span than newspapers. There are always time to investigate issues before going to the press.
Importantly, they are available to political parties and politicians for information dissemination and analysis of topics of interest to the electorate.

### 2.9.5 Internet

According to Kombol, (2006:17), the internet offers the opportunity to send e-mail, chat between people/groups that are spatially separated, downloading from the uploading material to the world wide web (www).

Furthermore, Oso (2007:116), opines that one area where the optimists hoped that ICT will be of immense influence is in revitalizing democracy. It is argued that the internet, probably the most ubiquitous of the ‘new media’ with its unique characteristics will be able to enhance the supply of political information, open the public space for more voices and hence help in restoring the hope of political parties and politicians.

According to Ginsberg (2008), since the late 1990s, parties and candidates have begun to make extensive use of the internet as a campaign medium. Most major candidates maintain web sites, that provide biographical data, the candidate’s positions on major issues, endorsements from prominent supporters, and other campaign materials. Often, candidates’ supporters also sponsor weblogs, or blogs, touting the candidates’ virtues, and they participate in internet “chats” on behalf of their candidate. The internet platform enables candidates to reach large numbers of people and to solicit funds at relatively low cost.
2.9.6 Billboard

This is also a medium through which political parties and politicians reach out to their publics. According to Ehikwe (2005:55), billboards are posters pasted on standard size wooden or metal boards mounted at conspicuous locations on the streets of cities, towns and on the highways. Just recently in Nigeria, electronic billboard was introduced.

2.10 PUBLIC RELATIONS STRATEGIES IN POLITICAL CAMPAIGN

Campaigning was largely about reinforcing partisanship and mobilizing the committed. But nowadays, this is no more the case, people are more enlightened, they have realized their importance in the current democratic setting and need to be persuaded and convinced to part with their votes. And this has stimulated the development of political public relations. Therefore for a political party to win the support of voters, it must adopt some of these varying public relations strategies as a multi disciplinary field of study. It was Downs in Achumba et al (2004:6) who, writing from an economic standpoint, was one of the first to apply the logic of marketing to politics and democracy. He posited that voters and politicians were economic or market rationalists. In this view, voters were like consumers seeking the best buy and politicians who campaigned for votes, were business men who sought sales.
2.10.1 The STPP Strategy in Political Campaign

According to Kotler (2002:278), the STPP strategy is again another practical strategy we can employ in any attempt to use PR in managing political campaign problems, issue and projects. The S in the STPP strategy here refers to segmentation. It calls for a careful subdivision of members of target population into manageable small groups for easier and more effective handling. The criteria could be based on socio-cultural, economic, psychographic or other such information or data.

The next step in this strategy is the T or Targeting stage. And for our purpose in this study, this involves targeting not just the segments we produced above from the target population but also specific factors like their interests, needs, wants, opinions, attitudes, and behaviours that are relevant to the political campaign project we are dealing with at any particular time (Nwosu, 2003).

The first P in the STPP strategy refers to positioning. In the context of this chapter, positioning can be described as a planned attempt to rent a space in the minds of members of the target population in a political campaign, such that they live with, sleep with, wake up with and always remember or bear in mind whatever opinions, decisions, actions, attitudes and behaviours related to the political programme or project in the way in
which the campaign management team want them to and how they themselves want it (Nwosu et al 2005:160).

The second P in the STPP strategy refers to Penetration. It is the last step in this strategy which requires the political campaign manager and his team to now penetrate each segment in the target population, physically and systematically, carrying the messages of the political party or politician being advocated, marketed or put forward for adoption by members of the target population (electorate).

### 2.10.2 The Swot Analysis Strategy

This has to do with situation analysis where the political party’s campaign programme has been, how it has been doing, and what it is likely to face in the nearest future (Etzel 2004:576). In this activity, political party identifies and evaluates its most significant strengths, weaknesses, opportunities, and threats. To fulfill its mission, an organization (political party) needs to capitalize on its key strengths, overcome or alleviate its major weaknesses, avoid significant threats, and take advantage of promising opportunities.

McDonald (1989) describes the purpose of marketing planning as the identification and creation of competitive advantage. Political marketing planning (in the specific context of an election campaign) attempt to identify
how to increase a party or candidates share of the vote and what needs to be done in order to realize this vote-share increase.

Adirika et al (1996:249), asserts that managers must realize that opportunities and threats are external, and usually uncontrollable factors to the organization. The important thing in this exercise is that the manager must know what is really happening in the external environment and how this would affect the operations of the party.

Major opportunities of a political party

1. Weak and unserious candidate from other political parties.
2. Crises in leadership of other parties
3. Inability to fulfill electoral promises by the ruling party or politician.
4. Electoral tribunal or court’s nullification of election result.
5. Death or resignation of an elected officer

**Threats**

1. The legislators at the national assembly may pass a more stringent electoral law.
2. Visible Ethnic and religious colouration or under tone in party affiliation.
3. Military intervention or Army take over of government
4. World economic meltdown
5. Natural disaster
6. Zoning of Political positions by the stakeholders.

Furthermore, strengths and weaknesses originate from within the organization. They are controllable factors and internal.

**Strengths**

1. High membership numerical strength of a political party.
2. Associating with relevant and reputable groups in the society.
3. Having a candidate who is biological mature, physically mature, psychologically mature and financial balanced.
4. Parading an army of highly educated, experienced, tested and trusted political pundits.
5. Ninety percent of voters know our brand. This awareness level is the highest in the political campaign.
6. Imbibing the spirit of internal democracy in political party’s activities.

**Weaknesses**

1. Having strange bed fellows (i.e. people not having the same political ideology.
2. Poor political party manifestoes.
3. Poor corporate image, reputation and identity management.
4. Inability to employ a professional PR practitioner in the political campaign.
5. Inability to attract more membership to the party.

The most important thing is for the management to have the correct strategy and investments for marrying party’s strengths with environmental opportunities and correcting its weaknesses relative to environmental threats.

2.10.3 Integrated Marketing Communication Strategy

This is another essential strategy that could be applied in political campaign. According to Nwosu in Ngwoke (2006:27), “IMC can best be understood as a deliberate, planned and systematic attempt to contextually expand the traditional or conventional promotional strategies or activities (e.g advertising and public relations) and integrate them with other marketing communication activities to facilitate the achievement of defined marketing objectives”. Integrated marketing communication is a planning process designed to assure that all brand contacts received by a customer, voter, or prospect for a product, service or organization are relevant to that person and consistent over time (AMA).

Furthermore, Nwosu (2006:58), opines that IMC is a management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, packaging, event marketing, propaganda, personal selling, publications, audio-visual productions, issues management, public enlightenment, corporate
identity management, image and reputation management and the host of others work together as a unified force, rather than permitting each to work in isolation.

2.10.4 The Transfer Process Strategy

To place our discourse in proper perspective, we shall anchor this study on the frank jeffins public relations transfer process model as redesigned and expanded by I.E Nwosu (1996),

The transfer process model explains that public relations strategies can be used to change hostility to sympathy, prejudice to acceptance, apathy to interest and ignorance to knowledge, crises/war to peace/harmony. Public relations as a philosophy of management, thrives on mutual understanding and openness i.e being understood by other people and understanding people, informing other people but being informed about their wishes and attitudes. “The effect of public relations could be felt in all spheres of human endeavours, as it involves efforts to convince, win and retain support for ideas, products and services (Anyamikegh 2009:199).

2.10.5 The Social Marketing Strategy

The 5ps Social Marketing Model is useful in this study because, according Kotler, (2003:27), the social marketing concept holds that the organization’s task is to determine the needs, wants and interest of target markets and deliver the desired satisfactions more effectively and efficiently
than competitors in a way that preserves or enhances the customer’s and society’s well being. The 5ps model are product, price, place or physical distribution, promotions and politics. Product deals with the ideas, habits or activities that the target publics have to accept or reject. Price revolves round the consequences that the people have to suffer in order to comply with the new ideas. Place refers to the communication strategies to be employed to make contact with the publics and sell the ideas to them. Promotions trade in the use of appropriate promotional or marketing communication mix efforts that the PR practitioner uses to ensure the ideas reach and have an impact on the target audience. Politics means the practitioner considering the political implications of his effort to effect victory for the party’s candidate.

2.10.6 The RICEE Model Strategy

The PR practitioner can also use RICEE model to secure victory for a political party. The components are Research, information, communication, Education and Evaluation. Research here entails the PR practitioner looking into what the electorates want in order to win their support. It is basically diagnostic. For example, what causes failure of political candidates in the past elections. The research then gives out information to create awareness on the existence of the problem. Here, feedback does not exist. When he moves to communication, feed back comes in, he thus factors the feedback
into the campaign proper, using proper media planning, mixing and implementation. With education, the PR practitioner teaches or instructs the target audience on what to do and what not to do as well as giving the implications of not doing it. He will then evaluate/assess the success or otherwise of the PR programme on the target public (Nwosu and Uffoh, (2005:161).

2.10.7 Corporate Identity Management Strategy

According to Obeta (2008:142) corporate identity management has long been a corporate survivals strategy which organizations continue to apply and manipulate to their advantage. As a precursor to corporate image, corporate identity management has largely determined the pictures and perceptions made of organizations. In this case, corporate identity is operationalised as a political party campaign strategy.

Nweke in Obeta (2008:143), corporate identity refers to all the unique reminders, symbols or things the organization does or says that tend to mark it out or separate it from the others - its corporate environments, structures, logos, slogans, graphic designs, letterhead, typography, colours, uniforms, vehicles, remuneration mode, disciplinary mechanism, management or leadership, product packaging, delivery and a host of other attributes that present it either in the best or worst colours. According to the strathclyde statement in Tench and Yermans (2006:256), every organization
has an identity. It articulates the corporate ethos, aims and values and presents a sense of individuality that can help to differential the organization within its competitive environment.

According to Balmer (1999:733), the main objective of corporate identity management is to ensure that an organization’s key stakeholders and shareholders group are favourably disposed towards the organization. As such, it is presumed that such groups are predisposed towards the organization’s products or services, to trade with organizations, to vote for the party, to work for the company, to provide a sympathetic legal framework and to speak well of the organization.

In Obeta (2008:145) the specific objectives of corporate identity management therefore are not far fetched as could be been from the following:

i. To give the organization (party) a unique or distinct character or personality.

ii. To be attracted and liked by the organization’s stakeholders and the larger society.

iii. To configure or reconfigure the party’s image.

iv. To generally reposition the party and give it a more competitive advantage.
v. To harmonize and standardized the party’s corporate communications and visual identity.

vi. To make the party’s candidates more competitive and saleable.

vii. To help the organization to ultimately attain its corporate goals or objectives.

Tench and Yeomans (2006:265) believe that “organizations could influence their image using their corporate identify through the following strategic management options: advertising, community relations, corporate colours and designs, direct marketing, lobbying, media relations, newsletters, personal selling, relationship marketing, sales promotion, sponsorship, staff training and uniforms.” Uduji (2007:118), opines that no organization today can competitively be relevant in its environment without an effective management of its identity assets. These assets like logos, name, graphics, designs, flags, clothing, packaging, structures, corporate slogans etc. should be well conceptualized, designed and produced to achieve results. As a communication vehicles or media, they jointly or severally convey certain messages or information about the political party to its numerous publics.
2.11 PUBLIC RELATIONS TOOLS EMPLOYED IN POLITICAL CAMPAIGN

Public relations practitioners use various tools to achieving political campaign goals. These tools include but not limited to the following:

2.9.1 Press Release

This is a very vital tool used by public relations managers in reaching their publics through the media. According to Eze (2001:62) as an instrument of public relations, the information disseminated must be of interest and value to the electorate who must gain something from it.

As a matter of policy, the party in her electioneering campaign is to give the press the main points it wants to disseminate and if the press find the content news worthy for their radio and television broadcasts, it will be used.

2.11.2 Feature/Articles

The public relations practitioner can also inform, educate and entertain the target audience during electioneering campaign by writing features or articles to the press for onward dissemination to the public. According to Nkwazema (2001:52) the editor determines the format, size and number of words as it should be well edited by the publishing media to create the necessary impact.
2.11.3 Press Conference/Briefing

The public relations officer invites and organizes members of the press to give the background information about developments during the electioneering campaign. Accordingly, in the event of outbreak of any harmful or negative news, the press will be able to write authoritatively on the issue. The journalists are also given the free hand to ask questions on the issues considered relevant during the electioneering campaign (Edeani 2003:11).

2.11.4 Political Rallies

In classical Greek democracies, the sophists applied rational analysis to the magic of language in order to explain what was persuasive in deliberative assemblies. They were the ones who showed how rhythm, pattern and metaphor engaged the audience and how assonance and antithesis establish a persuasive dynamic in both the sound and sense of the words, Barret in (Achumba 2004:9).

Political rallies offer the party and its candidates the opportunity of face-to-face encounter with the electorate (Okafor 2003:17). At the event of rallies, the party leaders present the contesting candidate to the voters. Encomiums are poured on him so as to project the candidate’s image and create good impression about him to the electorate.
2.11.5 Gifts and Donations

These are tools often used by public relations practitioners in managing a political campaign. The political parties and politicians are encouraged to generate goodwill and win the support of the electorate during electioneering campaign by offering electorate gift items especially the poor, example T-shirts, key-holders, umbrellas, diaries, litter bins, calendars etc. During electioneering campaign contesting candidates appear in the public during special occasions like launching of funds for community projects, charitable organizations, women organizations etc, and pledge financial and or material assistance to the organizers (Ejiogu 2003:19).
REFERENCES


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Ginsberg, B. (2008), Microsoft (B) Encarta (C) 1993-2007 Microsoft Corporation.


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CHAPTER THREE
RESEARCH METHODOLOGY

3.0 INTRODUCTION

The success of any research study, depends on the ability of the researcher to come in contact with and reach both the dependent and independent variables directly involved with the problem under study.

This close contact and interaction, to a large extent help the researcher to find out and articulate people’s views, thoughts, ideas and feelings about the subject matter.

According to Orji (1999.42), this part of research report explicitly deals with how the research would be executed. It is called procedure phase and therefore, the background against which the reader evaluates the findings and conclusions.

This chapter, therefore, is intended to briefly intimate the reader with the research design and methodology applied in order to reach conclusions. The design and method actually express the mode of data collection and analysis.

3.1 RESEARCH DESIGN

The nature of this research and its objectives involve the study of the impact of public relations in Nigerian political parties’ campaign programme in the South East of Nigeria.
The study has a descriptive survey research design. Data collection is through a survey carried out on a sample of individuals randomly selected from the study population.

3.2 AREA OF STUDY

The study is carried out in the South-East of Nigeria and covered with politicians and electorate. The opinions of people are collected from different sources. Each state of the South East was traversed to get relevant data from both politicians and public relations practitioners.

3.3 POPULATION

A pilot study of twenty (20) politicians in the South East of Nigeria was conducted. They were asked whether Public Relations have any significant impact in Nigerian political parties’ campaign programme. Sixteen (16) affirmed representing 80% of success in the population (P) while four (4) disagreed representing 20% of failure in the population. P and q are dichotomy.

\[ P + q = 1 \]

3.4 DETERMINATION OF SAMPLE SIZE AND SAMPLING TECHNIQUE

Since the population of the politicians in the South East cannot be easily determined, this formula is used.

\[ S = \frac{ZPq}{e^2} \]
\[ Z = \text{Confidence interval} \]
\[ P = \text{Proportion of success} \]
\[ q = \text{Proportion of failure} \]
\[ e = \text{Level of significance} \]
\[ P = 0.3 \]
\[ q = 0.7 \]
\[ Z = 0.95 \]
\[ e = 0.05 \]

\[ S = \frac{(0.95)^2 \times 0.3 \times 0.7}{(0.05)^2} \]

\[ = \frac{0.9025 \times 0.3 \times 0.7}{0.0025} \]

\[ = 165.2 \]

\[ = 165 \]

Therefore, 165 politicians would be randomly selected from different parts of South East for this study.

3.5 SOURCES OF DATA

These include primary and secondary sources. The primary sources includes questionnaire, direct observations and interviews. The secondary sources are the magazines, journals, newspapers, text books as well as unpublished materials.
3.5.1 Primary Sources

These include all the party leaders and politicians who responded to the questionnaires and/or were orally interviewed. They provided the primary data used in this study.

3.5.2 Secondary Sources

These include textbooks, magazines, journals, conference, workshops and seminar papers.

3.6 INSTRUMENT FOR DATA COLLECTION

The researcher used questionnaire in data collection. The questionnaire was designed in two categories. One for the politicians and the other for the electorate in the selected states.

The questionnaire helped the researcher to obtain information from the respondents about their perception, opinion, attitude, behaviour, roles, and influence on the subject under study.

The questionnaire is not only the basic of survey research and other research methods, it is a good way of defining concepts so that the reader can share the researcher’s own meaning of the key words used in the questions.

However, the questionnaire helped the researcher in the following ways.

a. It permitted more considerable answers
b. It was less expensive compared to the wide area it covered.

c. It was more adequate in situations in which the respondents have to check their information

d. It ensured that the same structure is used to observe the respondents.

3.7 METHOD OF DATA ANALYSIS

The data are presented in tables in the form of frequency Distribution. The techniques of frequency and percentage are applied in the analysis. The hypotheses are tested using sample proportion statistics.

\[ Z = \frac{(Ps - P)}{\sqrt{Pq}} \div n \]

Ps = Proportion of success in the sample taken from the relevant questionnaire.

P = Proportion of success in the population (P) from pilot study.

q = Proportion of failure in the population (q) from the pilot study.

n = Observable sample size from relevant questionnaire.

Decision Rule

The rule to accept a hypothesis is:

Accept Ho (null hypothesis) if and only if table value is greater than calculated value. Reject otherwise. The critical Region is shown below:
3.8 VALIDITY OF DATA

In order to ensure validity of data collected, the researcher was very conscious of group of persons given questionnaire and those interviewed. Therefore the number of group of persons given questionnaires were only significant, identifiable and enlightened group of people residing and working within the South East. Thus, any data sourced from this group fairly represented a measurable population.

In a attempt to acquire sufficient and relevant information, the researcher ensured that questionnaires and personal interviews were administered among the selected sample size.

The questionnaires were prepared both in open-ended and close-ended models. Open-ended questions are those that allow the respondent to use his initiative to supply answers while close ended questions are those which mandate the respondents to provide answers to questions from a list of possible answers already supplied by the researcher.
REFERENCES


CHAPTER FOUR  
DATA PRESENTATION AND ANALYSIS  

4.1 INTRODUCTION  
The primary data collected for this study through the questionnaire, which was administered, will be coded, presented on tables, grouped into frequencies and simple percentages. This is for easy analyses and interpretation of the data. All the data presented are relevant to the problems, objectives and hypothesis of this study.

This chapter is divided into three parts. Part A, which contains the data and analysis, based on the responses and personal data of the respondents. Part B contains the analysis of the responses based on the problems and objectives of the research work while Part C deals with the testing of the hypothesis to determine their validity.

Returns made by politicians, electorate and public relations practitioners are summarized as follows; the proportion of respondents to various responses were ascertained using the simple percentage ratio given below:

\[
\frac{n \times 100}{N} \quad 1
\]

Where:  
\( n \) = number of responses

\( N \) = Sum total number of responses
Part A

4.2 QUESTIONNAIRES ADMINISTRATION AND RESPONSE RATE

The questionnaires for this study were administered to the population of study using face-to-face approach. The researcher made several visits distributing and collecting back the questionnaires.

The response rate for the population of this study is as shown below.

Table 4.1: Administration of Questionnaires

<table>
<thead>
<tr>
<th>Questionnaires</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributed</td>
<td>165</td>
<td>100</td>
</tr>
<tr>
<td>Returned</td>
<td>165</td>
<td>100</td>
</tr>
<tr>
<td>Not Returned</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Discarded</td>
<td>3</td>
<td>1.8</td>
</tr>
<tr>
<td>Analysed</td>
<td>162</td>
<td>98.2</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

From the table, it shows that all the questionnaires distributed are returned. However, 1.8 percent are discarded as a result of mutilation. Therefore 98.2 percent are analysed.
Table 4.2: Gender Distributions of Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>120</td>
<td>74.1</td>
</tr>
<tr>
<td>Females</td>
<td>42</td>
<td>25.9</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

According to the table, 74.1 percent of the respondents are males while 25.9 percent are females. This distribution depicts the relatively low participation of women in Nigeria politics.

Table 4.3 Age distribution of Respondents

<table>
<thead>
<tr>
<th>Age Group (years)</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 30</td>
<td>10</td>
<td>6.2</td>
</tr>
<tr>
<td>31-45</td>
<td>35</td>
<td>21.6</td>
</tr>
<tr>
<td>46-60</td>
<td>66</td>
<td>40.7</td>
</tr>
<tr>
<td>Above 61</td>
<td>51</td>
<td>31.5</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

This shows that 6.2 percent of the respondents are youngest, while 21.6 percent fall between 31-45 years of age. 40.7 percent of the respondents are between 46 and 60 years of age. And 31.5 percent are 61 years and above.
Table 4.4: Marital Status of Respondents

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>31</td>
<td>19.1</td>
</tr>
<tr>
<td>Married</td>
<td>119</td>
<td>73.5</td>
</tr>
<tr>
<td>Others</td>
<td>12</td>
<td>74.4</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

As shown from the table, 19.1 percent are unmarried, 73.5 percent are married while others - widows, widowers and divorces constitute 74.4 percent.

Table 4.5: Educational Distribution of Respondents

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>39</td>
<td>24.1</td>
</tr>
<tr>
<td>Secondary</td>
<td>82</td>
<td>50.6</td>
</tr>
<tr>
<td>Tertiary</td>
<td>41</td>
<td>25.3</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table indicates that 24.1 percent of the respondents attain primary education, while 50.6 percent attain secondary education and 25.3 percent attain higher education.
This distribution falls within the provision of the Nigeria electoral law which stipulates minimum educational qualification for various elective political offices.

PART B

4.3 ANALYSES OF RESPONDENTS BASED ON PROBLEMS AND OBJECTIVES OF THE STUDY

Table 4.6: Respondents to being a Politician

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>162</td>
<td>100</td>
</tr>
<tr>
<td>No</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table shows that all the respondents answered in affirmative that they are politicians. Currently, some of them are holding elective positions in both executive and legislative arms of government and party structures.
The table indicates 37.0 percent of the respondents are selected from peoples Democratic party (PDP) which shows its dominance in the South East of Nigeria. Also 14.8 percent are selected from All Progressive Grand Alliance (APGA). The percentages of each of the other popular political parties that are actively involved in political activities in the South East are as follows:
6.8 Percent – Progressive Peoples Alliance (PPA)

4.9 Percent – Action Congress of Nigeria (ACN)

6.2 Percent – All Nigeria Peoples Party (ANPP)

3.2 Percent – National Democratic Party (NDP)

1.2 Percent – Hope Democratic Party (HDP)

6.2 Percent – Labour Party (LP)

1.2 Percent – Congress for Democratic Change (CDC)

Also, 18.5 percent of the respondents are selected from ‘others’. These are less popular political parties in the south East such as the Peoples Democratic Change (PDC), Peoples Redemption Party (PRP), Justice Party, Congress for Progressive Change, and the host of others.

**Table 4.8: Elected into Political Party Executive Committee**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Elected</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>National Working committee</td>
<td>15</td>
<td>9.3</td>
</tr>
<tr>
<td>B</td>
<td>Geopolitical zone committee</td>
<td>17</td>
<td>10.5</td>
</tr>
<tr>
<td>C</td>
<td>State working committee</td>
<td>40</td>
<td>24.6</td>
</tr>
<tr>
<td>D</td>
<td>Local government working committee</td>
<td>44</td>
<td>27.2</td>
</tr>
<tr>
<td>E</td>
<td>Ward Executive Committee</td>
<td>36</td>
<td>22.2</td>
</tr>
<tr>
<td>F</td>
<td>None of the above</td>
<td>10</td>
<td>6.2</td>
</tr>
</tbody>
</table>

Total: 162 100

Source: Field Survey, 2010
The table indicates 9.3 percent of the respondents are members of the national working committee of their various political parties. 10.5 percent are from the south East geopolitical zonal committee, 24.6 percent are members of the state working committee, while 27.2 percent are from local government working committee. Also 22.2 percent are from ward executive committee and 6.2 percent are not members of the executive of the parties at any level.

**Table 4.9: Responses to Contesting for Elective Positions**

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100</td>
<td>61.7</td>
</tr>
<tr>
<td>No</td>
<td>62</td>
<td>38.3</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table shows that 61.7 percent of the respondents agree that they contest for elective positions. These elective positions are the legislative, and executive arms of the three tiers of government. Similarly, elective positions in party apparatus are also contested by politicians. Also 38.3 percent of the respondents do not contest. This suggest that they are looking for appointive positions and contract.
Table 4:10: Responses to Engaging in Electioneering Campaign

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>162</td>
<td>100</td>
</tr>
<tr>
<td>No</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

All the respondents agree that they engage in electioneering campaign to market their political party and candidates to the electorate.

Table 4:11: Purposes of Electioneering campaign

<table>
<thead>
<tr>
<th>S/N</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Introduce contesting candidate</td>
<td>20</td>
</tr>
<tr>
<td>B</td>
<td>To inform, and educate electorate</td>
<td>21</td>
</tr>
<tr>
<td>C</td>
<td>To garner goodwill and project image</td>
<td>22</td>
</tr>
<tr>
<td>D</td>
<td>To solicit for votes</td>
<td>18</td>
</tr>
<tr>
<td>E</td>
<td>All of the above</td>
<td>81</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010
The table shows that 12.3 and 13 percent indicate that the purpose of electioneering campaign is to introduce the contesting candidates to the electorate and to inform the electorate about the party’s manifesto and logo respectively. 11.1 and 13.6 percent indicate that the purpose is to solicit for votes on the election day and to garner goodwill and project the image of the party and the contesting candidates respectively. 50 percent indicate that all these are the purpose of electioneering campaign. Electioneering campaign is therefore meant to bring the party and candidates to the electorate and to educate the latter on the party’s programmes and manifestoes as well as solicit for support or votes.

**Table 4:12 Responses to Considering Public Relations an Essential tool for the political party Campaign**

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>162</td>
<td>100</td>
</tr>
<tr>
<td>No</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table shows that 100 percent of the respondents agree that public relations is an essential tool for political party’s campaign.
Table 4.13: The Relevance of Public Relations in Electioneering Campaign

<table>
<thead>
<tr>
<th>S/N</th>
<th>Relevance</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>It projects good image of the candidate and the party</td>
<td>18</td>
<td>11.1</td>
</tr>
<tr>
<td>B</td>
<td>It gives full information to the target audience</td>
<td>10</td>
<td>6.2</td>
</tr>
<tr>
<td>C</td>
<td>It builds mutual understanding, and respect between the party and her various publics</td>
<td>21</td>
<td>12.9</td>
</tr>
<tr>
<td>D</td>
<td>It researches and analyzes the opponents</td>
<td>10</td>
<td>6.2</td>
</tr>
<tr>
<td>E</td>
<td>It helps the party and candidates to win the support and votes of the electorate.</td>
<td>18</td>
<td>11.1</td>
</tr>
<tr>
<td>F</td>
<td>All of the above</td>
<td>85</td>
<td>52.5</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>162</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table indicates that 11.1 percent of the respondents agree that public relations is relevant in electioneering campaign because it projects good image of the candidate and the party. 6.2 percent indicate that it is
gives full information about the party and candidate to the target audience. While 12.9 percent agree that public relations builds mutual understanding and respect between political party and her publics. 6.2 indicate that it is relevant because it carries out research and analyzes the opponents. 11.1 percent believe it helps the party to win support and votes for her candidates from the electorate. And 52.5 percent of the respondents indicate that it is all these factors.

**Table 4.14: Functions of Public Relations Employed during electioneering Campaign Programme**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Functions</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Public enlightenment and event management</td>
<td>10</td>
<td>6.2</td>
</tr>
<tr>
<td>B</td>
<td>Persuasion</td>
<td>12</td>
<td>7.4</td>
</tr>
<tr>
<td>C</td>
<td>Corporate, image, identity, attitude, opinion and reputation management</td>
<td>28</td>
<td>17.3</td>
</tr>
<tr>
<td>D</td>
<td>Issues and crisis management</td>
<td>25</td>
<td>15.4</td>
</tr>
<tr>
<td>E</td>
<td>Research, evaluation, publicity and corporate advertising</td>
<td>24</td>
<td>14.8</td>
</tr>
<tr>
<td>F</td>
<td>All of the above</td>
<td>63</td>
<td>38.9</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>162</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010
With regards to functions of public relations employed during electioneering campaign, 6.2, 7.4 and 17.3 percents indicate public enlightenment; persuasion and; corporate/image/identity/attitude/opinion and reputation management respectively. 15.4 and 14.8 percent indicate issues/crisis management and; research evaluation/publicity/corporate advertising respectively. 38.9 percent indicate that they are all functions of public relations: electioneering campaign.

**Table 4:15 PR Strategies used during electioneering Campaign**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Strategies</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>SWOT analysis</td>
<td>30</td>
<td>18.5</td>
</tr>
<tr>
<td>B</td>
<td>Transfer process strategy</td>
<td>23</td>
<td>14.2</td>
</tr>
<tr>
<td>C</td>
<td>RICEE model strategy</td>
<td>26</td>
<td>16</td>
</tr>
<tr>
<td>D</td>
<td>STPP Strategy</td>
<td>21</td>
<td>13</td>
</tr>
<tr>
<td>E</td>
<td>All of the above</td>
<td>62</td>
<td>38.3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

In respect of public, relations strategies used by the respondents during electioneering campaign, 18-5, 14.2 and 16 percent indicate SWOT analysis, transfer process strategy and RICEE model strategy respectively. 13 percent indicate STPP strategy while 38.3 percent agree that all of the above strategies could be employed during electioneering campaign.
Table 4:16 PR tools in use for Information Dissemination

<table>
<thead>
<tr>
<th>S/N</th>
<th>TOOLS</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Press Release</td>
<td>27</td>
<td>16.7</td>
</tr>
<tr>
<td>B</td>
<td>Features Article</td>
<td>17</td>
<td>10.5</td>
</tr>
<tr>
<td>C</td>
<td>Press Conference</td>
<td>20</td>
<td>12.3</td>
</tr>
<tr>
<td>D</td>
<td>Political rallies and Enlightenment</td>
<td>28</td>
<td>17.3</td>
</tr>
<tr>
<td>E</td>
<td>All of the above</td>
<td>70</td>
<td>43.2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table shows that 16.7 percent indicate press release as a PR tool in use for information dissemination during campaign. 10.5, 12.3 ad 17.3 indicate feature article, press conference and political rallies respectively. While 43.2 percent of the respondents agree that they use all the above tools in their information dissemination during campaign.

Table 4:17: Media use in Electioneering Campaign

<table>
<thead>
<tr>
<th>S/N</th>
<th>MEDIA</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Radio and Television</td>
<td>54</td>
<td>33.3</td>
</tr>
<tr>
<td>B</td>
<td>News papers and Magazines</td>
<td>23</td>
<td>14.2</td>
</tr>
<tr>
<td>C</td>
<td>Internet</td>
<td>17</td>
<td>10.5</td>
</tr>
<tr>
<td>D</td>
<td>Bill board</td>
<td>28</td>
<td>17.3</td>
</tr>
<tr>
<td>E</td>
<td>All of the above</td>
<td>40</td>
<td>24.7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010
The table indicates that 33.3 percent of the respondents use radio and television in their campaign. 14.2, 10.5, and 17.3 indicate for newspaper and magazine, internet and billboard respectively. While 24.7 percent use all of the above media.

**Table 4.18: Types of gifts used as PR Strategies**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Gifts</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>T. Shirts</td>
<td>8</td>
<td>4.9</td>
</tr>
<tr>
<td>B</td>
<td>Caps</td>
<td>8</td>
<td>4.9</td>
</tr>
<tr>
<td>C</td>
<td>Key holders</td>
<td>5</td>
<td>3.1</td>
</tr>
<tr>
<td>D</td>
<td>Diaries and Calendars</td>
<td>9</td>
<td>5.7</td>
</tr>
<tr>
<td>E</td>
<td>Foodstuff and drinks</td>
<td>19</td>
<td>11.7</td>
</tr>
<tr>
<td>F</td>
<td>Cash</td>
<td>78</td>
<td>48.1</td>
</tr>
<tr>
<td>G</td>
<td>All of the above</td>
<td>35</td>
<td>21.6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

Based on the gifts offered to electorate as PR strategies during campaign, 4.9, 4.9 and 3.1 percent indicate T. shirts, caps, key holders respectively. While 5.7, 11.7 and 48.1 percent indicate diaries and calendars, food stuff and drinks, and cash respectively. 21.6 percent of the respondents agree that they offer all of the above gifts during campaign.
Table 4.19: Effects of not Using Public Relations in Political Parties Campaign.

<table>
<thead>
<tr>
<th>EFFECTS</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor image of party and candidate</td>
<td>36</td>
<td>22.2</td>
</tr>
<tr>
<td>Rumour mongering and bad perception</td>
<td>32</td>
<td>19.8</td>
</tr>
<tr>
<td>Ignorance of the opponents strategies</td>
<td>25</td>
<td>15.4</td>
</tr>
<tr>
<td>Difficult to market party and candidate</td>
<td>28</td>
<td>17.3</td>
</tr>
<tr>
<td>Lack of mutual understanding and goodwill</td>
<td>24</td>
<td>14.8</td>
</tr>
<tr>
<td>All of the above</td>
<td>17</td>
<td>10.5</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

With regards to the effects of not using public relations in political parties’ campaign, 22.2, 19.8 and 15.4 percent indicate poor image of party and candidate, rumour mongering and bad perception, and ignorance of the opponents strategies respectively. While 17.3 and 14.8 percent show that the effects are difficult to market party and candidate, and lack of mutual
understanding and goodwill between a political party and her various publics.

**Table 4.20: Is the cost of PR activities worth it’s benefit**

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>162</td>
<td>100</td>
</tr>
<tr>
<td>No</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table shows that 100 percent of the respondents agree that the benefit of PR activities is worth the cost paid during the electioneering campaign.

**Table 4.21: Recommending that PR jobs be handled by PR Professionals**

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>74</td>
<td>45.7</td>
</tr>
<tr>
<td>No</td>
<td>88</td>
<td>54.3</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

45.7 percent of the respondents recommend that PR jobs in the electioneering campaign be handled by the PR professionals. 54.3 percent said no, meaning that even quacks can handle PR jobs.
Table: 4.22: Assessment of the Impact of Public Relations in Electioneering Campaign

<table>
<thead>
<tr>
<th>S/N</th>
<th>Assessment</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent</td>
<td>50</td>
<td>30.9</td>
</tr>
<tr>
<td>B</td>
<td>Very good</td>
<td>100</td>
<td>61.7</td>
</tr>
<tr>
<td>C</td>
<td>Good</td>
<td>10</td>
<td>6.2</td>
</tr>
<tr>
<td>D</td>
<td>Fair</td>
<td>2</td>
<td>1.2</td>
</tr>
<tr>
<td>E</td>
<td>Very poor</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source:  Field Survey, 2010

The table shows that 30.9, and 61.7 percent of the respondents’ assessment of the impact of public relations in electioneering campaign is excellent and very good respectively. While 6.2 and 1.2 percent indicate good and fair respectively.

Table 4:23: Winning Election without PR Tools

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>No</td>
<td>162</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source:  Field Survey, 2010
With regards to winning and election without the use of PR tools, 100% of the respondents indicate that it is not easy. This shows that public relations tools is indispensable and must be employed to enable a political party and her candidate win an election.

**Table 4.24: Application of appropriate PR strategies determining the victory of a candidate in an election.**

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>162</td>
<td>100</td>
</tr>
<tr>
<td>No</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table shows that 100 percent of the respondents indicate that the application of appropriate public relations strategies determine the victory of a candidate in an election.

**Table 4.25: PR contributing to the mobilization, sensitization and enlightenment of party supporters**

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>142</td>
<td>87.7</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>12.3</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010
The table shows that 87.7 percent of the respondents agree that public relations contributes to the mobilization, sensitization and enlightenment of the parties’ supports. While 12.3 percent do not agree.

**Table 4.26: Integrated Marketing Communication Playing a Major role in the Political Parties campaign Programme**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Agree</td>
<td>47</td>
<td>29.0</td>
</tr>
<tr>
<td>B</td>
<td>Strongly Agree</td>
<td>68</td>
<td>42.0</td>
</tr>
<tr>
<td>C</td>
<td>Undecided</td>
<td>26</td>
<td>16.0</td>
</tr>
<tr>
<td>D</td>
<td>Disagree</td>
<td>15</td>
<td>9.3</td>
</tr>
<tr>
<td>E</td>
<td>Strongly disagree</td>
<td>6</td>
<td>3.7</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>162</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table indicates that 29 percent of the respondents agree that integrated marketing communication plays major role in the political parties campaign programme. 42 percent strongly agree while 16 percent indicate undecided. 9.3 percent disagree and 3.7 percent strongly disagree.
Table 4.27: Research and Evaluation Function of PR makes Politicians Proactive.

<table>
<thead>
<tr>
<th>S/N</th>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Agree</td>
<td>89</td>
<td>55.0</td>
</tr>
<tr>
<td>B</td>
<td>Disagree</td>
<td>19</td>
<td>11.7</td>
</tr>
<tr>
<td>C</td>
<td>Strongly Agree</td>
<td>54</td>
<td>33.3</td>
</tr>
<tr>
<td>d</td>
<td>Strongly Disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

With regards to research and evaluation function of PR making politicians proactive, 55.0, 11.7 and 33.3 percent indicate agree, disagree and strongly disagree respectively.

Table 4.28: Responses to Extent of the Effectiveness of PR Strategies and tools during electioneering Campaign

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>132</td>
<td>75.9</td>
</tr>
<tr>
<td>No</td>
<td>30</td>
<td>24.1</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010
The table indicates that 75.9 percent agree that public relations strategies are very effective during electioneering campaign while 24.1 percent disagree.

**Table 4.29: The Reason why politicians use PR in their electioneering Campaign**

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To persuade electorate vote for them</td>
<td>58</td>
<td>35.8</td>
</tr>
<tr>
<td>To inform, educate and entertain</td>
<td>25</td>
<td>15.4</td>
</tr>
<tr>
<td>To create mutual understanding and goodwill</td>
<td>23</td>
<td>14.2</td>
</tr>
<tr>
<td>To manage crisis and opinion</td>
<td>27</td>
<td>16.7</td>
</tr>
<tr>
<td>To manage event</td>
<td>19</td>
<td>11.7</td>
</tr>
<tr>
<td>All of the above</td>
<td>10</td>
<td>6.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>162</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table indicates that 35.8, 15-4 and 14.2 percent agree that the reasons why politicians use public relations in their electioneering campaign are; to persuade electorate vote for them; to inform, educate and entertain, and to create mutual understanding and goodwill respectively. While 16.7
and 11.7 percent indicate to manage crisis and opinion, and to manage event respectively. 6.2 percent indicate that they use all of the above.

**Table 4:30: Acquiring information and enlightenment about political parties and candidates through public relations.**

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>142</td>
<td>87.7</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>12.3</td>
</tr>
<tr>
<td>Total</td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010

The table shows that 87.7 percent of the respondents acquire information and enlightenment about political parties and candidates through public relations. While 12.3 percent say otherwise.

**Table 4:31: Achieving mutual understanding and goodwill between a political party and other publics through public Relations**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Agree</td>
<td>42</td>
<td>26</td>
</tr>
<tr>
<td>B</td>
<td>Strongly Agree</td>
<td>100</td>
<td>61.7</td>
</tr>
<tr>
<td>C</td>
<td>Disagree</td>
<td>20</td>
<td>12.3</td>
</tr>
<tr>
<td>d</td>
<td>Strongly disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>162</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2010
The table indicates that 26 percent of the respondents agree that public relations is aimed at achieving mutual understanding and goodwill. Then 61.7 percent strongly agree while 12.3 percent disagree.

PART C

4.4 TESTING OF HYPOTHESES

Four hypotheses were adopted in chapter one and they are going to be tested for acceptance or rejection in this section. Hypotheses are usually assumptions about a given situation and it is usually negative. These assumptions may be true or false.

There are two types of error, which may occur when dealing with hypotheses. They are type 1 and type 2, errors. Type 1 error occurs when a hypothesis is rejected when it should be accepted. On the other hand, when a hypothesis is accepted when it should be rejected, type 2 error occurs.

4.4.1 Hypothesis One

This hypothesis tried to evaluate the effectiveness of public relations on image projection; hence the null hypothesis: the essence of public relations in political parties’ campaign is not to project the image of candidates to win election and the alternative that: the essence of public relations in political parties’ campaign is to project the image of candidates to win election.
Then, it was considered that if more than 50% of the respondents opined that political parties’ campaign is projective, then the opinion would be accepted. The test was conducted at a 5% level of significance at one-tail test. The hypothesis is stated as follows:

Ho: \( P = 0.5 \) (50%)

\( H_1: > 0.5 \) (50%)

Level of significance = 0.05 to calculate the observed value, table 4.13 was considered relevant. The observed success value from the table was 0.525

\[
P_0 = P_s - P = 0.525 - 0.5\]

\[
\sqrt{\frac{Pq}{n}} = \sqrt{\frac{0.5 \times 0.5}{162}}
\]

\[
= \sqrt{\frac{0.025}{1.5432}} = \frac{0.025}{0.03928} = 0.6365
\]

The expected value (Pe) is 1.645 since Pe > Po (1.645 > 0.6365), the null hypothesis is accepted which states that the essence of public relations during political parties’ campaign programme is not to project the image of the candidates to win election.
4.4.2 HYPOTHESIS TWO

This hypothesis sought to validate the effectiveness of public relations strategies in winning voters interests during political parties’ campaign, hence the null hypothesis: public relations strategies are not very effective during electioneering campaign.

It was considered that if more than 50 percent of the respondents opined that the strategy was effective, then the opinion would be accepted. Accordingly, the test was conducted at a 5% level of significance. The hypothesis is stated as follows:

$H_0: P = 0.5 \, (50\%)$

$H_{\lambda}: P = 0.5 \, (50\%)$

Level of significance : 0.05 \, (5\%)

To calculate the observed value, table 4.28 was considered relevant. The observed success value from the table was 0.759

$$ \frac{P_s - P}{\sqrt{\frac{P \times (1 - P)}{n}}} = \frac{0.759 - 0.5}{\sqrt{0.5 \times 0.5}} = \frac{0.259}{\sqrt{1.5432}} = \frac{0.259}{0.03928} = 6.5936 $$
The expected value (Pe) is 1.645. Since Po > Pe (6.5936>1.645), the null hypothesis is rejected and the alternative hypothesis which states that public relations strategies and tools are very effective during electioneering campaign is accepted.

4.4.3 HYPOTHESIS THREE

This hypothesis tends to validate the claim that public relations solicits for voters support, hence the null hypothesis: Public relations is not adequately used in soliciting the support of voters.

It was considered that if more than 50% of the respondents opined that public relations solicits for voters support, then the opinion would be accepted. Accordingly, the test was conducted at a 5% level of significance at one tail test. The hypothesis is stated as follows:

$$H_A : P = 0.5 \text{ (50%).}$$

Level of significance 0.05 (5%) to calculate the observed value, table 4.11 was considered relevant. The observed success value from the table was 1.00
\[
\therefore P_0 = \frac{Ps - P}{\sqrt{\frac{Pq}{n}}} = \sqrt{\frac{1.00 - 0.5}{0.5 \times 0.5 \div 162}} =
\]

\[
= \frac{0.5}{\sqrt{1.5432}} = \frac{0.5}{0.03928} = 12.93
\]

The expected value (Pe) is 1.645 since \( P_0 < Pe \) (1.645 < 12.93) the null hypothesis is rejected and alternative accepted which states that public relations is adequately used in soliciting for voters support.

4.4.4 HYPOTHESIS FOUR

This hypothesis tends to validate the claim that public relations aims to achieve mutual understanding and goodwill between a political, party and her various publics, hence the null hypothesis:

Public relations is not aimed at achieving mutual understanding and goodwill in political parties’ campaign programme with their various publics.
It was considered that if more than 5% of the respondents opined that public relations achieves mutual understanding and goodwill in electioneering campaign, then the opinion would be accepted.

Accordingly, the test was conducted at a 50% level of significance at one – tail test. The hypothesis is stated as follows:

\[ H_A: \quad P = 0.5 \ (50\%) \]

Level of significance 0.05 (5%) to calculate the observed value, table 4.31 was considered relevant. The observed success value from the table was 100.

\[
\therefore P_o = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{1.00 - 0.5}{\sqrt{\frac{0.5 \times 0.5}{162}}} = \frac{0.5}{\sqrt{1.5432}} = \frac{0.5}{0.03928} = 12.93
\]

The expected value (Pe) is 1.645 since Po< Pe (1.645<12.93) the null hypothesis is rejected and alternative accepted which states that public relations is aimed at achieving mutual understanding and goodwill between a political party and her various publics.
CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 INTRODUCTION

This chapter presents the summary of various findings of this study based on the various data developed in the course of the research and analysis in the preceding chapter. The main findings and recommendations on how to solve the research problem are discussed in this chapter. The main findings and recommendations on how to solve the research problem are discussed in this chapter.

5.1 SUMMARY OF MAJOR FINDINGS

Through the field study carried out the findings are summarized as follows: In the South East of Nigeria, some notable political parties engage in the contest for elective political positions. And to achieve this lofty goal, they embark on electioneering campaigns.

Of course, the purpose served by this electioneering campaign includes; informing and educating the electorate about the party’s name, logo, manifesto and other identity which differentiate it from other political parties; canvassing or soliciting for votes on the election day; creating mutual understanding and garnering goodwill; projecting the good image of the party and the contesting candidates; dispersing rumour and opinion
management, and opportunity to interact with the electorate face to face, among others.

Further to that, political parties used public relations tools, strategies and tactics to achieve their purpose of electioneering campaign which is to win the votes of the greater majority of the electorate.

The study also found out that, public relations tools used by political parties in their campaign programme includes; press release, feature/articles writing, press conference, political rallies and voter’s enlightenments.

It was also observed that political parties use these media as a vehicle in carrying public relations functions during electioneering campaign, they are, radio, television, newspapers, magazines, internet and billboard.

Again, the study discovered that the impact of public relations on political parties’ campaign was positive and excellent. However politicians did not believe that public relations job be left for professionals to carryout during electioneering campaign.

Political parties offered branded T-shirts, caps, key, holders, diaries and calendars, foodstuff and drinks, cash and other promises during electioneering campaign to their target audience.

The result also showed that, the cost of public relations activities during electioneering campaign is worth the benefit generated. And that the effect of not using public relations during electioneering campaign include,
failure at poll, poor image of the party and her candidate, rumour mongering and bad perception of the party and candidate, lack of mutual understanding and crises.

It was also found out that public relations sensitizes, mobilizes, educates, informs and entertains both the party members and the their target audience – electorate during electioneering campaign.

Finally, the factors militating against the effectiveness of public relations strategies during electioneering campaign include lack of funds, political violence, oath-taking, ineffective communication, lack of internal democracy, poor planning and implementation.

5.2 CONCLUSION

The research findings provide for the basis of the following conclusion to be drawn.

The impact of public relations cannot be over emphasized in political parties electioneering campaign, hence it is an essential tool for that purpose. This is because, it projects the good image, generate goodwill and win support for the candidate and the party.

The political parties electioneering campaign is meaningless, unless and until, public relations strategies are adequately employed. This is because, it was observed that if public relations strategies are applied during electioneering campaign, it enhances the chances of electoral victory.
Lastly, if there is no public relations there will be no effective and result oriented political party electioneering campaign.

**RECOMMENDATIONS**

Based on the findings of this research, the following are recommended

1. Public relations activities during electioneering campaign should be handled by public relations practitioners.

2. That political parties should adequately fund their public relations unit in order to prosecute electioneering campaign activities.

3. Public relations officers of all the political parties should be well trained, qualified and certified by the Nigeria Institute of Public Relations (NIPR).

4. Public Relations practitioners should be given free hands to run all the PR activities during electioneering campaign.

5. Seminars, workshops, and symposium on public relations related topics should be organized for the leadership of political parties at various levels.

6. The Nigeria Institute of Public Relations (NIPR) should strictly and closely monitor the activities of public relations Practitioners and their political parties to ensure that all they do conform with the ethics of the public relations profession.

7. To maintain discipline, both the NIPR and practitioners must be ready to bring erring members to book.
8. Political parties should constitute an effective committee to monitor and evaluate the results of this public relations activities.
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Ngwoke, O.U. (2008), “Strategies for Enhancing the Success Rate of New Products in Banks, Project Research Submitted to the Department of Marketing UNEC.


Dear Sir/Madam,

RESEARCH QUESTIONNAIRE ON THE IMPACT OF PUBLIC RELATIONS IN NIGERIAN POLITICAL PARTIES’ CAMPAIGN PROGRAMME IN THE SOUTH-EAST OF NIGERIA.

The attached questionnaire is designed to examine the impact of Public Relations in Nigerian political parties’ Campaign programme.

The questionnaire has been put up in order that relevant and up-to-date information be supplied by you as to assist me complete this research work expeditiously.

It is purely an academic exercise and as such, I wish to assure you that all information supplied herein will be treated confidentially and will not be used for any other purpose in any form other than the one stated above.

Kindly complete, honestly and to the best of your knowledge.

Thanks for your co-operation.

Yours faithfully,

Ngwoke Oliver Uzonna
Student
PG/M.Sc/08/47294
INSTRUCTION

Please tick as appropriate

1. Sex
   (a) Male (   ) (b) Female (   )

2. Age
   (a) 20-30 (   ) (b) 30-40 (   ) (c) 40-50 (   ) (d) 50 and above (   )

3. Marital Status
   (a) Single (   ) (b) Married (   ) (c) Divorced (   )

4. Status at work
   (a) Senior level (   ) (b) Junior level (   ) (c) Middle level (   )

5. Educational Qualification
   (a) WASC/GCE (   )
   (b) NCE/OND (   )
   (c) B.Sc/HND (   )
   (d) MBA/M.Sc and above (   )

6. Are you political?
   (a) Yes [   ] (b) No [   ]

7. If ‘yes’, indicate the political party to which you belong
   (a) PDP [   ] (b) APGA [   ] (c) PPA [   ]
   (d) ACN [   ] (e) ANPP [   ] (f) NDP [   ]
   (g) HDP [   ] (h) LP [   ] (i) CDC [   ] (j) Others [   ]
8. Are you a party executive member? □
   (a) National working Committee □
   (b) Geopolitical zonal working committee □
   (c) State working committee □
   (d) Local government working committee □
   (e) Ward executive officer □
   (f) None of the above □

9. Are you contesting for elective position or have you contested before now? (a) Yes □ (b) No □

10. Do you engage in electioneering or political campaign? (a) Yes □ (b) No □

11. If 'yes' what purpose(s) does it serve?
   a. To introduce the contesting candidate to the electorate □
   b. To inform and educate electorate about the party’s corporate identity such as; manifesto, logo, slogan, colour, structure etc. □
   c. To garner goodwill and project the image of the party and the contesting candidate □
   d. To solicit for votes on the election day □
   e. All of the above □

12. Do you consider public relations as being essential for the political party campaign? (a) Yes □ (b) No □
13. If “yes” what is the relevance of public relations in the electioneering campaign?

(a) To project the good image of the candidate and the party

(b) To give full information to the target audience based on truth and knowledge about the party and candidate

(c) To build mutual understanding, respect, and goodwill between the party and her various publics.

(d) To carry out research and analysis of the competitor or opponent.

(e) To help the party and candidate to win the support and votes of the electorate

(f) All of the above

14. Which of the functions of public relations do you employ in the electioneering campaign programme?

(a) Public enlightenment and event management

(b) Persuasion

(c) Corporate image identity attitude opinion and reputation management

(d) Issues and crisis management

(e) Research, evaluation, publicity and corporate advertising

(f) All of the above
15. Which public relations strategies do you use during electioneering campaign programme?
(a) SWOT Analysis
(b) Transfer Process strategy
(c) RICEE model strategy
(d) STPP strategy
(e) All of the above

16. What PR tools do you use for information dissemination?
(a) Press release
(b) Features of Articles
(c) Press conference
(d) Political rallies and enlightenment
(e) All of the above

17. Which of these media do you use in the electioneering campaign?
(a) Radio and Television
(b) News papers and magazines
(c) Internet
(d) Billboard
(e) All of the above

18. What types of gift do you offer during electioneering campaign?
(a) T-shirts
(b) Caps
(c) Key-holders
(d) Diaries and calendars
(e) Foodstuff and drinks
(f) Cash
(g) All of the above

19. What do you think will be the effect of not using public relations in political parties’ campaign?
20. Does the amount of money spent on PR activities during electioneering campaign commensurate with the benefit sought?

21. Do you recommend that public relations job be handled by the professionals? (a) Yes (b) No

22. What is your assessment of the impact of public relations in political parties’ campaign programme?
   (a) Excellent (b) Very good (c) Good (d) Fair (f) Very poor

23. Can a political party and her candidate win election without the use of public relations tools? (a) Yes (b) No

24. Does the application of appropriate public relations strategies determine the victory of a candidate in an election? (a) Yes (b) No

25. Does public relations contribute to the mobilization, sensitization and enlightenment of the parties’ supporters? (a) No (b) Yes
26. Integrated marketing communication plays a major role in the political parties campaign programme
   (a) Agree □ (b) Strongly agree □
   (c) Undecided □ (d) Disagree □ (e) Strongly disagree □

27. The research and evaluation function of public relations has made it to be proactive in the management of political parties campaign programme
   (a) Agree □ (b) Disagree □ (c) Strongly Agree □
   (d) Strongly Disagree □

28. To what extent do you use PR strategies and tools during electioneering campaign?
   (a) To a large extent □ (b) To a moderate extent □
   (c) To a little extent □ (d) Not at all □

29. Why do you think political parties and candidates use public relations in their electioneering campaign programme?

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   ……………………………………………………………………………………………………………………………

30. As a voter, do you think that the information and enlightenment you have acquired about political parties and their candidates are through public relations? (a) Yes □ (b) No □
31. Do you agree that Public Relations is aimed at achieving mutual understanding and promotion of goodwill between political party and her various publics. (a) Agree □ (b) Strongly Agree □
(c) Disagree □ (d) Strongly Disagree □