

**COURSE
GUIDE**

**MAC 232
ENVIRONMENTAL PUBLIC RELATIONS**

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INTRODUCTION

MAC 232 -Environmental Public Relations is a 3 credit -unit course for undergraduate students of Mass Communication. The course material has been prepared with the Nigerian context in focus, but with global perspective. This course guide gives you an overview of the content of the course. It also provides you with information on the structure and requirements of the course- together with recommended texts.

The destruction of global environment consisting of ecosystem ecology and biosphere, the life sustaining parts of the earth and the hope of man's continuity as living being is grinding to a crescendo, unless serious measures are put in place to check it. Already a number of efforts have already been tried to no avail; hence the need to adopt a new programme. It is here that the relevance of Environmental Public Relations comes in. As Nwosu and Uffoh (2005:37) put it, environmental public relations:

is a specialised area of public relations and reputation management practice that focuses on how best to apply relevant public relations principles, practices, strategies, techniques, models and tactile in an effort to properly manage environmental issues, problems and projects and so ensure the achievement of sustainable development objectives at the communal or local, national, regional and global or international level.

The need for enlightenment and education start here and now; and should be pursued vigorously. Every students of the noble field should be ready- not only to acquire knowledge of the practice, but also be ready to teach others. Conserving and protecting the environments is a collective duty, hence everyone should be involved and it is only the informed who would care to be involved.

COURSE AIMS

The aims are to equip you with the knowledge and understanding of environmental public relations and how you can use your writing skills to achieve its role in society. These broad aims will be achieved by:

- introducing you to the basic concepts of public relations
- highlighting the objectives and goals of public relations
- explaining the organisational structure of public relations
- exposing you the nature of the environment and the need for its protection

- bringing into focus the tools and applications of environmental public relations
- presenting the rudiments and tenets of environmental protection.

COURSE OBJECTIVES

To achieve the aims set out above, this course has an overall objective apart from the specific objectives of the various component units. This unit's objective is spelt out at the beginning of each unit in the five modules. You are strongly advised to read them before you start working through the unit. You can as well refer to it regularly as you progress with each unit.

Here are the wider objectives for the course as a whole. By meeting the objectives you count yourself as meeting the aim of the course. At the end of this course, you should be able to:

- discuss the universal nature of public relations
- describe the historical background of public relations
- explain the tools of public relations public relations
- discuss the structure of public relations
- identify the factors leading to the growth of public relations
- state the qualities of public relations a practitioner
- discuss the nature of the environment
- discuss the need to protect the environment from destruction
- explain the way environmental is public relations organised
- identify the communication tools of environmental public relations
- discuss the challenges facing environmental public relations
- highlight how to plan public relations programmes
- explain the need to protect the environment
- identify the ethical issues in environmental public relations.

WORKING THROUGH THIS COURSE

To complete the course, you are required to read the study units and other related materials. You will also need to undertake practical exercise under the supervision of your facilitator. The exercises are to aid you bridge the gap between what obtains in the classroom with what obtains in the public relations houses. At the end of the course, you will be required to write and pass the final examination.

COURSE MATERIALS

The major materials you will need for this course are as follows:

1. Course guide
2. Study units
3. Textbooks and references
4. Assignment file
5. Presentation schedule

STUDY UNITS

There are five modules organised into 23 units in this course as shown below:

Module 1 Understanding Public Relations

- | | |
|--------|--|
| Unit 1 | Meaning and Definitions of Public Relations |
| Unit 2 | Media of Public Relations |
| Unit 3 | Need for and Functions of Public Relations |
| Unit 4 | Approaches and Techniques of Public Relations |
| Unit 5 | Problems Facing the Practice of Public Relations |

Module 2 Organisational Structure and Management of Public Relations Agency

- | | |
|--------|--|
| Unit 1 | Structure and Organisation of Public Relations Agency |
| Unit 2 | Why Organisations Require the Services of Public Relations |
| Unit 3 | Factors Responsible for the Growth of Public Relations |
| Unit 4 | Qualities of a Public Relations Practitioner |

Module 3 Public Relations and the Environment: The Interface and Imperative Environmental Public Relations

- | | |
|--------|--|
| Unit 1 | The Nature of the Environment |
| Unit 2 | The Destructive Challenges Facing the Environment |
| Unit 3 | Need for Environmental Public Relations |
| Unit 4 | Conceptual Exploration of Environmental Public Relations |

Module 4 Achieving Environmental Sustainability: Public Relations and Collective Activism

- Unit 1 Organisational and Collective Approach to Environmental Public Relations
- Unit 2 Public Relations and Communication as Tools for Attaining Environmental Public Relations Goals.
- Unit 3 Some Strategic Tools of Environmental Public Relations
- Unit 4 Achieving Environmental Public Relations Objectives: Expanding the Scope of the Pursuit
- Unit 5 Challenges Facing Environmental Public Relations

Module 5 Urgent Need and Current Measures for Saving the Earth

- Unit 1 Planning Environmental Public Relations Programmes
- Unit 2 Protecting the Earth through Environmental Public Relations: Saving the Future.
- Unit 3 Ethical Considerations in Environmental Public Relations
- Unit 4 Case Studies of Environmental Public Relations
- Unit 5 Laws and Legislations of Environmental Protection

ASSESSMENT

An assessment file and a marking scheme will be made available to you. In the assessment file, you will find details of the work you must submit to your tutor for marking. There are two aspects of the assessment of this course: the tutor marked and the written examination. The marks you obtain in these two areas will make up your final marks, with the Tutor-marked assignment acting as your Continuous Assessment (CA). The assignment must be submitted to your tutor for final assessment- in accordance with the deadline stated in the presentation schedule and the assignment file. The work you submit to your tutor for assessment will count for 30% of your total score.

TUTOR-MARKED ASSIGNMENT

You will have to submit a specific number of the Tutor- Marked Assignment (TMA). Every unit in this course has a Tutor- Marked Assignment (TMA). You will be assessed on four (4) of them; but the best three performances from the (TMAs) will be used for your 30% grading. When you have completed each assignment, send it together with the Tutor Marked Assignment form to your tutor. Make sure each assignment reaches your tutor on or before the deadline for submission. If for any reason you cannot complete your work on time, contact your

tutor for a discussion on the possibility of an extension. Extension will not be granted after the due date, unless under exceptional circumstances.

FINAL EXAMINATION AND GRADING

The final examination will be a test of three hours. All areas of the course will be examined. Find time to read the units all over before your examination. The final examination will attract 70% of the total course grade. The examination will consist of questions which reflect the kinds of self- assessment exercises and tutor marked assignment you have previously encountered. And all aspects of the course will be assessed. You should use your time between completing the last unit and taking the examination to revise the entire course.

COURSE MARKING SCHEME

The following table lays out how the actual course mark allocation is broken down:

Assessment	Marks
Assignment: Best Three Out of Four Marked	30%
Final Examination	70%
Total	100%

PRESENTATION SCHEDULE

The dates for submission of all assignments will be communicated to you. You will also be told the day of completing the study units and the dates for examinations.

COURSE OVERVIEW

Unit	Title of Work	Weeks Activity	Assignments
Module 1 Understanding Public Relations			
1.	Meaning and Definitions of Public Relations	Week 1	Assignment 1
2.	Media of Public Relations	Week 2	Assignment 2
3.	Need for and Functions of Public Relations	Week 3	Assignment 3
4.	Approaches and Techniques of Public Relations	Week 4	Assignment 4
5.	Problems Facing the Practice of Public Relations	Week 5	Assignment 5

Module 2 Organisational Structure and Management of Public Relations			
1.	Structure and Organisation of a Public Relations Agency	Week 1	Assignment 1
2.	Why Organisations Require the Services of Public Relations	Week 2	Assignment 2
3.	Factors Responsible for the Growth of Public Relations	Week 3	Assignment 3
4.	Qualities of a Public Relations Practitioner	Week 4	Assignment 4
Module 3 Public Relations and Environment: The Interface and Imperative of Environmental Public Relations			
1.	The Nature of the Environment	Week 1	Assignment 1
2.	The Destructive Challenges Facing the Environment	Week 2	Assignment 2
3.	Need for Environmental Public Relations	Week 3	Assignment 3
4.	Conceptual Explorations of environmental Public Relations	Week 4	Assignment 4
Module 4 Achieving Environmental Sustainability: Public Relations and Collective Activism			
1.	Organisational and Collective Approach to Environmental Public Relations	Week 1	Assignment 1
2.	Public Relations and Communication as Tools for Attaining Environmental Public Relations Goals	Week 2	Assignment 2
3.	Some Strategic Tools of Environmental Public Relations	Week 3	Assignment 3
4.	Achieving Environmental Public Relations Objectives: Expanding the Scope of the Pursuit	Week 4	Assignment 4
5.	Challenges Facing Environmental Public Relations	Week 5	Assignment 5
Module 5 Urgent Need and Current Measures for Saving the Earth			
1.	Planning Environmental Public Relations Programmes	Week 1	Assignment 1
2.	Protecting the Earth Through Environmental Public Relations: Safeguarding Man's sustainability	Week 2	Assignment 2
3.	Ethical Considerations in Environmental Public Relations	Week 3	Assignment 3

4.	Case Studies in Environmental Public Relations	Week 4	Assignment 4
5.	Laws And Legislations of Environmental Protection	Week 5	Assignment 5

HOW TO GET THE MOST FROM THIS COURSE

In distance learning programmes, the study units replace the university lecture. That means you can read and work through specially designed study materials at your own pace. This is one of the advantages of distance learning as long as you did not take things for granted. Let your mind-set when you are reading the lecture to be the same with that of a listener to the lecturer in the classroom. In the same way a lecturer might give you some reading to do, the study unit tells you where to read and which are your text materials. The only difference is that the lecturer is not physically with you. You are provided exercises to do at the appropriate points, just as a lecturer might give you an in-class exercise. Each of the study units follows a common format. The first item is an introduction to the subject matter of the unit, and how a particular unit is integrated with the other units and the course as a whole. Next to this is a set of learning objectives. These objectives let you know what you should be able to do by the time you have completed the unit. These learning objectives are meant to guide your study. The moment a unit is finished, you must go back and check whether you have achieved the objectives.

If this is made a habit, then you will significantly prove your chances of passing the course. The main body of the unit guides you through the required reading from other sources. This will usually be from the set books or from the reading section. The following is a practical strategy for working through the course. If you run into any trouble, telephone your tutor right away. Remember that your tutor's job is to help you. When you need assistance, do not hesitate to call and ask your tutor to provide it.

- i. Read this course guide thoroughly, it is your first assignment.
- ii. Organise a study schedule; design a course overview to guide you through the course. Note the time you are expected to spend on each unit, and how the assignment relate to the units.
- iii. Once you have created your own study schedule, do everything to stay faithful to it. The major reason why students fail is that they get behind with their work. If you get into difficulties with your schedule, please, let your tutor know before it is too late to help.

- iv. Turn to Unit 1, and read the introduction and the objectives for the unit.
- v. Assemble the study materials: you will need your set of books and the unit you are studying at any point in time. As you work through the units, you will know what source to consult for further information.
- vi. Always keep in touch with your centre for up-to-date course information carefully.
- vii. Before the relevant dates of submission, strive to do your assignment carefully. They have been designed to help you meet the objectives of the course and, therefore, will help you pass the examination. Submit all assignments not later than the dates they are due.
- viii. Regularly review the objectives for each study unit to confirm that you have achieved them.
- ix. Design a study plan and be sure to follow it strictly.
- x. When you are confident that you have achieved a unit's objective, you can move to the next unit. It's advisable to precede unit-by-unit through the course and try to pace your study so that you keep yourself on target.
- xi. When you have submitted an assignment to your tutor for marking, do not wait for its return before starting on the next unit. And when the assignment is returned, pay attention to your tutor's comments, both on tutor-marked assignment form and also the written comments on the ordinary assignment.
- xii. After completing the last unit, review the course and prepare yourself for the final examination. Check that you have achieved both the unit objectives and course objectives.

FACILITATORS/TUTORS AND TUTORIALS

Information relating to the tutorials will be provided at the appropriate time. Your tutor will mark and comment on your assignments, keep a close watch on your progress and on any difficulties you might encounter and provide assistance to yourself during the course. You must take your tutor marked assignments to the study centre well before the date due (at least two working days are required). They will be

marked by your tutor and returned to you as soon as possible. On your own you can constitute a private tutorial with your colleagues to enable you share ideas. Do not hesitate to contact your tutor. If you need help, contact your tutor if:

- You do not understand any part of the study units or the assigned reading.
- You have difficulty with the exercises.
- You have a question or problem with an assignment or with your tutor's comments on an assignment or with the grading of an assignment.
- When you are not sure of up-to-date information or development in your centre.

You should try your best to attend the tutorials. This is the only chance to have a face-to-face contact with your tutor and your classmates. It enables you to have instant answers to questions and share opinion. You can raise any problem encountered in the course of your study. To gain the maximum benefit from course tutorials, prepare a question list before attending them. You will learn a lot from participating in the discussion actively.

SUMMARY

The course guide gives you an overview of what to expect and what to do in the course of this study. The course teaches you the principles and practice of environmental public relations generally. In working towards environmental sustainability, we are safeguarding our comfort and future on earth.

Wishing you success in this course, we hope that you will find it both interesting and rewarding.

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MODULE 1 UNDERSTANDING PUBLIC RELATIONS

- Unit 1 Meaning and Definitions of Public Relations
- Unit 2 Media of Public Relations
- Unit 3 Needs for and Functions of Public Relations
- Unit 5 Problems Facing the Practice of Public Relations

UNIT 1 MEANING AND DEFINITIONS OF PUBLIC REALTIONS

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- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Universality of Public Relations
 - 3.2 Historical Background of Public Relations
 - 3.3 The Advent of Public Relations in Nigeria
 - 3.4 What Public Relations is
 - 3.5 What Public Relations is not
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
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1.0 INTRODUCTION

Public relations relates to state of the mind. It has to do with man's alertness and consciousness to shield himself from any kind of negativity or anything that is capable of casting aspersion on him or his person. Interestingly, such awareness and mindfulness is not peculiar to man, but also to animals. To both, it is crucial for consistent public favourable disposition and preservation of one's personal image, integrity and reputation.

To man, it dates back to biblical times. In Genesis chapter one, verse 7, Adam and Eve became conscious of their nakedness and the need to cloth themselves and consequently "sewed fig leaves together and covered themselves". With increase in population, inter-dependentsness, need for closer affinity with each other and corporate promotion are among the factors that have enhance the growth and development of public relations

over time. And it is a universal phenomenon. Globally, every individual or corporate organisation wants to be seen in the best of light. To attain the goal, people embark on and take series of measures in order to boost their positive public perception. This, most of the time bother on communication and often involve means of warding off negative opinion or publicity about them.

At least from its inception, this represents the idea and philosophy behind the concept of public relations. At present, its scope, diversity and dynamism has gone beyond anyone's imagination, hence we today we an arm of public relations focusing on man's very sensitive neighbour, companion and locality, environment. Public relations diversity is today to do a level of sophistication. Yet it is clear understanding and appreciation must stem from knowing its humble beginning and of course the many way people perceive it.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the universal nature of public relations
- discuss the historical background of public relations
- highlight what constitutes public relations and what does not.

3.0 MAIN CONTENT

3.1 The Universality of Public Relations

With all intents and purposes, public relations canvases for Godliness, good neighbourliness and mutual relations; whether the practice is on individual, community, organisation or government level. This too, is the case both in the past and presently. Even at a time large oceans inhibited man's interaction following absence of means of transportation and communication, the urge and zeal to maintain cordiality and mutual relations with neighbours prevailed. Such quest minimised conflicts, crises, and wars and resulted in healthy and beneficial relations like friendships and marriages, communally and inter-tribally.

Undoubtedly, even under the primitive situation man existed then, the intent and message was the same. As well, public relations can be adjudged one of the foremost professions, having been practiced both consciously and unconsciously, even when man was in an unorganised

habitat. Skinner, Von Essen and Marsham (2001: 19) echo this by asserting that “we are inclined to think of public relations as a 20th century phenomenon, but efforts to communicate with others and deal with the force of opinion go back to antiquity”.

3.2 Historical Background of Public Relations

Public relations, which, though assumed modern status in the 20th century, is certainly a way of life, and hence as old as man. It has its origin at the time of Adam, as observed by such authorities like Skinner, Essen and Marsham (2001) and Daramola (2008:38). Man seeks to use communication to enhance others’ perception of himself, thereby improving his outlook and impression-even ever since pre-historic days. In Egypt, word-pictures and festivals were used for publicity and promotions; in Greece, it was verbal persuasion, while in the Roman Empire, oratory and public opinion were used to endear the government to the people- all aspects of public relations, according to Skinner, Von Essen and Marsham(2001:19). In their view, these were improved when St. Paul and other Christians extensively used communication for propagating their faith. This was to later receive a boost, in their words, when the printing press was invented by Gutensberg, followed by other printing process.

These communication media were extensively applied by both politicians and the business class, to the advantage of their trades in the United States of America. Veterans like PT Barnum, Edward L. Barneys, Ivy Ledbetter Lee, Arthur Wilson Page, Rex Harlow, John Hill, Henry Ford, among others, Skinner, Von Essen and Marsham (2001:20) and Nweke (2001:1) harnessed public relations, though at its infancy, and consequently benefitted from the booming business and entrepreneurial outfits at the time. Such public elements like press agency, publicity, advertising, information and public opinion were, vigorously, used to the benefit of the growth and development of business enterprises as well as the rejuvenation of the democratic process.

However, another organisation which later played a major role in the evolution of public relations is the Catholic Church. With the apparent dwindling fortunes of the church, following Martin Luther reformation, Pope Gregory XIII appointed the congregation for propagation of faith. The body used the public relations tools and strategies like communication, persuasion, sensitisation, mobilisation, and positive propaganda, to woo and entice people to embrace and maintain the catholic faith. Aliede (2005) and Nweke (2001).

As is always the case with every beginning, this early period of the profession in the United States, saw massive and gross abuse and misapplication of public relations, in some cases intentionally, in others inadvertently. These included deception, fabrication, falsehood, exaggeration, distortion, exploitation and mis-information, Nweke(2001:2). These notwithstanding, the sweeping revolutionary changes which followed, not only overhauled the system, but also positively revised it for the eventual metamorphosis which culminated in today's modern public relations. That way, it played a key role in the socio-economic resurgence which formed part of the Industrial Revolution of the 18th century and as well aided in preparing the United States for its global robust economic status of the past three centuries.

3.3 The Advent of Public Relations in Nigeria

This successful experimentation in the United States eventually cut across the Atlantic. Public relations, as well, became an instrument for personal, corporate, and government publicity, promotion and repositioning in the United Kingdom, in addition to other European nations.

Its debuts in Nigeria followed the presence of the colonial masters, who equally harbingered western education, religion, administration and communication. Therefore, with its practice obviously prevalence in every level of government in Nigeria, what perhaps remained was its institutionalisation and professionalisation. To actualise this, the foremost public relations practitioner in the country, Dr. Sam Epelle, took the initiative. His efforts led to the formation of Public Relations Association of Nigeria (PRAN) in 1963(Oyekan, 1993:11).

Earlier, the growth of the practice of public relations in the country was boosted by two world wars. With Nigerian colonialist, Britain heavily involved in the wars, alongside the United States, Nigeria naturally became involved. Public relations became a veritable tool for rationalising the war. Equally, it was propaganda machinery for governments information on the war, support for it and mobilising requisite resources for its implementation.

To strengthen the capacity for realising these goals, the colonial government established an information office in Lagos (Aliede, 2005:131 and Nweke, 2001:6); that was in 1940. Four years later, it was changed to public relations office; and a year later, it was changed again to public relations department. And to widen the scope of its operations, regional

offices were opened in Ibadan, Enugu and Kaduna. The role of the department went beyond that of just managing government information to assisting communication practitioners in assessing government information severed the hitherto bureaucratic red tapism which earlier hindered the smooth operations of the media, its operators and effective service delivery to the public.

The Public Relations Department later transformed in the federal Ministry of Information. As the country grew and decentralised from regions to state, the news of information ministry increased, thereby creating additional platforms for the improved operations of public relations. The private sector, Nweke (2001:8) observes, was not left out in the quest to invigorate the profession. The pioneering role was played by UAC which in 1949 established an information office. This later became its Public Relations Department.

To professionalise the practice, the government in 1990 promulgated decree No.16. This created the Nigerian Institute of Public Relations, charged with the responsibility of controlling and regulating the practice of public relations in Nigeria. Today, the institute has endowed a chair in the Faculty of Business Administration of the University of Nigeria, Enugu Campus, for PGD, Masters and PHD in Public Relations (Aliede, 2005:132). Aspirants also join its membership through its professional certificate and diploma in Public Relations, with all these developments, the foundation has been laid for effective and impactful practice of the profession, in the country. Its operation is formidable in both private and public sectors; and what is needed now is strategic strengthening of its key areas for enhanced professional output.

3.4 What Public Relations is

Daily the world becomes more complicated and sophisticated. With such complexity, certainly, no organisation, social, cultural, economic or political can survive without accurate and right dose of communication. And as a result of its strategic nature, potentials and efficacies, public relation is the most suitable prescriptive measure for dealing with the issue. To effectively cope with rapid global trends and changes, every corporate organisation- even individuals, requires the services of public relations.

According to Nwosu and Idomili (1992:5), public relations is a means of winning friends, keeping them; doing good and getting rewards for it, as well as “being guided by public interest considerations or being socially

responsible in order to be socially acceptable”. Black (1989) sees it as the art and science of achieving harmony with the environment through mutual understanding based on the truth and full information.” In the view of Stan (1968), public relations is planned to influence public opinion, achievable by effective service delivery and symbiotic communication.

In all, it involves programmes, activities and policies which are deliberate, evolved, planned and specifically targeted at given publics, stakeholders, clients or customers. At the end, the overall aim is to attract support, rapport, solidarity, goodwill, trust and cooperation for the source. Extolling the qualities of public relations and their implication, Baxter (1986) quotes Abraham Lincoln:

Public Relations is everything: with sentiment nothing can fail: with it nothing can succeed. He who moulds public sentiment goes deeper than he who executes statute or pronounces decision. He makes statutes and decisions possible or impossible to execute.

Public Relations News sees it as:

...a philosophy and function of management which evaluate public attitudes, identifies the policies of an individual or organisation with public interest and execute a programme of actions to earn public understanding and acceptance.

Similarly, Nwosu and Idimili (1992:5) states that the international Public Relations Association (IPRA) looks at Public Relations as an act and social science used to analyse trends , predicts their aftermath and for “counseling organisation leaders and implementing planned programmes of action, which will serve public interest ”.

The British Institute of Public Relations, in its view avers that it is:

...a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its publics”. To the institute, Public relations is intentional and aimed at attaining set goals, among them bilateral understanding, favourable disposition between a corporate body, its publics and stakeholders, and this is done on relentless basis, not in hit and run style or fashion.

Public relation has varied and multiple definitions as it has many practitioners. Notwithstanding, pertinent is, that no matter the source of the definition, it deals with concerted bid to project oneself or an organisation in such a way that understanding, mutuality, cordiality, and healthy relationship are attained, to the collective benefit of the practitioners and the end user/ receiver. These are the intentions, aims and what public relations stand for, and this clarification is vital following misapplication, misinterpretation and misuse of the concept by quacks and interlopers, often intentionally for selfish reasons, and other ugly phenomena we can still further elaborate on.

3.5 What Public Relations is not

As quacks and charlatans distort and bastardise the noble profession, it becomes necessary to bring it to the knowledge of potential practitioners and indeed to none practitioners and the general public which should also protect, guide and guard the profession from such ruinous practices and misuse. So, let us look at what public relations is not.

To Nwosu and Idimili (1992:7) it is not journalism, public or press agency, although it can use these as instruments for accomplishing its objectives. It uses both works and well planned, focused and executed programmes of action in order to influence the audience and impact on them, as well.

Public relations applies persuasion, truth, full information, in addition to empathy. This is opposed to using force, coercion, lies, half truths, deception, fabrication, misinformation, and pernicious propaganda. Continuing, Nwosu and Idimili (1992:7) insist that it is not offering of bribes, call-girls or use of mere beautiful and unintelligent receptionist to serve in organisations.

Also, it does not involve fire-fighting or fire brigade measure, magic or voodoo practice, window dressing- white-washing or cover-ups. All these tilt to negativity; hence, they have no place in Public Relations practice. The practice is somewhat a systematic, planned and concerted action, sustainably used to achieve organisational long term objectives. It is therefore, not trial and error, hit and run or experimentation. It is preceded by galvanised, articulated and data-based decisions that can stand the test of time.

To avoid the above misapplications and rather understand and appreciate the vital tenets, we persist that all practitioners must:

1. go through the requisite education, training and retraining
2. possess the required and necessary certification and qualification
3. register and become members of the regulatory authority of the profession-the Nigerian Institute of Public Relations (NIPR)
4. strictly adhere to the ethics and social responsibility of the profession.

This is the position of Nwosu and Idimili (1992:8) and Nweke's (2001:14). As a management insider, the practitioner will be in better position to handle his professional obligations, especially those bothering on counseling organisational management on its ethical and social responsibilities. A management should be educated on the need for utilising Corporate Social Responsibility (CSR) as a management strategy for mitigating crisis and conflicts, like oil spillage and other environmental problems. This, the insider practitioner is better positioned to handle than otherwise.

SELF-ASSESSMENT EXERCISE

- i. Explain why public relations is a universal concept.
- ii. Trace the genesis of public relations to the period of its emergence in Nigeria.
- iii. Show how colonialism is intertwined with the advent of public relations in Nigeria.
- iv. Explain what constitute public relations.
- v. Explain what is not public relations.

4.0 CONCLUSION

We have discussed the meaning, definitions and background of public relations. Though as old as man and hence supposedly very familiar to everyone, public relations as an art, social science and a profession requires elucidation and amplification to the clear understanding of all, especially potential practitioners.

Most of the misuses and misconceptions inherent in the field today occur because of the poor background knowledge of the field by some practitioners, who naturally cannot give what they do not have. This attempt at going beyond mere highlighting the necessary points becomes a necessity in order to prepare you as a professional practitioner, who will use the field for contribution to self-actualisation, professional growth and national development.

4.0 SUMMARY

In this unit, we appraised the historical genesis of public relations, from its modern inception in the United States of America to its emergence in Nigeria. As well, we explored the influence of colonialism on the profession in Nigeria, in addition to detailed look at some conceptual definitions. Treated too, is an examination of what is and what not public relations are. This imperative as you must be able to distinguish it from the myriads of misinterpretation unqualified practitioners have hoisted on the noble, dignified and distinguished profession.

5.0 TUTOR-MARKED ASSIGNMENT

1. Show how modern public relations emerged and contributed to socio-economic and political growth of the United States.
2. Explain the notion that public relations is as old as man.
3. Give and explain, at least, four definitions of public relations.
4. With clear instances, show how public relations is an object of misconception and bastardisation.

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UNIT 2 MEDIA OF PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Diversity and Dynamism: Hallmark of PR Media
 - 3.2 Food/Instruments and Media of Public Relations
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Most of the activities, actions, programmes and services of public relations are conveyed through the media. These media are not only the known traditional vehicles for channeling messages information, ideas, values, ideologies and policies, like radio, television, newspaper, among others.

This unit, therefore, offers the opportunity for us to explore these numerous avenue and platforms additional used in communicating public relations messages while executing its programmes and campaigns. It is a necessity for every practicing and potential public relations practitioner to fully understand these so as to be able to effectively apply them.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the multiplicity of means of conveying public relations messages available to the practitioner
- explain the wide choice and accessibility these present to the practitioner and his audience respectively
- discuss how each can assist the practitioner in carrying out specific public relations assignments and responsibilities.

3.0 MAIN CONTENT

3.1 Diversity and Dynamism: Hallmark of PR Media

There exist multifarious areas of problems that public relations should tackle. They are as numerous as there are many fields, facets, spheres and sectors of human endeavours: political, economic, social, cultural, educational, environmental, medical, scientific, agricultural, government, industrial, religious, linguistic, to mention but a few. In like manner, there is the prevalence of divergent public of public relations- internal, external and stakeholders.

To be able to meet the specific public relations needs of these heterogeneous public, these has to be avalanche of tools, instruments, avenue, devices and platforms suitable and appropriate enough for executing public relations issues in the diverse areas. Reasons for this multiplicity of areas requiring public relations attention are not farfetched. They include the following:

1. The daily sophistication and complexity of the society, each time requiring the interpretation and explanation of communication experts and professionals like public relations practitioners.
2. The inevitable prevalence of conflicts and crises at all levels of human relationships, always requiring authorities in conflicts and crises resolution and management for their resolution.
3. The strife/competition among and between corporate, business and commercial organisation as they vie for the favourable disposition and patronage of their public, customers, consumers and clients.
4. Growing enlightenment, socialisation and education of members of the society making them crises as they chose among contending goods and services.
5. The need for providers of goods and services to more qualitatively back up their products with professionally packaged information and communication.
6. The growing importance of communication today, including public relations, regarded as the fourth need of main, with its “mercuric, dynamic, diverse, pervasive, sensitive, intrusive, indispensable, octopus and massive” as their attributes, Aliede(2005 : 101). Continuing, he asserts that “with its persuasive influence, particularly when strategically employed and professionally applied, using its techniques and tactics, communication is a strong weapon for bringing about change”.

7. Besides, the astronomical growth in global population poses yet another challenge of the need to mould global public opinion in sensitive common concerns like in the areas of world peace, security understanding, food, climate, among others.
8. Globalisation is another factor that has enormously affected the diversity of the areas public relations services are needed, therefore, can hardly be overstressed. It is as multiple as human needs are numerous. Accordingly, the subsequent arising public relations problems are, as well, diverse.

3.2 Tool/Instruments and Media of Public Relations

The tools, instruments, channels, vehicles and platforms for conveying public relations messages and communication are numerous and diverse. The diversity has been exacerbated by the dynamism of science and technology. This has dramatically enhanced the availability of information and communication technologies now abundantly at the disposal of today's public relations and other fields of communication practitioners. In all, all these assist to address the diverse need of the various customers and publics of the industry. For the purpose of clarity, these tools are classified into three. These include print, electronic, and activities, programmes and events that all relate to messages and communication.

They are as follows:

a. Print:

- Newspapers
- Magazine
- Books
- Billboards
- Journals
- Periodicals
- Booklets
- Bulletins
- Pamphlets
- Leaflets
- Posters
- Notice boards
- Tracts
- Press releases
- House journals

- Letters
- Brochures
- Catalogues
- Calendars
- Almanacs
- Dairies
- Photo news
- Photo speak
- Press kits
- Advertorials
- Direct mails
- Supplements
- Pullouts
- Newsletters
- Handbooks
- Manuals
- Annual reports
- Charts
- Pictures
- Handbills
- Letters to the editor
- Rejoinders
- Maps
- Flags
- Pin – ups
- Signboards
- Biographies
- Coat of arms
- Logos
- Badges

b. Electronic:

- Radio
- Television
- Cinema
- Film/movie
- Internet
- Audiovisual
- Video cassette

- www
- Facebook
- twitter
- blog
- YouTube
- MySpace
- 2go
- Wikis
- 2 – mail
- SMS
- GSM
- BBM
- Company websites
- Company webcast
- In – store television
- Mobile television
- Social network sites
- Visual adverts
- WOM
- Flash mob
- Buzz
- Chat groups
- Web television
- Net
- Videos
- Documentaries
- CDS
- MP 3
- Podcasts
- Ipad
- Ipod
- Laptops
- Digital cameras
- CDC
- Neon lights
- Telephone
- Chat rooms
- Slides
- Computer
- Netscape

- Computer
- LinkedIn
- Teleconferencing
- Extranets
- Intranets
- Music
- Tapes
- Cassettes
- Computers
- Fax machine
- Video cameras

c. Activities/Events:

- Advertising
- Promotions
- Publicity
- Events packaging
- Exhibitions
- Bazaars
- AGMs
- Plant tours
- Launchings
- Trade fairs
- Convocation
- Matriculation
- Press conference
- Seminars
- Conferences
- Colloquium
- Conventions
- Retreats
- Orientations
- Crusades
- Interviews
- Personal selling
- Direct selling
- Cocktail
- Courtesy call
- Meeting

- Rallies
- Carnivals
- Fund raising
- Inaugurations
- Dedications
- Congresses
- Shows
- Oral festivals
- Sports tournaments
- Sponsorships
- Endorsements
- End – year parties
- Awards
- Foundations
- Anniversaries
- Parades
- Processions
- Competitions
- Receptions
- Campaigns
- Displays
- Presentations
- Synods
- Drama
- Dances
- Songs/singing
- Banquets
- Public address system
- Tele – conferencing
- Trade fairs
- Point of sale
- Reunions
- Lobbying
- Music
- Suggestion boxes
- Phone – in programmes
- Skywriting
- Balloons
- Open houses
- Send – offs

- Graduations
- Side attractions
- Souvenirs
- Paintings
- Sculptor
- Decorations
- Drawings
- Lectures
- Rallies
- Summit

SELF-ASSESSMENT EXERCISE

- i. Show why the tools for covering public relations communication have to be as diverse as it is.
- ii. Mention, at least, ten tools of public relations; and as well explain how they can be suitably applied.
- iii. Show how the advent of science and technology has aided the practice of public relations and other related fields.

4.0 CONCLUSION

The unit has treated the various means for disseminating public relations message, information, ideas, and values, among others. We as well saw the factors responsible for the multiplicity of public relations problems and issues, in addition to the many tools for tackling them.

The unit, therefore, offers you clear perspective of the wide application of public relations today and the universality of its importance and relevance. It has added to your understanding and better appreciation of the basics you need to know as a potential practitioner in the field.

5.0 SUMMARY

These many avenues for channeling public relations messages provide veritable opportunities for practitioners to choose from. Required in this circumstance is to systematically and strategically assess what is available in order to be able to make wise, suitable and appropriate choice and application for rest effectiveness and optimum results.

Wherever the public relations problem, conflict and crisis exit, whether it is in the area of environmental management, labour relations, accident or natural disasters, the professional practitioner, with these many choices available to him, is well equipped and positioned to succeed. All that is needed is wise choice from the available tools.

Today's public relations practitioner is lucky. Science and technology has added to what was available to him/her, hence to his/her service delivery, too.

6.0 TUTOR-MARKED ASSIGNMENT

1. Justify the prevalence of many public relations problems.
2. Why are there many tools available to the public relations practitioner for conveying his messages and communications?
3. In what ways has the advancement in science and technology aided today public relations practitioner.

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UNIT 3 NEED FOR AND FUNCTIONS OF PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Purposes, Objectives and Functions of Public Relations
 - 3.2 Aims, Branches and Kinds of Public Relations
 - 3.3 Areas and Things Public Relations Practitioners Do
 - 3.4 Similarities and Distinctions between Public Relations and Some Related Disciplines
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Public relations is a carefully planned and executed discipline. It is not a half hazard measure. It is properly organised, based on concrete decisions, and equally hinged on empirical data or evidence.

Accordingly, public relations are not an aimless undertaking. It is a purposeful venture anchored on intentional goals, hence most of the time, it is a success. There, every student and practitioner it is geared to acquainting you with those critical goals on which public relations is pivoted.

As well, the branches and the specific activities practitioner do will also be ineptly explored with a view enabling you understand and appreciate them.

Very often, people misunderstand and misconstrue some other fields, disciplines and profession to be public relations; thus, the need to clear this by setting out the similarities and distinction between them. That is one other goal this unit intends to achieve.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- highlight the reasons behind the practice of public relations
- explain the various branches of public relations
- identify those specific activities public relations and other related fields.

3.0 MAIN CONTENT

3.1 Purposes, Objectives and Functions of Public Relations

Public relations is an interdisciplinary field, a multidisciplinary which domiciles in both arts and science. It is a social science and functions as a tool for social engineering, behavioural change and attitudinal transformation.

In the words of Nwosu (1996) “As a function and philosophy of modern organisational managements, public relations and its practitioners and manager perform many specialised functions that require varied specialised knowledge and skills...” ; towards this end, Nwosu (1996:5) and Nweke (2001:4) state the purposes, objectives, functions, aims and duties of public relations, as follows:

1. Analysing present trends and predicting their consequences
2. Preventing and resolving conflicts, crises, misconceptions, misunderstanding and prejudices
3. Using communication to influence and mobilise public opinion and attitude for the mutual benefits of the organisational management and the public’s.
4. Establishing and maintaining prestigious, sound and credible organisational/corporate image
5. Assisting organisations to cope with competition
6. Attracting more customers. Clients and consumers
7. Building bigger business organisations
8. Combating negative publicity and propaganda
9. Explaining management attitudes and opinion to the public
10. Embarking on communication and other persuasive programmes
11. Facilitating marketing of products and services
12. Interpreting organisational policies, activities, plans and programmes to their public and stakeholders

13. Maintaining loyalty, respect and acceptance of organisation
14. Securing favorable legislations for their organisations
15. Winning and sustaining acceptance of organisational policies and programmes.
16. Wooing customers, clients, consumers, friends and well wishers of an organisations
17. Ensuring harmonious management/ labour relations.
18. Work towards improved and repositioned corporate image of the organisation
19. Facilitate the prevalence of conducive working and operational environment for the business of the organisation
20. Act as a bridge and link for constant liaison between the organisation and its various publics and stakeholders
21. Ensure organisational fulfillment of its corporate social responsibilities, community neighbor, environment friendly, and philanthropic and good citizenship entity.

3.2 Arms, Branches and Kinds of Public Relations

As a result of these, many different area of services public relations has to service, these exist almost corresponding branches which handling each of their areas, sectors and issues. These, therefore, exist as kinds of public relations:

1. Employee/labour relations
2. Community relations
3. Shareholder relations
4. Customer/consumer relations
5. Government relation
6. Media relation
7. Financial relations
8. Corporate affairs
9. Environmental public relations
10. International relations

Each arm of public relations is used to take care of the public relations needs and services of these specific spheres Nwosu (1992) and Nweke (2001:29). This presents a scenario of in depth way of handing public relations issues in every area. This is almost unlike in any other profession. It, therefore, affords the profession the opportunity for detailed and specialised treatment of public relations issues cases and challenges in each of these area, whether it concerns relations with workers, community where

the organisation is located, customer or clients, local/state, federal government, media, among others. The specialty nature has enabled practitioners to specialise in these specific areas, and as well, become perfect in handling matters in each area. This is good for excellence and professionalism which is the hall mark of public relations.

3.3 Areas and Things Public Relations Practitioners Do

By now it should have been clear how diversified and versatile the field is; it involves a lot of areas so vast and wide. Indeed, it is extensive and limitless, clearly indicating how knowledgeable every practitioner must be.

Right from the time of conceptualising and visualising the nature of a particular public relations issue or problem, to implementing suitable programmes of actions, to the time what is done is appraised, reviewed, assessed and re-examined; a lot of other activities take place, these involved key management decisions and actions very pertinent to the success of the specific campaign.

Although a particular public relations campaign or programme may not involve the application and utilisation of this whole lot of activities and actions, yet every professional practitioner should be versed in them so as to conveniently apply them whenever their need arises. After all, they mainly revolve management decisions and judgment every and an average public relations manager must have been well-versed in and accordingly be able to apply in the course of handling any programme or campaign (Nwosu, 1996:6; Skinner, Von Essen and Merham, 2001, and Nweke 2001:27).

Such activities and actions include the following:

- Research
- Planning
- Writing
- Budgeting
- Editing
- Attitude Management
- Corporate Advertising
- Corporate Communication
- Corporate Identity
- Corporate Image

- Corporate Strategy
- Corporate Social responsibility
- Counseling/advising
- Crisis Management
- Events Management
- Event Marketing
- Audio-visual production
- Image auditing
- Information management
- Issue Management
- Market support
- Opinion Management
- Negotiation
- Persuasion
- Policy formulation
- Promotions
- Protocol
- Public affairs
- Public communication
- Public enlightenment
- Public speaking
- Publicity
- Publication
- Press agency
- Journalism
- Reputation Management
- Evaluation

3.4 Similarities and Distinctions between Public Relations and Some Related Disciplines

Distinguishing public relations and other related professions is one of the tasks facing public relations as a profession. Identifying the cause, the attributes it to “the close affinity between public relations practice and other older management or professional practice like marketing, mass communication of journalism, publicity, advertising and propaganda.

Whatever are the reasons responsible for this apparent confusion and ambiguity, pertinent is equipping the potential public relations practitioner to not only be able to demarcate public relations from other fields, but also

be able to avoid mixing up in the cause of his professional practice as Nwosu (1996:11), Nweke (2001:18) and Daramola (2008:27) unanimously content.

Some of those areas of correlation are as follows:

Public Relations and Advertising

Public relations aims at cultivating and sustaining relationship between an organisation and its public. On the other hand, advertising which is often a tool for attaining public relations goals, is a promotional and marketing instrument as well, is a communication message, channeled through the media, usually persuasive in nature and aimed at wooing consumers to patronise a product, with the sponsor identified. The latter most of the time concentrate on selling of goods and services. Accordingly, public relations is wider in scope than advertising.

Public Relation and Marketing

Particularly in the area of business, the two often work hand-in-hand with specifically concerned with, through management, identifying, anticipating and satisfying customer needs and wants, in anticipation of profit making (Daramola 2008:33),. Often both utilise the same technique and could best serve their goals when combined (Nweke, 2001:21). Nonetheless, a marketer with good knowledge of public relations is better placed to achieve his goals, due to the latter's high regard for persuasion, ethical and social responsibility considerations in the course of handling any campaign or programme.

Public Relation and Journalism

Although both use communication very often as means of conveying their messages, both public relations and journalism or mass communication, according to Nwosu (1996:12) and Daramola (2008:34), still have some areas of differences. The latter's main concern is to, through news coverage and reportage, inform members of the society, analyse issues of the day, act as the voice of the voiceless and watch-dog of the society. It places high premium of accuracy, fairness, balance and objectivity, same tenets public relations respects as it involves ethical value and social responsibility.

An area of blurring, however, may arise between the two following the fact that they involve writing and other journalistic practices, as Nwosu (1996:

13) puts it to him, a number of journalistic practices, which also are similar to what public relations practitioners do, actually is another area of close affinity between the two fields.

Public Relations and Sales Promotion

Daramola (2008:31) sees sales promotion as a tool designed to boost or increase the volume of sales of a product or service directly and immediately or in the short run. Therefore, like public relations, it aims at promoting favourable disposition between the consumer/customer and the service provider to organisations. Sales promotion is mainly interpersonal in approach and also centers on selling, unlike public relations.

Equally, as Nweke (2001:20) observes, every organisation needs public relations, but not all may require sales promotion. The former is used consistently. Not so with sales promotion. The former involves more credibility compared with the latter.

Public Relations and Publicity

Public relations applies publicity strategies and techniques in achieving some of its objectives, Nwosu (196:13), yet they are not the same publicity provides news and similar materials to its audience through the media. It evolved from press agency. It is narrower in scope and practice

Public Relations and Propaganda

Public relations present all shades of opinion and all available idea and angles. Propaganda does not do this. Somewhat, it is biased, one-sided, partial, deceptive, half-truth, distortion, lies, fabrication, misinformation, disinformation and subjective. It is selfish and does not care for the consequences of its deceit. It is therefore, bound to lead to disaffection, contrary to public relations whose ultimate goal is understanding, trust, goodwill, cooperation, support and mutual relation (Nweke, 2001:22).

Ironically, these negative attributes are opposed to the original concept of propaganda when it originated, Nwosu (1996:14) and Aliede (2005:131). It was then a positive and persuasive instrument for motivating people to action.

The current misrepresentation, misconception and misconstruction originated during the world war, it when Adolf Hitler drastically misused and bastardised the hither to positive concept.

SELF-ASSESSMENT EXERCISE

- i. Explain the functions and objectives of public relations.
- ii. Show the various aims/branches of public relations and what each involves
- iii. What are those major activities public relation entail?
- iv. X-ray the interface between public relations and at least there related disciplines.

4.0 CONCLUSION

The unit has attempted to dissect some major conceptual elements of public relations. First, there is an expose of these responsibilities public relations tackle, whether seen as duties, function soles, aims, purposes or objectives. As well, we delved into these into these versatile areas one can call aims or branches of public relations. Their numerous numbers clearly show the diversity of the profession and point at the closeness of every to public relations, no matter where one finds himself. This is similar to the multiple activities the discipline involves, also pointing at why the practitioner is a jack of all trade.

This unit ended with an assessment of the interface between public relations with other interdisciplinary areas in humanity, social sciences and management sciences. You are, therefore further equipped with additional knowledge on the variety, depth and universality of public relations.

5.0 SUMMARY

This presentation, no doubt, enhances your knowledge of the principles and practice of public relations as a necessity for everyone living in the modern time and information age. This assists you fully appreciate what public relations does, does not do, how it does it and the very areas of life, sectors and spheres public relations influence our lives and why.

The unit is, among others, gradually preparing your mind to fully appreciate the strengths, potentialities and efficacies of public relations in addressing the central issue of the course material- environmental problem. The early our future public relation practitioners have full grasp of the

positivity of the profession, the better. This is crucial as it is going to be his duty to effectively and professionally apply it in solving prevailing public relations problems, but also more importantly educating enlightening and persuading the public to be part of the vague for vigorous environmental public relations.

6.0 TUTOR-MARKED ASSIGNMENT

1. With critical analysis, outline the objectives of public relations.
2. How do the existing branches of public relations assist it handle the various problem besieging humanity?
3. Discuss how a particular arm of public relations aid the growth and development of the banking and insurance industries.
4. Distinguish between public relations on one hand, and marketing, advertising and propaganda on the other.

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UNIT 4 APPROCHES AND TECHNIQUES OF PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Techniques and Strategies of Public Relations
 - 3.2 Processes of Public Relations
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The successful and affective implementation of any public relation programme or campaign is never by chance or stroke of luck. It happens, usually, because the right tools, methods processes, techniques and strategies are used .As well, the practitioner must be disposal to applying the available resources to where they are most needed. And this must stem his being qualified, knowledgeable and experienced enough, in addition to being versed in the dynamics and intricacies of the professional.

To this end, this unit is devoted to x-raying and assessing the techniques, tactics and strategies of public relations, and how they must be creatively and intelligently utilised for the attainment of organisational goals and objectives.

As scientific enterprise, public relations follows some systematic and laid down procedure for programme execution. Consequently, the unit further affords us the opportunity to examine the processes of public relations, and the requisite qualification needed of any intending public relations practitioner.

Accordingly, the unit is very important for so many reasons among which is its laying the critical foundation for the crucial knowledge a potential practitioner and professional for the effective performance of the roles expected of him.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the crucial techniques and strategies necessary in the practice of public relations, in general, and environmental public relations in particular
- identify the processes of public relations.

3.0 MAIN CONTENT

3.1 Techniques and Strategies of Public Relations

As a professional practitioner, the public relations personnel is required from time to time, through rendering of public relations services, to solve problems facing his clients. To be able to do this effectively, he will employ relevant techniques, tactics and strategies as “practical guides” as a matter of necessity (Nweke, 2001:47).

These include models, concepts, paradigms and theories central and efficacious to solving specific and each public relations problem facing the client. They are the tools needed by the practitioner to effectively and efficiently plan, formulate and apply his professional knowledge, skills and ingenuity. The step-by-step and systematic approaches are vital, irrespective of the nature of the public relations campaigner programmes, whether in the area of ecology, environment, health, education, agriculture, politics, business, sports, among others. Following years of practice and experience, practitioners acquire knowledge, skills, ingenuity and expertise which act as direction, examples and “models” for futures practices. These are then approaches, procedures and methods others fall back on as the tackle similar public relations problems and challenges.

To Nwosu (1996:9), a model is “a theoretical construct used to describe and explain complex phenomenon process, usually to guide understanding decision and action. They are based usually on research or long practical fold experience, or on both. They, therefore, act as guiding principles, serve as beacons and play the role of source of direction to the public relations practitioner who must get right, avoid wastage of scare resources and live up to the result orientation of his client and as well safeguard his profession integrity image and reputation.

The following are some of the public relations models at the disposal of practitioners.

RACE Model

This stands for Research, Action, Communication and Evaluation (RACE). RACE is self-explanatory and practicable; and as a result, serves as useful, workable and effective tool and guide for executing public relations programmes and projects. It was proposed by John Marston, in 1983.

Transfer Process Model

The model, enunciated by Frank Jefkins in 1988, is a very popular concept - as Aliede (2005:129) puts it, "...when effectively applied, public relations itself has the potentiality of reverting adverse or negative situations into suitable, positive and favourable achievements". As echoed by Nwosu (1996:9), Benson Eluwa (1999:28) and Nweke (2001:53), the transfer process model is the panacea for the task of revising an ugly trend, turning around a bad situation into a favourable one and changing a repulsive condition to a pleasant circumstance. The model is shown below:

Negative Situation		Positive Situation
Hostility	-	Sympathy
Prejudice	-	Acceptance
Apathy	-	Interest
Ignorance	-	Knowledge

Ten-Points (Steps) Systematic Model

The proponent was C. Coulson Thomas. It encompasses the main critical components of any public relations programme's process. Therefore, if religiously followed and implemented, it constitutes a realistic road-map for realising any campaign's set objectives. The content is as follows:

- Situation analysis/ problem identification
- Selecting the objectives/ public selection
- Public classification/ programme planning
- Programme development
- Costing programme
- Programme modification
- Programme reporting
- Programme evaluation

FOUR-Steps Model

- Research and listening
- Planning and decision making
- Communication and action
- Evaluation and assessment

Proposed by Scot Cultip and Allen Center, this model is of the same pattern as RACE. It appraises the situation, packages the needed tool(s), executes it and reviews the outcome. It is practical, as it is applicable.

IPCM or OP-Matrix Model

This was John Marston recommendation in 1986 and is of four components as well:

- Information gathering, processing and application
- Public affairs management
- Communication management, and
- Marketing

According to Nwosu (1996:10) the model lays emphasis on communication and marketing. He, therefore, insists that today's public relations professional should as well specialise in integrated marketing communication which is "modern, utilitarian and broad-based".

FOUR-Step Public Relations Model

This model was authored by a team of public relations experts, among Allen Center and Frank Walsh. Its contents, practically, are not far from the components of others like RACE and the FOUR-Step model. They are as follows:

- Facts-finding or research
- Planning and programming
- Action and Communication
- Evaluation

The next four which are "related or sequential models" were developed by James Gruining and Todd Hunt in their 1984 book, *Managing Public Relations*. According to Nwosu (1996:10), the models x-ray the "Origin,

development and contemporary understanding, uses or applications of public relations” and accordingly very relevant to every practitioner. Let us look at the following.

Press Agency/Publicity Model

- Entails passing on information
- It is one-tier flow of information
- There is no feedback
- It is often propagandistic and pernicious

Public Information Model

- Passes information from management to its publics only.
- There is no feedback
- It is, however, more objective than the earlier one

The Two-Way Asymmetric Model

- Information flow is both to and fro
- Its gives room for feedback

The Two-Way Symmetric Model

- Mutually beneficial two-way communication, involving dialogue and the like
- Entails positive change in perceptions and attitudes.

Six-Point Public Relations Model

This proposition by Frank Jefkins is, undoubtedly an extension of some others like RACE and the FOUR-Steps, as can deduced from its components, as shown below:

- Situation analysis
- Defining the objectives
- Defining the Publics
- Media Choice
- Budgeting and
- Evaluation

RICE Model

Proposed by Nwosu (1996:10), the RICE Model “deals with the topical issue of environmental public relations or how public relations can be applied in managing and controlling environmental issues and problems”. Seen by the proponent as “more or less a public enlightenment or mass mobilisation model of public relations”, the model falls squarely on the critical theme of this course material and will, consequently later feature as a proposed practical tool for resolving ecological and environmental issues and crises. It is, though not yet widely noticed by scholars, researchers and practitioners in this profession, however, partly due to the newness of Environmental Public Relations as a recent concept and area of study, one of the many pioneering editable and remarkable contributions of the late erudite scholar, Prof. Ikechukwu E. Nwosu, made to the public relations profession.

3.2 Processes of Public Relations

As a serious business undertaking, public relations does not rely on chance. This is understandable; after all, it is social scientific exercise, which must be systematic, procedural, logical and replicable. It as well follows that it must be pivoted on some set objectives and goals in line with organisational vision, mission and direction.

The RACE Model by John Marston, Four-Step Model by Scot Cutlip and Allen Center and Four-Step Public Relations Model by Allen Center, Frank Walsh and others are ideally the simplest form of processes of public relations. For one, they each contain the basic component needs of activities vital for public relations execution. For example, the RACE Model encompasses Research, Action, Communication, and Evaluation, or its past; the Four-Step Model has its elements: Research and listening, Planning and decision making, Communication and action, and Evaluation and Assessment. On the other hand, the Four- Step Public Relations Model contains Facts-finding or research, Planning and programming, Action and Communication, and Evaluation.

The embodiments of the three models are basically the same. In practical terms, they each talk of obtaining data on which to hinge all the vital decisions; plan or package or produce all relevant programmes of actions, execute or carry them out, and finally appraise, review, analyse and assess the outcome. Ordinarily, they are basic steps a practitioner must undergo in implementing any public relations campaign Nweke (2001:8), they may

though look simply, however, within them are buried some other vital components still critical to the successful handling of any programme. It is in the light of this that we hereby present a more comprehensive and yet simplified processes of public relations.

1. Conceptualisation

Preliminary to the very main stages of public relations is what can best be described as conceptualisation. Also known as ideation or visualisation, it is a step at which the practitioner ponders, meditates or frames a mental picture of what he is going to do, how he is going to do it and the probable results. This gives him a clear direction of the nature and what to do in each of the processes before him.

2. Brief

At this stage, the client provides detailed information about the public relations problem, conflict or crisis. This is crucial as it is the data he provides that will form the main ingredient for the packaging suitable publications, messages or actions/events capable of solving the existing problem.

3. Research

The information garnered through the second stage, brief, may not be sufficient. What follows then is the collection of more relevant data, statistics, facts and figures that are essential to finding enduring solutions to clients' anxieties, fears and aspirations. Vital data must form the basis of every component decision in the various planning and implementation processes of the public relations campaign programme and research is the right source.

4. Planning

Under this process comes wide array of actions and activities pertinent to the effective execution of the programme. These must be treated with carefulness and professionalism, as on these, depend the success of the campaign efforts.

a ***Media Selection***

This involves the careful choice from the available media or other communication tools, these most suitable carrying out of campaign. At any point in time are available wide varieties of media from which the agency or practitioner can select from.

While choosing, he must be guided by the number of factors: cost, coverage, accessibility, availability, competition, economic and purchasing power of the potential customer, for instance. He, therefore, must be guided by professionalism, ethical values, social responsibility considerations and sound judgment.

He may be guided by the concept of SWOT, meaning strengths, weaknesses, opportunities and threats. This enables him to critical study the merits and disadvantages of each medium and then make comparative to note that choice of wrong or unsuitable medium/media ruins the entire campaigns.

b. ***Copywriting***

This involves scribing the communication messages which form a major aspect of the public relations exercise, especially if advertising is the tool (commercial jingles and print advertisements). The writer must have good knowledge of the issue, available media, the audience, competition, good command of the language, grammar; as well, it is necessary to ensure ethical considerations, among others. The messages must be attractive and convincing enough, just as other tools, events and activities must be suitable and appropriate to attaining the set public relations goals.

c. ***Recruitment***

The right and qualified personnel for the execution of the programme should include technical, professional and other staff, permanent and casual. They would train, rehearse, before the final action, assuming commercials and jingles or stage performances are needed as in public enlightenment and social mobilization.

d. *Budgeting*

Money will be spent at every stage, processes and items of the public relations programme. For effectiveness and positive results, fund should be adequately allocated to all these areas of needs. Of course, moderation should be the watch word as excess money means wastage, while inadequacy would lead to the expected positive and profitable results. To budget effectively, a number of factors/ methods are considered. According to Nwosu and Nkannebe (2006:161), some of these include affordability, objective, competition and percentage of profit.

e. *Production*

This stage involves the actual designing, devising, building, inventing or constructing the tools of public relations for the specific programme. The items to be used should be properly packaged. If advertising is to be involved, production would include shooting the pictures, video, editing and post editing them, among other vital activities.

This hallmark stage, which not only determines how judicious available resources have been applied, but also how positive or negative the output or final result, will be. Hence, special attention must be given to the quality and finishing of the items.

5. *Placement/ Scheduling*

Under this process, the packaged public relations tools are sent or forwarded to the media or vehicle of their dissemination. In addition, agreements on their timing and spacing are reached. This has to do with when to be aired (if television or radio) in the morning, afternoon, evening or night; before, after or within news. If it is any other instrument, agreement is reached with those involved in its implementation on how best it should be done to ensure optimum results.

6. *Monitoring and Supervision*

The public relations agency and its personnel do not handover the investor's scarce and often huge resource and go home relax. The execution of the programme, whether by the media, musical groups, specialised organs, consultants, among others, have to be closely monitored and supervised. This is to ensure their execution according to the letters and

terms of the contractual agreements. With this, any aspect that is not properly handled is rescheduled and e- executed.

7. Evaluation

At the end of the entire programme execution, the level of success or failure is assessed. That is evaluation. It involves, call it research or whatever that enables the review, analysis, appraisal and examination of the extent of success recorded in the course of the programme or campaign.

Evaluation is at best post mortem. It, therefore, provides the requisite data with which to analyse the outcome of any campaign. It as well affords a road-map on how next to handle a similar project, need for reinforcement, retargeting, refocusing and re-strategising.

A number of factors have made imperative that the practitioner has no reason to give for not actualising the business and profit motives of the client. On the other hand, succeeding means having the right knowledge and possessing the required qualities with which to serve the customer. Some of those factors include the cut-throat competition in the industry, globalisation and existence of very wide area of choice for client. All these must be at the back of your mind as you look forward to practicing in the field.

SELF-ASSESSMENT EXERCISE

- i. A commentator describes public relations techniques and strategies as road-maps for practitioners. Support or refute it.
- ii. Discuss the process of public relations.

4.0 CONCLUSION

This unit has provided us the opportunity to examine the processes of public relations, and the requisite qualification needed for effectiveness by any intending public relations practitioner.

5.0 SUMMARY

Knowledge of the techniques, strategies, processes and modalities of handling public relations programmes is must for potential practitioners like you. That practitioner, who must live up to the expectations of clients,

withstand competition and safeguard his agency's reputation, should fully understand and be able to apply them.

We are at a time all lovers of the profession must care for its image and also work towards excellence and professionalism which are the hallmark of the field. That can only be done through knowledge-based practice. It is, too, a sure way rubbishing the hand work of quacks that are bent on destroying the noble profession.

6.0 TUTOR-MARKED ASSIGNMENT

- 1 That practitioner who must succeed must pay attention to techniques and strategies of public relations, one analyst has said. Justify the truthfulness of this statement.
- 2 Show why the knowledge of the processes of public relations is vital for an intending practitioner in the field.

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UNIT 5 PROBLEMS FACING THE PRACTICE OF

PUBLIC RELATIONS IN NIGERIA

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Challenges of the Practice of Public Relations in Nigeria
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

There is virtually no organisation or field without any problem. Therefore, public relations is no exemption. Such problems do emanate from the operational environment, attempt at regulation, actions and inactions of operators, among others. Indeed, they are inevitable.

Since the existence of such problems is unavoidable, what is necessary then is containing them. Doing this must begin with clearly understanding such challenges. Such grasp will assist in providing means of overcoming them. Challenges are natural companions of every profession and organisation. In the case of public relations, very important is for practitioners to fully understand them and by so doing devise means of tackling them. In reality, if effectively understood, fallouts of such problem should become vital ingredients for managing public relations programmes, projects and campaigns.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the challenges facing the profession in the country
- discuss how to proffer solutions to the problems.

3.0 MAIN CONTENT

3.1 Challenges of the Practice of Public Relations in Nigeria

Like any other institution, the public relations profession and industry is besieged by myriad of challenges, some from within and others from the environment. Some of them are outlined below:

1. *Effects of its negative application during the World War II*

The nefarious, malicious and sinister manner the profession was used during the World War II still haunts it. Till date, a number of people cannot be convinced and corrected the misrepresentation and misconception trade mark it was given then due to the high level of its misapplication. Indeed, from all indications, it will take concerted and strategic measures, as well as time to erase the created negative image.

2. *Attitude of Some Organisational Managements*

Managements of some corporate organisations seek the services of public relations only during emergencies. To them, it is a means of “damage control in a fire brigade approach,” Aliede (2005:135). Nweke (2001:43) echoes this. To managements, it is used “...to dispose of its heaps of garbage of numerous atrocities. But as soon as sanity is restored, the practitioner is relegated to the background and eternally forgotten.” Such misuse and basterdisation is most noticeable in the Nigerian local government system and the need to reverse the ugly trend, is not only very urgent, but also herculean.

3. *Inadequate Manpower and Professional Background*

There is gross inadequacy of manpower in the field. This is not surprising as unlike its related disciplines, every organisation, government and individuals require the services of public relations practitioners and yet what is available is not enough.

Still, some of the existing practitioners lack the needed professional attributes. In absence of these, inaction to ethical values, they are in the field to sustain their meal tickets. They have no image, reputation, integrity or profession to protect.

4. *Poor Remuneration*

Most practitioners are poorly paid. This could lead to frustration and engagement in unethical practices, like acceptance of brown envelopes and other gratifications.

5. *Dumping Ground for Never-Do-Wells*

People who have failed in other areas easily see public relations as a suitable alternative. If only they can afford coat and briefcase, they parade themselves public relations practitioners. This class has nothing to offer as they lack the calling, skills, expertise, training, experience and rather will constitute danger and liability to the industry.

6. *Nigeria's Corrupt Society*

The issue of corruption in Nigeria is no more news, just as it incalculable damage is no more an issue in public debate. At the same time, public relations practitioners are still part of the segments of the society. Some of them, therefore, join the bandwagon, unable to resist the cankerworm, thereby soiling their hands and tarnishing the image of the profession.

7. *Poorly Positioned Regulatory Authority*

The regulatory agency, NIPR, was a military creation. As a result, a number of loopholes exist which constitute hurdles to the attainment of Institute's statutory objectives. The prevailing weak legislative framework is easily circumvented by nefarious practitioners who have no interest of the profession at heart.

Besides, the agency lacks sufficient institutional mechanism and regulatory and context enforcement instruments with which to effectively police practitioners in the country, notes Aliede (2005: 137).

8. *Dearth of Data*

There is little or no relevant statistics, facts, figures, and data on most areas of need, like demography, psychograph, sociological and market data and information. These are musts for smooth operations in public relations units and department. Their absence jeopardises meaningful practice of public relations, anytime, anywhere.

9. *Improper Recognition of Practitioners*

In some corporate organisations, practitioners are not allowed to operate from the right place: the management cadre. When this is the case, they merely act as errand boys, receiving second hand management decisions. They must operate from the top, so as to be in the proper position to make contributions and also advice management on its ethical and social responsibility.

4.0 CONCLUSION

Notwithstanding its steady progress since inception in the country, public relations has been encountering some challenges. Some of the gains came from governments', organisations', and individuals' unquenchable desire for information and communication, especially in organised manner, others are the uncontrollably way science and technology have flooded information and communication technologies, which are today major boosts to the practice of public relations and other related disciplines like advertising.

Contrarily, challenges facing the profession come from within and externally. These are numerous, including institutional ones which seriously affect the effective control and regulation of the industry. Urgent solutions must be found in order to ameliorate their ugly implications.

5.0 SUMMARY

Every student of public relations must see himself/herself as a solution to the multiplicity of challenges facing the profession. It is the expectation that after proper and effective education and continues training and retraining, you as a potential practitioner, will in no small way impact on the field. That way, you will assist in providing solutions to these prevailing problems, thereby revising the fortunes of the industry. This must be at the back of your mind as you go through this and other courses preparing you to practice in this noble field.

SELF-ASSESSMENT EXERCISE

What is the nature of the problems facing the practice of public relations in the country?

6.0 TUTOR-MARKED ASSIGNMENT

1. Name and explain five of the problems facing the practice of public relations in Nigeria.
2. Why has the Nigerian Institute of Public Relations been unable to successfully tackle these challenges?

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MODULE 2 ORGANISATIONAL STRUCTURE AND MANAGEMENT OF PUBLIC RELATIONS AGENCY

Unit 1	Structure and Organisation of Public Relations Agency
Unit 2	Why Organisations Require the Services of Public Relations
Unit 3	Factors Responsible for the Growth of Public Relations
Unit 4	Qualities of a Public Relations Practitioner

UNIT 1 STRUCTURE AND ORGANISATION OF A PUBLIC RELATIONS AGENCY

CONTENTS

1.0.	Introduction
2.0.	Objectives
3.0.	Main Content
3.1	Public Relations Agency Explained
3.2	The Structural Organisation of a Public Relations Agency
3.3	Assessing the Qualities of a Public Relations Agency
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

A public relations agency is made up of a team of practitioners specialised in various aspects of the profession, and therefore render services to clients. Accordingly, it is a team of management experts. It can be likened to a law firm usually made up of several attorneys who give legal services to litigants.

It is a necessity that intending practitioners are versed with its structure, components and roles. Such knowledge guide students who, one day, are expected to take up positions in such professional organisations. It must be highlighted that agencies in developing countries lack the complex structural composition of such bodies in developed and industrialised nations like the United States and Britain.

Through the case, yet their roles remain the same. It is expected that as the fortunes and endowments of agencies in developing countries

improve, they will grow in stature that will measure up with their counterparts elsewhere.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the meaning of a public relations agency
- outline an agency's organisational structure
- assess the quality of a public relations agency.

3.0 MAIN CONTENT

3.1 Public Relations Agency Explained

In lay man's language, a public relations agency is a corporate organisation made up of public relations professional practitioners who teamed up to work as a group and render public relations services to individual and corporate clients.

Public relations agencies hands are filled. This stems from the wide range of areas requiring their services. Dominick (1993:368-369) names some of these to include the following:

1. Business

Business organisations need public relations in marketing their goods and services, harmonising management/ labour relations, ensuring customer, financial, community relations, among others.

2. Government and Politics

Government agencies and politicians need public relations for constant liaison with the citizens and the electorate. Too, their policies, programmes and manifestoes are also publicised with the aid of public relations practitioners.

3. Educational Institutions

Such institutions and similar establishments use public relations services in such areas like communicating with their publics, fund raising, and linkage with regulatory agencies among others.

4. *Health Institutions*

Medical establishments like hospital and pharmaceutical bodies use public relations to reach out to their numerous internal and external publics and stakeholders in order to maintain mutual two-way communication understanding.

5. *Non-Profit Organisations*

Such charitable bodies like Boys Scout, Girls Guild, Red Cross use public relations to seek moral and financial supports in addition to encouraging voluntary involvements of members of the public.

6. *Professional Organs*

Such bodies like NBA, NMA, NUT, NSE, and ASUU require public relations services for effective public liaison and management of their organisations.

7. *Entertainment and Sports*

Performers in these two areas are public figures and celebrities who always seek favourable publicity and media visibility. Public relations prepare and package them for all these. With their various specialised personnel, public relations agencies assign duties to their staff as plan package and execute programmes of action in line with the specific service-demands of their clients.

Although the tendency is for some organisations to attempt handling their own public relations services, by establishing public relations departments and employment of their personnel. This has the merit of cutting cost and using staff's good knowledge of the organisation, but it has some disadvantages, namely- problems will not be treated with the needed independence and professionalism, in addition to the probable absence of some basic and vital operational resources, such as manpower, expertise and technology.

3.2 The Structural Organisation of a Public Relations Agency

Like advertising agencies, public relations agencies have organisational structure to effectively, efficiently, flexibly and functionally carry out their jobs and lead to the happiness of practitioners. This is the case especially where the agency is corporate (serving just its organisational needs).

In some cases (as shown in the diagram below), the agency is located in the CEO’s office and caters for the public relations needs of the entire organisation. Its unit (department) is limited and not as elaborate as in a full agency. However, it still services both the external publics of the corporate entity (Dominick,1993:369).

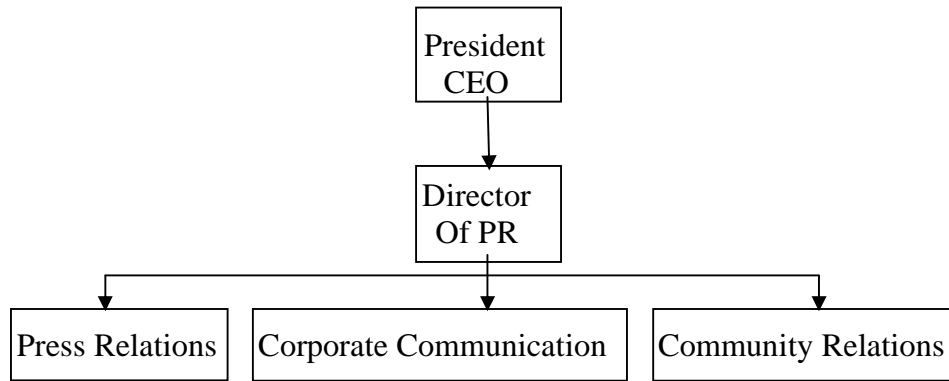


Fig.1.1: Corporate Public Relations Agency

Source: Dominick (1993:370)

On the other hand, counseling and consultancy public relations agency is more elaborate and complex. A number of reasons account for its extensiveness, among them the nature and large services its renders and availability of resources at its disposal, according to Dominick (1993: 370). It is, therefore, structured into departments unlike as it is in internal corporate public relations. The diversity of its structure is invariably to take care of the numerous services it gives to clients as shown below:

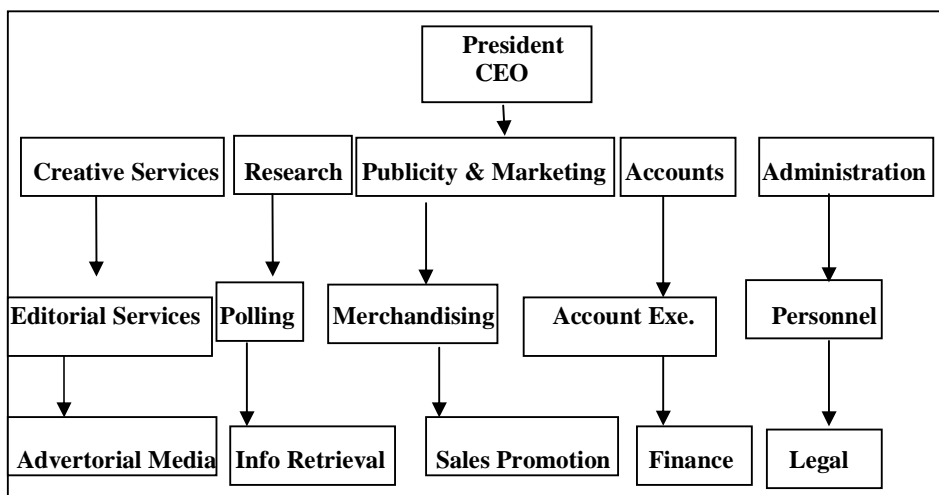


Fig.1. 2: Public Relations (Consultancy) Agency

Source: Dominick (1993: 370)

An agency can be more elaborate than as presented above. For instance, with more resources, such units like finance, media services, clients services, production, among others, can stand as individual departments. Each of these departments is headed by a director or head, who reports to the chief executive officer, with other subordinate under him. The CEO could answer any name, depending on choice of nomenclature or corporate policy. Such names range from president, general manager, director general, chairman, executive director to managing director. Whatever the structure, it must be such that will enable its flexibility. Capacity and capability to so effectively function as to optimally fully attain corporate objectives, including meeting clients' aspirations, withstand competition and achieve profitability.

The chief executive officer, in the words of Baran (2012:314) "... sets policy and serves as the spokesperson, the operation." Account executives handle accounts ensuring their successful management. On their parts, Baran (2012:314) creative personnel prepare copies, graph designs, art works, audio, video and photographic materials. Through opinion polling, interviews, focus group, content analysis, among others, the research department provide the data and statistics with which decisions are taken on needs of clients/customers. The administration department takes care of personnel recruitment, promotions, appraisals, reprimands, retirements and trainings.

Public relations agency has come to stay as a formidable institutional structure for sustaining the profession and industry. Particularly, consultancy public relations agencies will continue to flourish. Corporate bodies and similar institutions will ever cherish getting counsels and advise from public relations agencies on consultancy basis, and periodically too, as the needs arise.

To many, it is more efficient, economic, independent, reliable and therefore beneficial.

3.3 Assessing the Qualities of a Public Relations Agency

Agencies can be classified into two. This categorisation is based on two factors- level of their resource endowment and the quantity/ class of work they do.

a. General Agency

This kind of public relations agency accepts and handles divers and all sorts of jobs. Just like in the case of advertising agencies, Nwosu and Nkamnebe (2006: 131) and Bovee and Arens(1936) it can also be called full service agency. This kind of agency, whether it is in public relations

or advertising, is so well endowed with resources that is equipped to handle all sorts of services, from planning to evaluation. Such endowment include in finance, manpower, materials, logistics, infrastructure and technology. With these, it can serve.

b. Specialty Agency

This type of agency renders only some aspects of the range of services available to agencies and required by clients, as Ozoh (1998:34) puts it. Some engage only in creative services or research services. Others may render on media planning and buying or copywriting. Another name for this is non-full service agency.

Clearly and undoubtedly, the standards, quality and excellence of any public relations agency is contingent on its level of resource endowment. The available resources, directly and indirectly, have influence on the quality and quantity of services an agency renders. The major determinant of the attributes of a public relations agency, therefore, is the available resources, especially human and financial resources. According to Nwosu and Nkamnebe (2006:130), the following are the criteria for measuring a successful agency:

1. Creative talent
2. Talent to listen to client and audience
3. Organised performance
4. Consistence quality service
5. Good client relationship
6. Integrity and honesty
7. Understand client's operation
8. Quality people

They also insist the following factors are indicative of "Poor and inefficient agency":

1. Poor knowledge of cost estimation
2. Lack of creativity
3. Poor account executives
4. Misrepresentation
5. Personnel turnover
6. Inconsistent service
7. Missing of deadline
8. Bad media buying

SELF-ASSESSMENT EXERCISE

- i. What is a public relations agency?
- ii. In a graphic presentation, show the structure of an agency.
- iii. When is a public relations agency not qualitative?

4.0 CONCLUSION

Public relations agency is the engine room/ life wire of the practice of public relations. In addition, these agencies are structured and organised in such a way they are not only functional, innovative and creative in their services to their clients and customers.

The capacity and capability of any agency is dependent on its resource possessions. Resources, especially manpower and finance, are crucial for the optimal performance of the agency. They, too, determine the level of quality of service rendered to clients. The public relations agency is the part of call for that corporate organisation which actually deserves qualitative service. The bulk ends there.

5.0 SUMMARY

Good knowledge of the structure, organisation, workings and roles of public relations is fundamental to your having full grasp of the nature, principles and functions of public relations. It is an area that must be given full attention as it epitomises public relations, its organisations, its organisation and functions and responsibilities.

6.0 TUTOR-MARKED ASSIGNMENT

1. Give a detailed explanation of a public relations agency.
2. In what way does the structural organisation of public relations agency affect its functionality?
3. Show a graphic presentation of a full-service public relations agency.
4. When is a public relations agency qualitative and not quantitative?

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UNIT 2 WHY ORGANISATIONS REQUIRE THE SERVICES OF PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Reasons Why Organisations Need the Services of Public Relations
- 4.0 Conclusion
- 5.0 Summary
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1.0 INTRODUCTION

Some people often wonder who the desire for public relations services do not want in the face prevailing discipline which could offer substituting services. To such school of thought, journalism, publicity, promotions, and some of others could easily take the place of public relations; but it has not, and it will not come to be (Nwosu, 1996:11).

Public relations provides distinct and unique services which none of those rival field can offer. It is therefore very essential we acquaint ourselves with justifications for this. It is then that we (as professionals in the field) can strive to assist its growth, development and sustenance.

Its services will ever be sought, provided public relations offers them all deserved ethical standard, professionalism, social responsibility and patriotism. More so, for now, public relations service consumers have no other reliable alternative.

2.0 OBJECTIVES

At the end of the unit, you should be able to:

- appreciate the reasons for the demand of public relations services
- see reasons practitioners should be proud of the profession.

3.0 MAIN CONTENT

3.1 Reasons Why Organisations Need the Services of Public Relations

Funds available to organisations are hardly earned and so will not be merely thrown away in the name of just getting any kind of service. Corporate bodies continue to seek for the services of public relations practitioners. It is as a result of the relevance of such services. Organizations spend on more goods and services that assist them achieve their set objectives, including serving their costumers well, retaining the goodwill and trust of their internal and external publics and being in the favourable disposition of the general public. These are some of the vital benefits organizations derive from public relations for which the former will continue to go for such services and hence the huge amount on it yearly: \$11.0 billion globally in 2010, Baran (2012:308). The following are the reasons for such continuous patronage.

1. Countering Adverse Publicity

Very often some organisations are outdated with avalanche of negative publicities orchestrated intentionally or inadvertently by rivals, either vying for market share of the industry or just to sinisterly and maliciously damage the circumstance, conceited and effective public relations is the only means of refuting such negativities, setting the record straight and reclaiming the battered corporate name and image.

2. Withstanding Competition

Survival instinct is among the factors that unleashed stiff competitions among rival organisations in every industry. A veritable instrument for outwitting rival competitors is no doubt sustainable public relations. It provides the professionally packaged communication and event/ actions necessary for eliciting and retaining customers and their patronage, thereby rebuffering the negative implications of competitions.

3. Sensitivity and Adherent to Ethical and Social Responsibilities Values

Without public relations, most organisations' attitudes and activities would be antithetical to the tenet of ethics and social responsibility. Public relations advises and counsels them to stick to these in their long term interest; engaging on things like corporate social responsibility and philanthropism portrays organisations as responsible, responsive and rational corporate entities.

4. *Responding to Inevitable Crisis*

Public relations services are indispensable to organizations which must respond to unsolicited conflicts and crises like natural disasters, accident within or without the organisation and which directly and indirectly affect them. Labour unrest, industrial accident, plane crashes, farming, epidemics, flood, drought, and boycott of corporate goods and services are instances of the problems organisation must require public relations to contain.

5. *Consumers Growing Awareness and Consciousness*

On daily basis, citizens acquire more and more education, enlightenment and socialisation. These change their value system and product demand, influence their perception of things and consumption behavior. As well, public relations is the appropriate tool for addressing these challenges. Personally and persuasively packaged communication strategies are critical in handling such repeatedly occurring issues.

6. *Acting in Line with Global Trends*

It will be difficult to imagine any reputable corporate organisation that would not be taken advantaged of public relations. Indeed, making use of their services is currently a global trend no modern organ can afford not to be part of.

7. *Reacting to Globalisation*

The effect of globalisation affect anywhere worldwide, no body or organisation is immune from its influence. In fact, even local organisation has to act globally in order ward off some of the negative implications of the ocopus phenomenon. And surely making use of public relations is a way of providing such protection and shields.

International advertising, other communication and more recently the entrant of the social media, have drastically exposed even locally provided goods and services to global competition. To counter and overcome this, one of the available rival measures, is making effective use of public relations and its strategies.

SELF-ASSESSMENT EXERCISE

- i. What is the importance of public relations to organisations?
- ii. Justify why NOUN requires the services of public relations.

4.0 CONCLUSION

Public relations services can be linked to oil for lubricating an engine. If the engine must operate smoothly and durably, it must be lubricated with oil. It is in the same vein that public relations works in the life and system of an organisation.

Every level and segment of an organisation requires daily dose of well-planned and deliberately package communication. The internal publics- workers, and the external publics, among them customers- consumers, retailers, wholesalers and distributors; they need constant messages of assurances of high qualities, availability, confidence, trust and goodwill. There are conveyed through public relations, and with its cost effectiveness unbeatable, no organisation can afford to miss its soothing effects.

5.0 SUMMARY

Public relations is a true companion of every organisation. This is almost incontrovertible. It is important for would-be practitioners in the noble field to take advantage of this, to be well grounded in their knowledge of the principles and practice. One can only make a mark in any field that one takes seriously; after all, the days of quackery in the profession are over, the in thing now is excellence and professionalism.

6.0 TUTOR-MARKED ASSIGNMENT

1. How sustainable are the values of public relations to organisations?
2. Prove that even newly established organisations need the services of public relations.
3. Although it has mass communication programmes and an FM radio station, NOUN still needs the services of public relations. Discuss.

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UNIT 3 FACTORS RESPONSIBLE FOR THE GROWTH OF PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Reasons for Rapid Growth of Public Relations in Nigeria
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The progress recorded in the field is not total a surprises to many, for one, it has been in existence since ages. As a result for no other thing, some improvement was expected. Almost a way of life among traditional Africans who cherished and reprobate goodwill, trust, support and cooperation, as seen during festivities like new Yam festivals, marriages, burials, naming ceremonies and even crises resolutions, westernisation only added to its modernisation, according to Nweke (2001:5-6).

Indeed, colonialism and Christianity were of immense boost to the practice of the profession. These enhanced its institutionalisation and proper positioning. Along the line, too, the entrant of modern communication technologies came as additional impetus to its development. These media brought about such benefits like convenience, speed, massive outreach, versatility, greater accessibility among other. In fact, the entire outlook of public relations practice is totally changed for good.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- state the factors which influenced the growth and development of public relations in Nigeria
- discuss how these factors have affected public relations operations in Nigeria.

3.0 MAIN CONTENT

3.1 Reasons for the Rapid Growth of Public Relations in Nigeria

Although public relations practice is inundated by a numbers of challenges; it must also be admitted that it has made some significant progress, indeed, its level of its growth and advancement will be best appreciated if we spear thought over its humble beginnings.

There are enormous practical evidences of the practice of public relations by our forefathers, though in its crude form, Nweke (2001:5-6). This has gone through evolutionary processes and later strengthened by the modern methods brought about by the process of colonialism and westernisation. These have come a long way in progressively shaping the destiny of public relations practice in Nigeria. Yet, understandably, every progress begets challenges, which when resolved leads to further advancement.

An assessment of the two: the growth and challenges is crucially necessary. It will expose the inherent interface and the discernable lessons that will further propel development in the enviable industry. First, let us consider why it is blossoming.

Over the years public relations has flourished in Nigeria as a result of the following factors:

1. Astronomical growth in global population

This has led to a boost in social, business and political organisations and activities at all levels. The need to (on daily basis), through communication, galvanise and cordially relate with the publics and stakeholders has in no small way necessitated greater attention and hence the growth of public relations, Aliede (2005:132).

2. Growth and development of the media

Orchestrated by advancement in science and technology, the level of growth and improvement of the media over the years have been unimaginable and beyond prediction. The rate of information revolution has been hire-wire and has had overbearing influence, directly and indirectly, on the fortunes of public relations, everywhere, including Nigeria.

3. Commercial production of goods and services

Massive production of goods and services was enhanced by the industrial revolution. Consequently, articulated and systematic management of information and communication is a necessity if the goods and services are to be profitable marketed. To attain the goal, public relations has some roles to place.

4. The pivotal role of colonialism

Through systemised and bureaucratic management of information, the colonial masters introduced public relations in Nigeria. It was later in trenced with the establishment of information office, public relation department and ministry of information, in addition to its further decentralisation to regional capitals.

5. The auxiliary role of corporate organisations

Pioneered by the then United Africa Company (UAC), these organisations established their public relations departments with which the practiced and groomed pioneer practitioners in the country, Nweke (2001:8) in 1949, UAC started with an information department. It was transformed into a full public relations department in 1960, others like shall BP, Nigerian Railway Corporation, Cadbury, Leventis, Liver Brothers, among other followed.

6. Consistent government interest in business control and regulation

This it does through legislations and taxations. Public relations afforded means of mutually relating with the government, but also ensuring the adherent to ethical standards and social responsibilities, Aliede (2005:133).

7. Enhanced opportunities for training public relations personnel

There is steady growth in the number of universities, polytechnics, monotechnics and similar institution for training public relations practitioners and mass communications. From Jackson School of Journalism, University of Nigeria, Nsukka, in 1960, today there are over 200 places for training practitioners nationwide.

8. Improved education and enlightenment of the citizenry

With the citizens' higher level of education, enlightenment and socialisation, organisations no more take them for granted. Somewhat, some strategic and more efficient way of information management and public relations are put in place in order to sustain relationship and Patronage.

9. Adherence to ethics and social responsibilities

Organisations do not do this today just to run away from government's harsh response, but also to present themselves as responsible, legal and civilised corporate entities; such high moral standards like fairness, honesty, integrity, truth and objectivity are accorded high premium, in their own interest; the same for openness probity and accountability.

10. Occurrence of certain events

Some of these do have great effects on organisations and individuals. They, therefore, inevitably require public relations responses in order to lessen and abate their consequences and implications. Instances include disasters and calamities like plane crash, famine, floods, epidemics, volcanic eruptions, earthquakes and like. The December 26, 2004 Tsunami in Asia is a good illustration of this. These entail massive public relations activities and events in order to manage their effects, Nwosu and Uffoh (2005:3) and Aliede (2005: 134).

11. Improved standard of practice

Enhanced training, better training facilities and availability of overseas technical programmes have all combined to provide more quality skills, expertise, ingenuity and experience of the practitioners.

12. Institutionalisation of regulation and control

With decree No. 66 of 1990, the federal government empowered and charged the Nigerian institute of public relations with the responsibility of controlling and regulating public relations practice in all its ramifications in the country. It is then no more business as usual; standard and excellence became the watch words of all practitioners who have no choice than to comply with the rules in their professional interest, national growth and development, as Aliede (2005: 132) notes.

SELF-ASSESSMENT EXERCISE

Justify the rapid growth of public relations in Nigeria.

4.0 CONCLUSION

Growth, advancement and progress are natural follow-ups to dedication, committed and performance in any field. It is welcomed in the profession as we look forward to members assisting to overcome any existing challenges. It is only that which will ensure the pragmatic consolidating of the gains made over the years.

Practitioners should be apprehensive of the interest competition between public relation and its sister disciplines. It is even more so, at a time most and more herculean problems face mankind and which the profession is looked up to as the only source of credible prescription. Instances include climate changes, other environmental challenges and crisis management. It, therefore, underscores why all public relations student should adequately prepare for effective practice in the field.

5.0 SUMMARY

You are being exposed to all the relevant angles, principles practices, techniques and procedures of public in order to be able to practice professional in a vertical field. All these are necessary arrangements in order to be ready for the more recent all challenging arm and branch; environmental public relations, an area very crucial for every living organism.

6.0 TUTOR- MARKED ASSIGNMENT

1. Distinguish between the local and external factors which influenced the accelerated growth of public relations in Nigeria.
2. Show how intending practitioners can proactively take advantages of these in preparing for their effective performance.

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UNIT 4 QUALITIES OF A PUBLIC RELATIONS PRACTITIONER

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Qualities of a Public Relations Practitioner
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Just as public relations is related to so many other disciplines, so is to practitioner expected to have relatively very good knowledge of all those vast areas and fields. And when this is the case, the public relations practitioner is bound to have versatile knowledge, skills, ingenuity, expertise, creativity, innovation and experience that would literarily amount to jack all trade and master of all”.

It is under this scenario that he would be able to effectively and efficiently manage a seat of public relations programme or project irrespective of its magnitude. Still, the wide range of qualities and attributes expected to be possessed by the public relations personnel need not instill fears into intending practitioners. Fundamentally, the primary requirements are education and training. Other characteristics are acquirable in the course of education, training and retraining and on the job.

Public relations practitioners’ acquisition of these qualities is in the overall interest of the possessors, with them, they effectively measure up with professionals in other fields like Law and Medicine. Equally, they be able to stoutly safeguard their professionalism, integrity, image and reputation. As well, they are able to protect their jobs in view of the current fluid labour market all over the world.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- state the various qualities of a public relations practitioner
- explain when the public relations personnel are well equipped to perform his duties.

3.0 MAIN CONTENT

3.1 Qualities of Public Relations Practitioner

The public relations practitioner may go by any name. It is all dependent of the chosen and preferred nomenclature. Any of this may suffice: public relations manager, public affairs manager, corporate affairs manager, public relations affairs, press secretary, information officer, protocol officer, among others. The place of work may be the decider. However, irrespective of his name or title, overall, most important is the practitioner's output and contribution to his agency, the profession and the society. Doing this in turn depends on his qualities and attributes.

On the other hand, of the numerous positive characteristics the public relations professional must possess, a lot depends on his level of training and education. This is Aliede's (2005:139) view when he opines, "the more qualifications they earn, the more equipped they would be to appreciate the values of honesty, honour, trust, goodwill, integrity, reputation, confidence and credibility as critical requirements of a public relations personnel".

The practitioner should be a jack of all trades and mater of all. Wherever he is working and whatever his position, the personnel will do better on the job, understand his organisation and appreciate its goods, objectives, programmes and policies, if he possesses the needed qualities and credentials, some of which include the following:

- Adaptable
- Accommodating
- Authoritative
- Certificated
- Communicating
- Controlling
- Committed
- Coordinating
- Creative
- Credible
- Charismatic
- Confident
- Computer Literate
- Dedicated
- Directing
- Educated
- Ethically-oriented
- Evaluating

Expect
Effective
Efficient
Friendly
Flexible
Fulfilled
Fair
Foresighted
Honest
Humourous
Ingenious
Innovative
Intelligent
Inquisitive
Knowledgeable
Kind
Knowledge of budgeting
Legally-oriented
Liberal
Logical
Managing
Membership of NIPR
Monitoring
Motivating
Mobilising
Negotiating
Organising
Observing
Planning
Patient
Patriotic
Pragmatic
Respectful
Recruiting
Researching
Resourceful
Skill-seasoned
Sociable-strategic
Speaking
Supervising
Superintending
Trustworthy
Trained
Tolerant
Trustful

Tactful
 Versatile
 Vibrant
 Write
 Wise

Of all these many features, education is the very first and most fundamental. In fact, it is the basis and prelude to others. Nwosu (1996:213) reaffirms this when he said education “is indeed the foundation to professionalism in virtually all occupations”.

SELF-ASSESSMENT EXERCISE

Explain at least ten of the qualities required of a public relations practitioner.

4.0 CONCLUSION

The unit has treated a numbers of issues that are pertinent to assisting practitioners to effectively rendering public relations services to their clients. Among these are the attributes and qualities of public relations personnel.

A versatile field, public relations practitioners equally are required to have good knowledge of all these areas to be able manage programme. It is no wonder it is necessary you are acquainted with these in order to be adequately prepared land grounded on the principles, practices, but also on the technicalities, modalities, tactics, techniques and strategies, and more importantly acquire those needed features that will enable you to apply them.

5.0 SUMMARY

As naturally acquirable some of these characteristics are, they can be imbibed by a keen and serious-minded practitioner. As well, to that personnel who merely looking for a meal ticket, many years in the field may not guarantee the possession. You are, therefore, advised to take every step and element of this profession with the seriousness it deserves.

6.0 TUTOR – MARKED ASSIGNMENT

1. Why are education and training central to the qualities a public relations practitioner must possess?
2. Of what importance is the possession of these qualities by a public relations personnel?

7.0 REFERENCES/FURTHER READING

Aliede, J. E. (2005). "Repositioning the Public Relations Personnel". In: Nwosu, I.E., J.E., Aliede and Nsude, I. (Eds). *Mass Communication: One Course, Many Professions*. Enugu: Prime Targets Ltd.

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MODULE 3 PUBLIC RELATIONS AND THE ENVIRONMENT: THE INTERFACE AND IMPERATIVE ENVIRONMENTAL PUBLIC RELATIONS

Unit 1	The Nature of the Environment
Unit 2	The Destructive Challenges Facing the Environment
Unit 3	Need for Environmental Public Relations
Unit 4	Conceptual Exploration of Environmental Public Relations

UNIT 1 THE NATURE OF THE ENVIRONMENT

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	People, Animals and Plants: Components of the Environment
3.2	The Non-living Components of the Environment
3.3	The Synergy that Results in Nature's Balance
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

In his magnanimity to mankind, providence bequeathed to him the entire ecosystem. In its fullness as created, the earth has in abundance all needed for man's sustenance: plants, soil food, sea food, water air sunshine, darkness, among others. However, with time, man was to run into trouble over handling of some the embodiments of his gift: the environment. The misuse/misapplication of these resources has, today unfortunately, resulted not only in their depletion, but also in the erosion of the harmony, tranquility and opulence hitherto handed over to mankind.

Initially, the actual cause of the disequilibrium were not known/not taken seriously or noticed to be as destructive as they are. Hence, if any measures were taken to contain them, they could best be described as belated. Today, the full negative impact of missing the environment has dawned on many; hence the current frantic measures man is adopting and adapting in order to resolve the crisis. Several programmes

have been used to no avail. Hence, among the recent methods in use is environmental public relations seen as more friendly and sustainable means of pressing and conserving the environment, the concept is catalytic, all and embarrassing and affectionate. To, therefore appreciate and understand its application, it is pertinent we start with an exploration of the environment.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the meaning and components of the environment
- explain the non-living elements of the environments in addition to positive and negative contributions
- describe the relationship between the components of the environment.

3.0 MAIN CONTENT

3.1 People, Animals and Plants: Components of the Environment

God wrapped up creation (according to Biblical records-Genesis 1:28) with a charge to man, to “Be fruitful and multiply; fill the earth and subdue it; have dominion over the fish of the sea, over the birds of the air and over every living thing that move on the earth”. Within the proclamation too, is a classification of the environment, which Hornby (2005:490) describes as the “natural world in which people, animals and plants live”. These are not the only inhabitants, components or elements that make up the environment. However, they can be regarded as special in view of their functional roles towards the perpetuation of the earth- as the creator directed.

Away from the historical and religious points of view, these three organic elements not only constitute the major components of the earth but also make its habitation lively. This emanates from symbiotic relationship between them- as well as the vibrancy and potency of their habitation. Among these, man was given special features that enabled him to dominate and control others as charged. His knowledge, intelligence and subsequent experience and skills broadened his strengths, opportunities responsibilities and control over others. Indeed, man’s subsequent progress, emancipation, growth and development were direct culmination of his planned deliberate and effective application of these features.

Any close examination of the sequence or genesis of man's advancement through agricultural, industrial, information technological revolutions, shows his vivid manipulation of all other providential resources toward attainment of greater heights, the intensity and veracity of this improved and increased with time, as a result of repeated application, dexterity and specialisation.

Another constituent of the environment are plants. Occupying sizeable proportion of the earth surface and water plants of various categories and sizes are sources of variety of means of meeting the needs of man. They came under numerous classifications like monera, for instance bacteria; protists (e.g. protozoa and algae); and fungi, for example molds and mushrooms. However, more sizeable plants include:

- flora
- flowers
- grasses
- shrubs
- trees

In various forms, plants provide man with several of his needs among which are basic necessities of man- including the following:

- Food
- Fibres
- Fruits.
- Seeds
- Drinks
- Beverages
- Medicines
- Ornaments
- Fuel
- Wood
- Tools
- Protection.

Next of these tripartite living occupants of the environments are animals. Animals possess most of the features of man. Indeed they are of more developed level than plants, they are of various classifications. They are however, multi-cellular, with specialised complex cells, according to Mader (1998:10); and these include the following:

- Sponges
- Worms
- Insects

Fishes
Amphibians
Reptiles
Birds
Mammals.

3.2 The Non-Living Components of the Environment

These non-living elements of the environment include the physical environment. They beneficially coexist with plants and animals in a relationship called ecosystem. Hornby (2005:466) describes it as “all the plants and living creatures in a particular area considered in relation to their physical environments”. The biggest(in size) of the physical environment is water. This is said to occupy about 70% of the earth surface and come in various sizes, among them:

streams
lagoons
springs
deltas
lakes
rivers, seas, oceans, rain.

More of the non-living parts of the environments are listed below:

Land/soil
Hills
Mountains
Plateaus
Deserts.

Others are non-living and non-physical; and include air, sky and darkness. The mutual co-existence of all these components: plants and living creatures alongside other elements of the environment is a necessity for man’s continuous sustenance on earth. That symbiotic relationship is what we call ecology. Such collective co-existence has been necessitated by nature and it has come to stay for ecological balance to be maintained.

3.3 The Synergy that Results in Nature's Balance

Man's persistence habitation on earth is predicated on the maintenance of this natural balance and synergy already in place. It is the realisation of this that has led to global interest in efforts to more fully understand the way these relationships work. Already, global bodies, governments and even professional bodies now seriously engage in researches and studies in order to know how to maintain this delicate balance.

For now, it is clear that man, animals or plants cannot successfully exist alone without the other. He depends on plants for food. The plants on the other hand produce fresh air we breathe. The plants also depend on the soil for their food and water. Dead animals also decay to form manure for plants. The full realisation of this relationship has necessitated man's present conscious efforts to put measures in place with which to ensure that the balance is unaltered. Altering it is not in man's interest. It is a direct call for self-destruction. The full realisation of his relationship has necessitated efforts to put measures in place with which to ensure that the balance is unaltered. Altering it is man's interest. It is a direct call for self-destruction.

Incidentally, events that tend to change the balance do not often deliberately take place. Some are parts of the measures man engages in other to survive. Examples include mining of minerals, fishing, clearing forests for farming and urban development and producing of goods in factories. But we now know that these legitimate and necessary activities assault inimical to safeguarding this important balance. Some of these include deforestation, emission of fumes that deplete the ozone layer, among others; hence, there must be some consented deliberate and planned measures to assist nature ensure the equilibrium. Failure to do this is a call for self-extinction and man would have no other person to blame.

SELF-ASSESSMENT EXERCISE

- i. What are the main components of the environment?
- ii. How do non-living elements of the environments influence the existence of living components?

4.0 CONCLUSION

It is essential we understand the complexity of nature, and that of man's relationship with his neighbours - plants, animals and the physical environment. It is a delicate balance man has to live life of caution aspect and responsibility. As the most intelligent of all creations, and if

his existence is to be prolonged, he has to be more prudent and judicious in utilising other earthly recourses.

It is, however heartwarming to realise that, globally, there is growing awareness coupled with calculated measures to maintain this critical and crucial balance. Part of this consciousness and endeavours towards altering this has led to the emergence of environmental public relations. It aims at enhancing environmental awareness, consciousness and enlightenment so as to maybe even living a participant in the crusade to save the earth from extinction (Aliede, 2001:22).

4.0 SUMMARY

This course is awake up call, and every student has to see it as such. It may take long for the message to be well circulated; yet important is that it has begun. Therefore, it is more of a moral duty for everyone to assist in this mobilisation. Fundamentally, we must start with clear understanding of the nature, composition and relationship among components of these components elements. It is then we will be in better position to be part of the fight until victory is won.

6.0 TUTOR-MARKED ASSIGNMENT

1. How (and why) do man, animals and plants need each other in order to continue to exist?
2. Of what relevance are the elements of the physical environment in sustaining man's existence on earth?
3. What the roles expected of man in maintaining the balance necessary to sustain the earth?

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UNIT 2 THE DESTRUCTIVE CHALLENGE FACING THE ENVIRONMENT

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Destructive Challenges Facing Environment
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Before now, it was on intensive global controversy whether global warming was real or a makeup of some fly-by night scientist who are seeking recognition. By then, whenever it came up in interactional fora, particularly some of those industrialised nations which constitute the major sources and causes of the phenomenon either dismissed it with a wave of hand or treated it with levity. The result was absence of major decision or mustering of the political will to frontal face the courage.

That was the busy situation though as far back as 1972, an international conference in Stockholm, Sweden Aliede (2001:22) and Nwosu (1996:141) harped on the consequences of man's misuse of the environment. That United Nations conference on the environment was unequivocal on the calamity awaiting mankind if environment issues were swept under the carpet.

In any case, that pessimism was then. For now, the issue of global warming is at the front of burner of international discourse. For instance, 2005, the Kiyoto protocol/convention on global warming was already in peace, underscoring the high premium now placed on the issue according to Nwosu and Uffoh (2005:4). Let, all these seem to be too little too late, in view of the enormity and consequence s of the damage already done by the monster, global warming and other environmental destructive activities, as we discuss below:

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify some of destructive challenges facing the environment
- discuss the direct and indirect aftermaths of these environmental impediments.

3.0 MAIN CONTENT

3.1 The Destructive Challenges Facing the Environment

The destructive forces facing the environment are numerous as their consequences are diverse. They, therefore, will best be explored in a classification manner, as follows:

A. Man- Induced destructions

Although man is the primary victim of environmental resources following God's change to man to take control of the earth and multiply, global population started with two people and today we are counting over 7 billion people on earth. The fear is that the growth rate is out of proportion with the resources required for human substance. Worst still, the rate of consumption of available resources, is not at far with the growth and multiplicity of such resources.

The adverse effects of population growth and density on global resources have been overwhelming notwithstanding the positive impact of science and technology. They are evident in the areas of food scarcity, soil degradation, epidemics, availability of clean water, decent accommodation, among other; therefore, it is not only weighing on available resources, but also devastating the natural environment.

B. Improper dispersal of wastes

Man's recklessness and care-face attitude has led another form of environmental abuse and degradation. This is in the form of improper dispersal of wastes, which later constitute environmental hazards examples include poor savage treatment and disposal; improper disposal of among other, these bad habits lead to health risk like epidemics , kill fishes, birds and other marine animals, besides blocking drainages and gutters, thereby causing flooding and erosion.

C. Mining oil and gas exploitation

Man's activities while mining minerals and exploiting oil and gas constitute major environmental hazards waste and acidic water that come from mining and drilling fumes and flaring from gas and pollution and spillage from oil are serious danger to the soil, crops, fish, birds, coral reefs and other aquatic and marine life, they, therefore, mar and jeopardise people's means of livelihood and destroy sensitive and rare animals and species. Infant, handling mining and oil/gas exploitation carelessly is a major source of danger to environmental sustainability, the crisis of the Niger delta is a clear example of the havoc they can create.

D. Transportation

The fumes, gases and oil which come from vehicular combustion and other sources cause danger to the environment. They damage streams and other sources of water, life and marine life make the air unsafe for man and add to the problem of ozone layer depletion and greenhouses gasses.

Also, in the process of transporting oil, spillage do occur in seas and oceans, causing severe damage to marine and aquatic life, sources of drinking water and fish for consumption.

E. Industrialisation

This causes two-pronged damages to the environment first to acquire and clear lands to site industrial establishment, plant and factories entail the damaging and destruction of the ecosystem where lost land, plants often water cannot regained. Besides, these plants' operation goes with fuel combustion. This is singularly, the highest sources of air pollution (Mader, (1998:473). Nitrogen oxide, carbon oxides photochemical oxidant, hydrocarbon organics halogens and Aerosols are the major sources of air pollution. These damage the biosphere which we rely on for fresh air, pure and drinkable water, food, fibres, medicine and other needs of life it is, in addition, the main source of depletion of the ozone layer.

F. Domestic Appliances

Such gadgets like refrigerators, fire extinguishers, insecticide, among other products emissions, fumes and gasses injurious to human, animal aquatic health and also dangerous to the soil, water, atmosphere, indeed, the entire environment. Their uses need to be harmful effects.

G. Urbanisation

Man's efforts to expand his place of habitation, modernise his living and enhance his comfort are achieved, often, at great cost. Urban development require the expansion of frontiers of settlements, which is only possible with the cleansing of lands and forests, it is therefore, the direct sources of soil erosion and degradation, deforestation and damage of sources of water like river, lakes, delta, lagoons and their sensitive and raise marine lives. Deforestation, of course, is the lead course of depletion of the ozone layer, which in turn causes climate change.

H. Ignorance Superstition Religion and Culture

These are another set of sources of environmental degradation. Most of the havoc done to the environment, especially by the uneducated and uninformed is as a result of these. To these people, God or nature has the capacity to replenish whatever they damage. As sources of creation no damage can be done to them, they believe the same perception guides their uncontrolled and unguided procreation.

Natural Causes

A number of environmental damages result from natural causes some examples of which include the following:

A. Soil Erosion and Degradation

These phenomena rip off the upper surface and often the humus part of the soil where crops grow. Such damages impale food cultivation, animal husbandry and other profitable and gainful uses of the soil

B. Earthquakes

Earthquakes destroy lives and property and lead to the displacement of survivors. It has wiped whole households, communities and settlements, sometimes claiming lives as many as hundreds of thousands, the December 26, 2004 Tsunami in South Asia was triggered by an undersea earthquake which caused massive tidal sea waves, its effects reached as far as North America and parts of Eastern Africa, Nwosu and Uffor (2005: 3). It denied over 86,000 lives across the region.

C. Volcanic Eruptions

These can cause calamities stretching to thousands of kilometers away. Behind their trials are usual deaths of people wasted or buried alive, properties damaged, unclean air and polluted water, as well as destroyed farmlands and animals.

D. Storms, Cyclones and Hurricanes

These are heavy and massive water movements usually very destructive and catastrophic in nature. The entire environment is at their mercy, lives, buildings, infrastructure, public utilities, transport and communication facilities, among others. Other results are floods; soil erosion and degradation and annihilation of coasted and marine life. The Katrina and with their devastating effects in the United States of America are recent examples.

E. Droughts and desertification

These are characterised by dry land and absence of life plants. Although the farmer may be caused by prolonged absence of rainfall, the latter is caused by uncontrolled desert encroachment. Their consequences are famine, epidemics and loss of farm soils to sand storm and the likes. These are some of the most catastrophic and disastrous natural phenomena challenging man and his environment.

F. Fire outbreaks

Though this can be caused by man through carelessness attitudes, fire outbreaks can result from natural causes. This has the case in parts of the world, like in USA, Australia, Spain and Italy. The damages are usually incalculable: loss of lives, property and the environment.

SELF-ASSESSMENT EXERCISE

- i. Name and explain five man-made causes of environmental destruction.
- ii. Show how man in an attempt to improve his living standard destroys the environment.
- iii. Discuss five ways natural causes can damage the environment.

4.0 CONCLUSION

The unit is elaborate and clear on the destructive forces facing mankind and the environment. These sources of calamities are divisible into two categories man-and natural. Ironically, most of the man- induced emanate, often, from man's quest to improve his lot on earth, such as transportation, urbanisation, mining/drilling and oil explosion and industrialisation, others, however, are not wholly his cause, like over-population (as he attempt to obey presidential directive) and ignorance, superstition, illiteracy, religious and culture practices also constitute sources of this problems inimical to environmental sustainability. Yet other causes classification under natural causes includes erosion, earthquakes, volcanic eruptions, droughts, desertification, storms and fire outbreak.

They are numerous as they are diverse and of destructive to leave they are capable short-circuiting man's existence consequently; drastic measures are to forestall such disastrous end. Happily, globally, the awareness and enlightenment is spreading. as can be seen in various international conferences on the subject, yet, more concerted and strategic measures are needed to consolidated these effects and further mobilise fellowship a crusade that should involve living beings, who too is affected and effected by these chains of events with severe consequence on man and his environments. If left unchecked.

5.0 SUMMARY

Of all measures and strategies that must be taken to stand environmental hazards, environmental public relations stand tall. It is, though relatively novel, a widely acknowledge and recognised as a very affective and efficacious instruments for checking environmental challenges. Crucial, therefore, is the persistent creation of more awareness and consciousness, using all the known techniques, tactics, skills and expertise the course and field offers to check the cankerworm. That will pave the way for a conducive environment. This and generations to come can peacefully and happily exist without fear of its extinction.

6.0 TUTOR-MARKED ASSIGNMENT

1. To what extent is man responsible for some of the forces attempting to terminate his existence earth?
2. Of those forces posing environmental hazards, which ones is most devastating?
3. How does man's quest to modernise his settlements constitute source of environmental problem to him?

7.0 REFERENCES/FURTHER READING

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UNIT 3 NEED FOR ENVIRONMENTAL PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Far-Reaching Effects of the Rot and Damage
 - 3.2 Environmental Public Relations as the Answer
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The destruction of global environment consisting of ecosystem ecology and biosphere, the life sustaining parts of the earth and the hope of man's continuity as living being is grinding to a crescendo, unless serious measures are put in place to check it. Already a number of efforts have already been tried to no avail, hence the need to adopt a new programme. It is here that the place and relevance of Environmental Public Relations comes in.

Concern for the environment has been heightened and brought to the front burner of global discourse by the now no – more controversial issue of global warning. In the words of Aliede (2001:18), the heat the debate is generating has made every country developed on still developing, sensitive to the unreality of the adverse effects of the scourge. Hence, it has become imperative to mobilise and sensitise individuals, group, agencies and governments to the need for global awareness and education on environmental preservation, sanitation, conservation and protection.

This is very crucial as its degradation and degeneration do not allow for sustainable development”.

The above statement says it all. It is a task that must be done and the tool for tackling it is Environmental Public Relations.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- describe the full extent of environmental destruction
- discuss the principle and practice of Environmental Public Relations
- explain why Environmental Public Relations is a sustainable to for restoring environmental dignity.

3.0 MAIN CONTENT

3.1 The Far-Reaching Effects of the Rot and Damage

Apart from the need to create awareness and consciousness of the evils of environmental destruction, it is also very imperative to highlight and emphasis the magnitude of the damage already done and the danger it further possesses to mankind. Perhaps, this will motivate the necessary action that will eventually lead to enduring solution to the crisis.

It, therefore, suffices to showcase some of these areas where the damage has been most pronounced:

1. Causes rise in diseases and epidemics

Poor and illegal disposal of industrial and domestic waste constitute serious danger to public health in the short and long run. These include hazardous item like fertilizers, pesticides, metals and plastics. These come in tons of trash into risks and destroying sources of water supply. Solomon, Berg and Martin (2003:1226) note that disease causing viruses and bacteria from human swage contaminate fish and seafood, thereby posing threat to public health. This brings to mind the controversy which trailed the origin of some epidemics, pandemics and diseases, like HIV/AIDS.

2. Extinction of animals and plants

It is also instructive to note that human activities are responsible the extinction of some plants and organisms. Typically, ever exploitation of resources, like hunting and pollution. Mader (1998:485) is categorical on the adverse implications. Her word, “Human activities are on the verge of causing a massive extinction of species and the loss of ecosystems throughout the biosphere. The loss of biodiversity will most likely be detrimental to humans since they depend on the natural

environment for raw materials, food, medicines, and other goods and services”.

3. Food scarcity

Adverse climate conditions have hampered farming activities in some parts of the world. Notably, floods in Asian regions, like Bangladesh and Philippine have incapacitated farming activities and affected food supply. In the case of the horn of African, Ethiopia and Criteria were hit by droughts. These negative affected farming and naturally resulted in severe famine.

These unfriendly weather conditions are known to be aftermaths of climate change which is a consequence of man’s misuse of the environment.

4. Floods

On yearly basis, various parts of the world witness severe floods with destructive and devastating consequences. Elsewhere it is either cyclones or hurricanes, with similar cataclysm. United States’ experience with Katrina in 2008 (and last year’s) is untold. Lives as well as property worth millions of Dollars perished, the same has been the case in parts of Europe, Caribbean, Southern Africa and even Nigeria last year. All these are results of climate change following man’s unguided alteration of the environment.

Minimising these and their negative effects means taking calculated measures that will, drastically, reduced the events or ‘inducing – factors. They cannot be lessened by mere wishful thing, but by efforts geared towards of human and industrial wastes, among others. The complexity and dynamism of these challenges make them everyone’s concern. Everyone, individuals, organisations, corporate bodies and government are all stakeholders in finding lasting solutions to this protracted problem.

3.2 Environmental Public Relations is the Answer

The expanse of public relations is best understood when we appreciate that Environmental Public Relations is just an arm, a branch of the later is best realized if we assess its importance visa vice the enormity of the problems it is to solve or junta posed on the responsibility reposed on the field.

Prof. Ikechukwu E. Nwosu, the guru and pioneer scholar of this specialty field in Nigeria, underscores the high premium accorded this arm of public relations. As Nwosu and Uffoh (2005:37) put it:

is a specialised area of public relations and reputation management practice that focuses on how best to apply relevant public relations principles, practices, strategies, techniques, models and tactile in an effort to properly manage environmental issues, problems and projects and so ensure the achievement of sustainable development objectives at the communal or local, national, regional and global or international level.

Justifications are further adduced for the emergence of this rare arm of public relations, Nwosu and Uffoh (2005:37 - 39).

- Utter neglect of concerted strategies with which to handle environment issues and management.
- Those earlier engaged in the exercise did on ad-hoc and half – hearted basis.
- Prevailing gap in knowledge in public relations studies and practice.
- Need to produce enough body of knowledge relevant to handling Environmental Public Relations issues and management.
- Required to tackle issues of life and death patterning the critical problems of the ecosystem and man’s existence.
- It is furtherance to the concern the UN, agencies, nations, governments non – governments against are already showing by spending billions of dollars in managing the scourge.

Aliede (2001:21) earlier echoed the same view: “The full realisation of the obvious consequences of leaving the environment to degenerate led to the popularity of the new concept of environmental communication and environmental Public Relations.

To underline the importance, the United Nations came up with the United Nations Environment, Programme (UNEP), a body charged with global environmental monitoring and regulation.” At home, Nigeria set the federal Environments Protection Agency (FEPA) “to monitor and coordinate the efforts of individuals and corporate bodies geared towards a harmonious environment, Aliede (2001:21).

Nwosu (1996:141) do serves that the UN Conference “drew attention to the many unfortunate consequences that arise from human and corporate neglect or abuse of the environment. It warned that the deliberate concrete actions should be taken by individuals and corporate

organisations to conserve, protect, renew and maintain a healthy environment for continued human survival, growth and sustainable development.” With this, the urgency of finding solution till the crisis is laid bay, its energy exposed and where to go for the panacea clearer.

If it was earlier in doubt the right prescriptive recommendations to make as the right answer to this crisis, it is no more so. Environmental Public Relations has all it will take to arrest this scourge and further lay the concrete foundation on which sustainable environments capable of enduring mankind’s sojourn on earth will be laid. Required is the systematic meticulous, effectives and professional application of the principles, practices, tactics and strategies of this arm of public relations.

The goal can be attained by following these steps:

- a. Through Systematic, periodic and detailed research and environmental scanning, identify and analyse the environmental problems facing the community, organisation, corporate body, government or country. This is the diagnostic stage and is critical to eventually finding an enduring solution to it, as Aliede(2001:20) and Nwosu(1996:144).
- b. Through appraisal and review of the source of the problem, will assist in using the available data to make correct forecasts and predictions necessary for a lasting solution, Nwosu (1996;144).
- c. As professional managers, we are then in very good position to counsel and advice the management on its responsibility of getting the environmental problem tacked.
- d. Learning on Black’s (1989) insistence that public relations should ensure sustained harmony with the environment, Nwosu (1996:145) further recommends that environmental public relations strategies should be used to make organisations ensure consistent and positive contributions towards “an environment in which man is at “harmony” with his natural environment by maintaining constant environmental equilibrium or helping to combat anything that will disturb his environmental equilibrium”. The activities and actions of his organisation must be in tandem with social, economics, potential, cultural, religious, community, geographical, technological and other environmental factors relating to the organ.
- e. Additionally, in line with the tenets of public relations. All the activities of the organisation, especially as it relates to

environmental issues and problems, must be based on truthful, accuracy, fair and objective information and communication. All the publics and stakeholders, including the community, employees, customers, and the media must be given the correct information of the crisis, Nwosu (1996:146) insists.

- f. More importantly, all strategic and persuasive measures must be taken to ensure that the chief executive officers throw the weight of the management behind all the efforts. He must back all the policies, programmes, projects, campaign and activities morally and financially. These are crucial to their full and effective implementation. These should be no half measures.

SELF-ASSESSMENT EXERCISE

- i. With well discussed three examples, show the high level of damage already inflicted on the environment due to its poor usage and management.
- ii. What are those qualities of environmental public relations do you believe are capable of reversing the trend?
- iii. Enumerate and explain those strategies applicable in environmental public relations.

4.0 CONCLUSION

Man cannot just continue to bemoan the destruction unleashed on the environment by individuals and corporate organisations. It is high time solutions are found to it.

Already, the needed policy frameworks are been formulated. This is evident in the interest being shown by all relevant stakeholders, the United Nations, non-governmental organisations, industrialised nations, multinational companies, research institutions and even individuals. With these in place, needed now is the harmonisation and articulation of these efforts and the application of relevant public relations measures in order to engender the necessary tools for solving the problem on sustainable basis. Environmental public relations has all the required potentials and efficacies to put permanent measures in place with which to guide, maintain, improve, preserve and protect the environment in the interest of posterity.

5.0 SUMMARY

Relatively a new concept, field and practice, a lot needs to be done to put environmental public relations in the right perspective, where it will full perform its responsibilities. Its knowledge and application has to be made known to all and sundry. For now, a lot of CEOs of corporate organisations and heads of governments are yet to fully appreciate and understand its meaning, roles and advantages.

The need enlightenment and education start here. Every students of the noble field should be ready to not only acquire knowledge of the practice, but also be ready to spread, teach and impact others with and about it. Conserving and protecting the environment is a collective duty, hence everyone should be involved and it is only the informed that would care to be involved.

6.0 TUTOR-MARKED ASSIGNMENT

1. Show in clear terms how man's misuse and misapplication has put the environment in a state of jeopardy.
2. What are those attributes of environmental public relations you think are capable of correcting the damages?
3. Discuss the salient strategies required and applicable in environmental public relations for remarking the implemented environmental public relations programme.

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UNIT 4 CONCEPTUAL EXPLORATION OF ENVIRONMENTAL PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Further Exploration of some Key Related Terms
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Environmental public relations is relatively a new field and practice. Accordingly, knowledge of it is yet to be enough to elicit the required fellowship and apostleship the needed enlightenment and education. It is no wonder that among public relations specialists and practitioners are those who have little or no knowledge of the new concept. It, therefore, become imperative to widen the scope of spreading the information and knowledge of this sensitive brand of public relations to enable a greater number of people take advantage of its potentials and functions to improve environmental wellbeing.

One of the means of attaining this goal is the intensification of the spread of every information students, lecturers, researchers and indeed the general public need to know about the novel field. This unit will be used to further throw more light, explain and elucidate some of the key and related terms and definitions which closely align with the arm of public relations profession.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- outline some of the key terms associated with environmental public relations
- explain some of these relevant terminologies.

3.0 MAIN CONTENT

3.1 Further Exploration of some Key Related Terms

Some of the key related terms requiring further elimination include the following:

Environmental public relations

Most notable is that environmental public relations is a specialised arm of public relations, whose activities and practice have a lot to do with reputation management. In same vein, according to Nwosu and Uffor (2005: 37), it applies “public relations principles, practices, strategies, techniques, models and tactics” in managing environmental issues, problems and projects, all geared to attaining sustainable environmental goals at the level of organisational operations. Although it uses existing principles, practices, strategies, among others, which are already applicable elsewhere, they are applied in novel and special way in handling sensitive and delicate issues of environmental sanitation, protection, control, regulation, improvement, transformation, preservation, conservation, promotion, maintenance, renewal, management and sustainability.

To attain this objective, all resources at organisational disposal are judiciously, effectively and skillful harnessed and applied towards the set goal. In the long and short terms, the effectiveness, functionality and livelihood of the membership, inhabitants, publics or stakeholders of any community or organisation is contingent on the cohesion, mutual benefits and evidence of perpetuity there in. The management must at all time work towards the attainment of these ideals if its host, publics and stakeholders must continually lend their support and cooperation towards the success and growth of the organisation.

On the other hand, the absence of such cordiality and perhaps organisational management’s insensitivity to it is surely a recipe for anarchy, crises and retardation. Hence, though profit making is the primary goal of every business organisation, it must not be made at the expense of sustainable environment. There must always be some budget appropriation for consistently taking care of the environment. This should be apart from other strategic measures for ensuring mutual relationship with the host community, neighbors and employers, like Corporate Social Responsibility (CSR).

Indeed, environmental public relations is a novelty, an innovation and a timely intervention for handling the conservation and reservation of the fragile components of man's environment. Everyone contributes to environmental degradation. Every man's intentional and unintentional action and inaction are squarely responsible for this. Therefore, the most reliable solution to it is the involvement of every Tom and Harry in environmental public relations activities. This augments and complements organisational managements' programmes, projects and policies and guarantees the achievement of the set environmental sustainability objectives of the organisation or community.

Community

This concept consist of either the host or/and neighbours to an organisation. The community could be source of land, raw material and other resources the organisation requires in order to function grow and be sustained. Reciprocally, the organisation should show interest in the welfare and wellbeing of the community. This could include involvement in their social and cultural activities, provision of amenities and most importantly showing enduring interest in the environmental sustainability of the area. These ward off immediate and future crises which could be costly and to the detriment of the organisation.

Environment

According to Hornby (2005: 490), this is the natural world in which people, animals and plants live. It can, therefore, be associated with the biosphere which he also describes as "the part of the earth's surface and atmosphere in which plants and animals can live" (Hornby 2005: 136). This explanation emphasises the critical importance and role of the environment to man's existence. With his food, water, air, shelter, protection and information/communication directly and indirectly derived from the components of the environment, man has no choice than to take special care of these elements. And that is the tacit and cardinal message and principle of environmental public editions.

Ecosystem

This is the connectivity of all plants and living creatures in a particular area considered in relation to their physical environment hereby (2005:466). That is man, animals, plants, soil/land, source of water and other small and invisible living organisms. The balance or

equilibrium within, this system must be maintained if posterity is to subsist. The consciousness of this must be with man at all times. The only being created in God's image, man has the onerous task of consolidating and sustaining life on earth, through planned deliberate and enduring programmes of actions as is the dictates of environmental public relations.

Ecology

“The relation of plants and living creatures to each other and to their environment,” Hornby (2005:465) says. Such relation, we already know is symbiotic and mutually beneficial. Our existence is hinged on this sustenance, a role that should be the concern of everyone, in accordance with the tenets of environmental public relations.

As a fragile and delicate setup, it similarly takes sensitive arrangement as encompassed in the principles, practices, tactics, strategies, techniques among others of environmental public relations to sustain the synergy.

Environmental Campaign Stakeholders

No matter the level the crusade is championed, local, regional, organisational, national or international level, apart from the internal and external publics of the implementers, stakeholders is another critical component of those to be involved in other to achieve lasting results. It is an embodiment of all major key players in an enterprise. It is their interests, ideas, viewpoints, decisions, and actions which determine the success of any campaign, policy and programme.

For instance, stemming the consequences of the 2012 flooding in various parts of Nigeria needed the collective efforts of many stakeholders. Some of them include: the Federal Government; State governments; Federal Environmental Protection Agency (FEPA); National Emergency Management Agency (NEMA); the counterparts in states and the FCT; donors/philanthropists; multinational companies, the Red Cross, Hospitals, the Police, FRSC, Fire Service, NSCDC, NYSC, Army, Navy, Air Force, local governments, volunteers, among others.

Under the difficult circumstances unleashed by the floods across the country, this group of people worked in partnership to find solutions to the sufferings, devastation and destruction to lives and property, in order to find succour and pacification to the victims and all concerned.

The amplification of these terms and concepts is with a view to widening the knowledge and application of items crucial to the attainment of the goals of the practice. This is very essential since environmental crusades should involve everybody. Hence, the earlier knowledge horizon of all is widened the more likelihood of better understanding and fuller participation in any of such programmes in any area. This will also aid in enhancing the body of knowledge available in the new discipline.

SELF-ASSESSMENT EXERCISE

- i. Explain the meaning and functions of environmental public relations.
- ii. What are the similarities and differences between ecology and ecosystem?
- iii. Discuss the relevance of stakeholders in any environmental public relations exercise or campaign.

4.0 CONCLUSION

All measures and avenues must be explored to broaden public and practitioners' knowledge, world view and awareness of environmental public relations. This is very imperative following the low level of its awareness among even professional public relations practitioners. This, of course, stems from its relative newness and dearth of data as well body of knowledge in the field.

These terms are key to fully acknowledge and undertaking of the intricacies and applications of the practice. Especially, their knowledge and usage is a sure prelude to getting everybody involved in a discipline that should be everyone's responsibility.

5.0 SUMMARY

The crucial necessity of environmental public relations is no more in doubt. Required now to improve on the gains already made is to spread the news and gospel and by so doing enhance capacity and expertise in the profession. We cannot over-emphasise that realising the goal is a collective responsibility. Everyone must be part of it, including you.

6.0 TUTOR-MARKED ASSIGNMENT

1. Give an exhaustive definition of environmental public relations, showing the relationship between it and public relations.
2. Of what benefit is the clear understanding of these key terms to potential practitioners in the field of environmental public relations?
3. Defend the relevance of stakeholders in any environmental public relations campaign.

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MODULE 4 ACHIEVING ENVIRONMENTAL SUSTAINABILITY: PUBLIC RELATIONS AND COLLECTIVE ACTIVISM

- Unit 1 Organisational and Collective Approach to Environmental Public Relations
- Unit 2 Public Relations and Communication as Tools for Attaining Environmental Public Relations Goals
- Unit 3 Some Strategic Tools of Environmental Public Relations Tools
- Unit 4 Achieving Environmental Public Relations Objectives: Expanding the Scope of the Pursuit
- Unit 5 Challenges Facing Environmental Public Relations

UNIT 1 ORGANISATIONAL AND COLLECTIVE APPROACH TO ENVIRONMENTAL PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The organisational Structure of an Environmental Public Relation Agency
 - 3.2 All Hands on Deck: The Collective Involvement of Relevant Partners
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading**

1.0 INTRODUCTION

With time, every student of environment public education will be working in an agency or else. You need to have knowledge of and understanding of the structural organisation of such a setup. Like any other organisation, whether an agency or something else, a public relations or environmental public relations organ is organised and structured in a way to assist its functions, flexibility and existence with a system.

The structural organisation defines its work, functions and importance with the dynamic system. Accordingly, anyone who must play a role with the unit and for system, should, first understand it so as to be able to fit in properly and too be able to eventually act actively and effectively. This is more so in a mood setup where a number of things are still evolving.

The unit therefore, provides us with information and knowledge on who does what, with what effects within the ever functional structure. It is one among the whole lot of segments we must have knowledge of in order to fully end up as seasonal environment public relations practitioner.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- describe the organisational structure of an environmental public relations agency or organisation
- explain the specific roles of individual staff of such an agency.

3.0 MAIN CONTENT

3.1 The Organisational Structural of an Environmental Public Relations Agency

Primarily, the roles and functions of public relations and environmental public relations are the same. It is also the same thing with their agencies. However, it is known and understood that some distinctions come in view of the areas of peculiarities between the two.

Accordingly, corporate bodies, especially those which are prone to facing environmental crisis should structure their public relations units in a manner it would be equipped to effectively respond to such matters. In order words, though it handles other public relations issues, it is organized and equipped to promptly tackle environmental issues like erosion, oil spillage or industrial fire outbreak, should they occur, as seen in the diagram below:

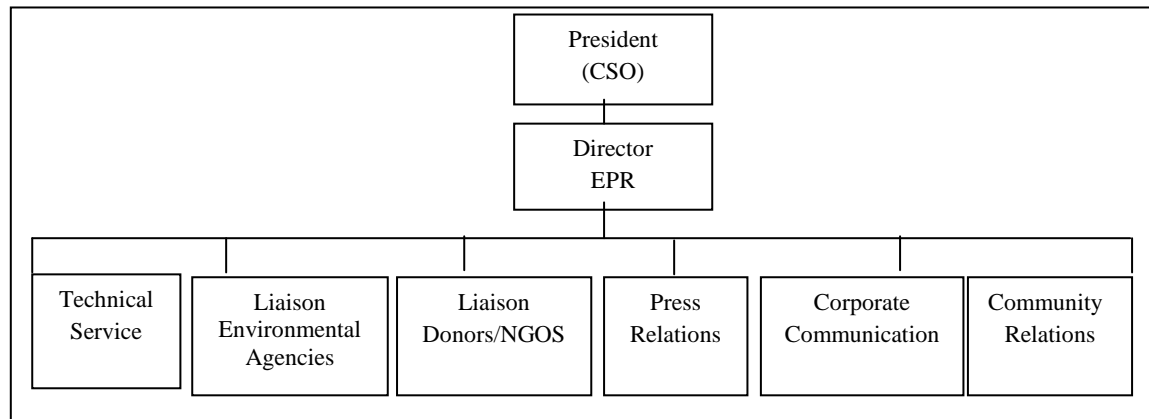


Fig. 1.1: Corporate Environmental Public Relation Agency

Redesign of Dominick (1993: 370)

The traditional corporate public relations agency as presented by Dominick (1993; 370) can be restructured to adopt an environmental public relations agency. Such an amendment will see an addition of three critical units focused on environmental matters. These are to take charge of technical equipment for handling environmental crises; liaison, environmental agencies, e.g., FEPA, FEMA, SEPA, SEMA, among others; and liaison, donor agencies and Non-Governmental Organisations and other relation bodies. The additional units and their functions are clear reflection of the roles and functions of such relevant bodies.

In line too, at environmental public relations consultancy level, such an agency should as well differ from the traditional consultancy agency. This is minding that its major focus is handling environmental issues and crises; its structure and organisation, therefore, reflects this. This new concept can also as well be adapted from Dominick's (1993:370). Accordingly, the restructuring and amendment takes cognizance of the focus of the consultancy agency on managing environmental issues and crises. It is still manned by a chief executive officer who goes by any name, chairman, president, name it. Under him are of departments or directors, with subordinates under them. The structure is as below:

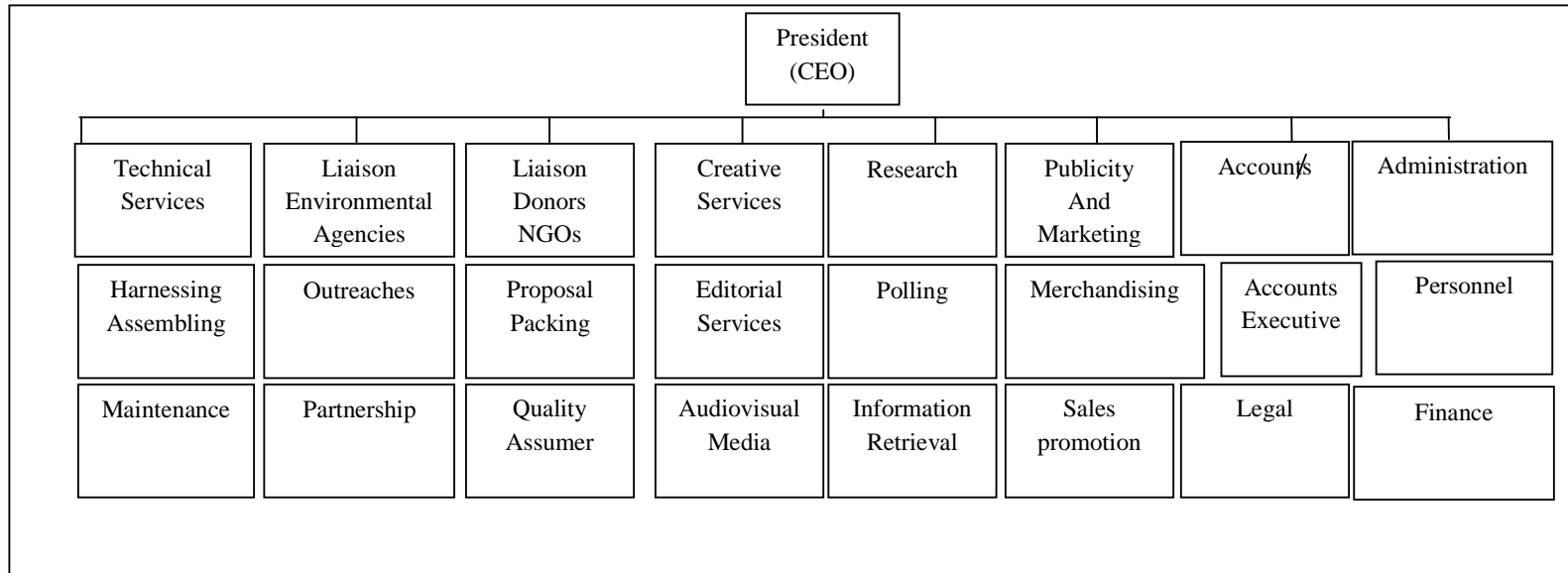


Fig. 1.2:
Redesign of Dominick (1993:370)

The additional three departments function as follows;

1. **Technical services:** This is involved in harnessing and assembling requisite equipment, maintaining and servicing them in readiness for their time of need.
2. **Liaison: environmental agencies:** This department acts as a link, connection and bridge with environmental agencies at all levels: local, regional, national, and international. As well, it reaches out and partners with similar organisations.
3. **Liaison: donors and non-governmental Organisations.** Its main function is to work in partnership with donors' agencies, philanthropists and Non- Governmental Organisations. In the process, they explore areas of common interest. The department while doing that packages proposals and ensures the quality of outputs to ensure their high standards as items that goes to external publics and stakeholders.

When the functions are combined with the roles of the other traditional department, a platform is in place of the effective handling of any environmental public relations. Confidence is in place for safe guarding the image, reputation and integrity of the agency. It can with every assurance, at least, near-perfectly handle any environmental problem that may arise, to the joy and happiness of clients and customers.

3.2 All Hands on Deck: The Collective Involvement of Relevant Partners

The complexity and complication of environment issues is already clear and known to everyone. For its ultimate aim of environmental health, a lot is involved, just as care must be taken to ensure that the right resources are employed. This is not surprising minding the wide spectrum of areas to be covered. In the words of Nwosu (1996: 145), it involves maintaining "...harmony with its economic, political, social, cultural, community, technological, geographical and other environmental factors".

As well, the organisational structure of the environmental public relations agency can also give some insights into the magnitude of people to be involved. First, a team of professionals in various departments and units of the agency among them experts and professionals in research , publicity, marketing, sales promotion, accountancy, administration, finance, law,

editorial, creative and electronic media. Others are employees in secretarial, technical, security and maintenance.

External publics are also involved; they include the media, community, governments, financial institutions, customers' pressure group and international groups. Still, others are stakeholders, comprising another set of group whose roles and views are crucial to the success of any undertaking. Among them are: environmental protection agencies at local regional, national and international level (like UNEP, FEPA, FAO, voluntary groups like NACCIMA, MAN), related government agencies like police, Army, Navy, Air Force, FRSC, Red Cross, NSCDC; hospitals and associations such as the Nigeria Conservation Foundation (NCF), Nigeria Environmental study/action team (NEST) and Friend of the Earth, among others. Mention must also be made of donors, philanthropists at all levels.

Indeed, it is a web and every relevant public or stakeholder must dutifully play his/her roles. We are to talk of a successfully implemented environmental programme. All needed imputes and resources must be applied according to their right dosage, at the right time and the appropriate place.

If we talk of collective responsibility as a necessary element in attaining a feat, this is one of the place it is most required. It is not so just because of the sophistication and complexity. Some other factors account for that.

From conceptualisation to completion/evaluation, the processes involved in any single environmental public relations campaign, programme or project are many and so requires many hands as well, for proper/handling. In same vein, enormous resources, including financial and expertise are needed for tackling the so many stages involves, if successful completion must result.

In same vein, enormous resources, including financial and expertise are needed for tackling the so many stages involved, if successful completion must be achieved. Once the project is on, a lot of high expectations are accompanied. Consequently numerous specialised, technical and ordinary hands are involved so that the colossal financial investments as well as clients and public expectations do not go down that drain and are not in vain respectively.

SELF-ASSESSMENT EXERCISE

- i. What are the similarities and differences between the structure of a public relations agency and an environmental public relations agency?
- ii. Graphically present the organisational structure of an environmental public relations agency
- iii. Why does the implementation of an environmental public relations project involve a lot of hands?

4.0 CONCLUSION

The organisational framework and structure of any organ, to some extent, determines the level of its functionality, flexibility and responsiveness to public aspirations. This in mind an environmental public relations agency has to be organised and structured in such a manner that it would be positioned to carry out its cardinal responsibility of ensuring environmental sustainability.

The redesigned and restrictive organ of the agency clearly has room for all necessary components of needed paraphernalia for the full realisation of the set objective of the agency. The current composition, as opposed to that of public relation, takes into recognition the unique roles it is expected to plan. It is then the expectation that with the effective performance of other personnel of the agency, which would employ creativity, innovation, skills, ingenuity, experience the goals of environmental sustainability.

5.0 SUMMARY

Restructuring of public relations agency is to enable the achievement of the goals of the new concept and discipline. The injection on new departments or unit are aimed at resuscitating the organ to enable it effectively handle the special responsibilities.

As practitioners and potential practitioners, we need to have good knowledge and understanding of the structure and the roles associated with it, by so doing. We are getting equipped for not just effective but also judicious application of available scarce resources.

6.0 TUTOR-MARKED ASSIGNMENT

1. Compare and contrast a public relations agency and an environmental public relations agency.
2. In what ways does the structural organisation of an environmental public relations agency influence its functions and quality of its outputs?
3. Justify the involvement of so many hands in the implementation of an environmental public relations programme.

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UNIT 2 PUBLIC RELATIONS AND COMMUNICATION AS TOOL FOR ATTAINING ENVIRONMENTAL PUBLIC RELATIONS GOALS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Adhering to Communication Principles in Environmental PR
 - 3.2 Road-Map to Effective Handling of Crisis Communication
 - 3.3 Communication as the Nerve Centre of Crisis Management
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/ Further Reading

1.0 INTRODUCTION

To say the least, communication is the pivot of either public relations or environmental public relations. Indeed, on the average, communication conservatively put, constitutes about 65% of all public relations and environmental public relations processes and activities.

Therefore, the effectiveness of environmental public relations undertaking is highly contingent on the communication inputs, their packaging and presentation, it is to underscore this fact that this theme is given a special treatment as is the case here. It aims at stressing the high premium that must be placed on communication if the objectives of the environmental public relations must be attained.

The audience of environmental public relations comes from divergent backgrounds and orientations and yet we aim at making them look at the environmental issue from the same perspective. We can only succeed in doing this if we use the strategic tools of communication, like appeal, persuasion and the like; so as to convince and lure the audience and target market to receive and make use of the convey messages and ideas.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- state the principles of communication as needed in environmental public relations
- discuss the required communication process needed in crisis management
- describe communication as the nerve centre of crisis management.

3.0 MAIN CONTENT

3.1 Adhering to Communication Principles in Environmental Public Relations

The umbilical linkage between environmental issues and biblical events, creation, perhaps, illustrates how serious a matter it is. The spate of environmental problems facing mankind, sort of stem from man's unbridled and irresponsible enforcement of the injunction to take charge of the earth, control it and multiply. In Aliede's (2012:37) charge "was not without responsibility." Continuing, he notes that "He was enjoined to, as he pleased, comforted and gratified on the succulent, juicy, vast and abundant natural resources providence bequeathed to him, evolve mechanisms with which to manage, preserve, maintain and sustain them." Ignorantly or arrogantly, man ignored the other side of the coin of the instructions to him and for this "a costly price is hanging on him and he is paying dearly for it. Most of man's actions do not enhance, but rather hinder his sustenance on earth." This must be reversed.

Okonkwo (2008) is supportive of this. His words; "But replenishing the earth is a task that must be done, especially in our time(s) when the consequences of any neglect are instantly felt in the availability of food, shelter, educational facilities, climate change, etc."

From the above, clearly the issue of environmental preservation and conservation bothers on attitudinal and behavioural change. It has to do with successfully revising the negative dispositions, attitudes, behaviours, viewpoints and opinions exhibited by man and inimical, to environmental sustainability. And when the problem is that of attitude and behavior, communication is the right prescription and answer. Any solution to this kind of problem "substantially must be communication-driven", Aliede (2012:41) insists.

Accordingly, required packages with sufficient communication components must not only be comprehensive, but also professionally conceived, planned, packaged and implemented. This is in readiness for massive mobilisation of the people and will provide the opportunity for the utilisation of persuasive and motivational strategies as is the case in other social issues HIV/AIDS, child labour and trafficking, prostitution, kidnapping, among others. In affecting changes in people's attitudes and behaviours, these measures are tested and trusted, according to Ozoh (2005/2006:59) and Aliede (2005:107-109).

McBride, *et al.* (1980:14) explain communication as an "exchange of news and messages and an individual and collective activity embracing all transmission and sharing of ideas, facts and data." Communication is at the centre of man's progress, perhaps, that is why Aliede (2012:22) describes it "as grease for lubricating the society. It is, as well, a strategic ingredient for ensuring informed, rational, reasonable and responsible decisions at individual, collective, organisational and governmental levels."

Whatever is chosen as the methods, techniques and tactics for tackling the environmental problem, whether the stage is preventive or curative, care must be taken in planning, producing and packaging the communication components. It is the key determinant of the eventual success or failure of the entire programme and campaign.

To start with, there should be strict adherence to the principles of communication as already spelt out by experts. These are dos and don'ts in the process of communication. Their application ensures that the attention of the audience is attracted, it is retained, and the message is consumed, understood, assimilated and made use of. In other words, it leads to action. Impliedly, the campaign programme or project has such compelling influence that leads the target audience to strictly behave in accordance with the intents of the programme, for instance, now disposing domestic and industrial wastes properly and responsibly or stopping dumping of refuse into gutters and drainages.

Examples of these communication principles are those of Lawson (2006:142-143). He calls his checklist of point and broadcast communication and they are as follows:

1. The written word is still important and, in some cases, essential.
2. Strive for accuracy and brevity, but tell the readers/listeners what they need to know.
3. In all forms of communication, clarity is a principle aim.

4. Always plan what you are going to say and stick to it.
5. Keep to the point and be logical; it aids the reader because he or she avoids reading the material.
6. “A picture can be worth a thousand words.”
7. Make good use of modern technology, but use it appropriately.
8. When using the telephone, try to image the effect you are having on the person.
9. The telephone can distort your voice; speak clearly and at a reasonable pace.
10. In all forms of communication, you are trying to inform; don’t leave your readers/listeners more confused than they are.

As guides and sources of direction, these checks should be watchwords while writing environmental public relations campaign communication message. That is a sure way to ensure audience-friendly and effective communication that will make the desired impact on the targeted audience, through Skinner, von Essen and Mersham (2001:77).

In their own version they call “The seven C’s of communication”, Cutlip, S.M, Artt. Centre and G.M. Broom, Skinner, von Essen and Mersham (2001:77) showcase these as means of attaining result-oriented communication. They are:

1. **Credibility:** communication must acceptability, believability lead to confidence and high regard.
2. **Context:** it must reflect the realities of the environment. Should lead to participation and should reaffirm and support the prevailing social setting.
3. **Content:** the message should be meaningful in line with receiver’s value. It should be relevant, rewarding and gratifying.
4. **Clarity:** conveyed message must be in simple, clear themes, slogans or stereotype. There should be one voice and no ambiguity.
5. **Continuity and Consistency:** there should be repetition for penetration. This with variation to “factual and attitudinal learning.”
6. **Channels:** use conveyance vehicles familiar to the audience, if this must be massive accessibility and receptability.
7. **Capability of the audience:** Audience’s condition should be put into consideration, their affordability, availability, habits, reading ability and level of knowledge and socialisation, all affect the effect and impact of communication, communicator must note this and put it into consideration while packaging their messages.

These guidelines and principles should be meticulously adhered to in planning, scribing, producing and packaging environmental communication messages. They are crucial if the envisaged goals must be achieved.

3.2 Road-Map to Effective Handling of Crisis Communication

Most of the challenges encountered in environmental public relations relates to crisis. Although some of these may be at their formative stage or merely require preemptive measure to forestall their severe implication, nonetheless, vigorous, committed and concerted effect is always needed in order to achieve positive result; and this must be the case if the expended resources must not go in vain.

Skinner, von Essen and Mersham (2001:287) describe crisis as a “critical situation, a turning point. It is that moment of drama when hostile forces are at the height of their opposition.” They classify crisis into three: immediate, emerging and sustained. The following are yet another classification from them: acts of God, Mechanical problem, Human error and Management decision, action, or inaction.

Whatever form or shape it takes, crisis most often affect people negatively whether it is earthquake, storm, famine, epidemic, withholding of workers’ salaries or industrial action, people are always at the receiving end. Faced with such situation, the affected and effected are always desperate in search and anticipation of solution. When available, such solution can come from anywhere source. However, some specialize organs are always relied on to provide information on such situations. They are the media, organ of specialise professionals in information and communication management; it is no wonder crisis managers rely on the media for conveying their messages. Centre (2003:339) however, insist that such communication must result from well developed crisis communication plan.

Effective crisis management, Skinner, Von Essen and Mersham (2001:288) say relies on these four key factors:

- Well defined corporate policies and procedure of crisis management.
- Giving responsibility to staff to involve in tackling such crisis.
- Training and preparing staff to handle communication during such crisis situation at all necessary avenues.
- Establishing communications system and equipping it.

Environmental public relations agency provides a ready-made and stand-by organisation and structure for handling environmental crisis,

notwithstanding the level. Within, it is a team of experts who are trained and versed in the knowledge, skilled and professionalism for managing environmental issues and crises.

To accomplish such herculean tasks, these practitioners are always prepared and ready with all it requires to handle such head on. This assists to nip the crisis in the bud and/or drastically minimise the adverse implications of the crisis; to prepare for crisis means planning for it well ahead of time. Skinner, von Essen and Mersham (2001:289) provide a blue print for such planning as follows:

1. In the event of crisis, “assume the worst possible scenarios.”
2. Prepare crisis management plan.
3. Be ready to show concern for the incident.
4. Categorically position the corporate body involved as the right source of information on the incident and available remedial measures.
5. Make effective use of the media in containing the situation.
6. On the onset, set up a crisis/emergency control room, well staffed and equipped to manage the crisis.
7. Maintain telephone hotlines to handle torrents of calls that will accompany the crisis and man them with seasoned personnel.
8. Involve the affected, effected or opponents involved in the crisis management and control.
9. Also involve “objective, authoritative bodies” in the crisis management. This will elicit credibility.
10. While communicating, be meek, modest, truthful, fair, accurate and concerned.
11. Understand the audience and their grievances and expectations.
12. When making the crisis plan, involve outside independent consultancy services.

At the end of the crisis, review, appraise and assess the situation and be able to draw some conclusions from the lessons and experiences.

The above guideline once more explicitly shows one thing, the coveted position of communication in crisis management, no matter the place it occurred and indeed the level of such manifestation. In fact, this cannot be over-stressed.

3.3 Communication as the Nerve Centre of Crisis Management

For result-oriented environmental public relations, the communication components equally must be managed effectively. This, in Aliede's (2012:22) view is:

the skillful application of planning, expertise, artistry, experience, creativity and innovation in the organisation, control, coordination, directing, monitoring, supervision and evaluation that must take place for the communication set objectives to be attained.

This should include choice of media. Selecting suitable and appropriate media for conveying environmental public relations is cardinal to the success of the campaign. To Aliede (2001:20) that is the only way to reach the diversified publics the communication messages are targeted.

Ozoh (2001:13) while quoting Moemeka (1990) is too in support of using the right media, especially when the aim is to affect change in people's attitudes. As he puts it, the right mass media should change from acting as channels of distribution and transmission to becoming "vehicles for participation, expression and discussion," so as to "become effective in inducing culture-bond of rural inhabitants to strive to change their attitudes to life by accommodating new and enhancing ideas that would improve the quality of their lives".

Undoubtedly, the pivotal position of communication to successful environmental public relations is established. Perhaps left is how best to apply this powerful weapon in attaining the objective of environmental management restoration.

Here are some guidelines provided by Centre (2003:322) for ensuring effective application of communication in crisis management:

1. Anticipate the unexpected. Always be expectant of such crisis as accident, robbery, fire, flood or strike.
2. Institute and practice a crisis communication plan. Be ready ahead of any crisis.
3. Train employees. Get personnel ready for the task ahead.
4. Only one spokesman. Not two or more, just one talking to the media and the public.

5. Get one more spokesman if the crisis spreads externally, as it should if it is environmental. He will be handling the publics involved or affected by the crisis.
6. Don not speculates. Do not guess the cause, cost or anything else. Be sure to say what you know.

Other measures recommended by Aliede (2012:43) include the following:

- a. Utilising suitable communication designs, layout, frameworks, visuals and plans to attract sufficient attention.
- b. Include drawings, paintings, pictures, illustration and actualities for attention retention among the less literate groups.
- c. Use aesthetics, functional, original, creative, innovative, dynamic and local measures to appeal and motivate comprehension of the messages.
- d. Apply proportional, clear, simple, balanced, harmoniously and rhythmically packaged communication element for informative, educative and entertainment goals of the audience.
- e. Communication messages' copy should be also professionally crafted as to certain the best qualities that would be inviting, luring and conveying the intended messages.
- f. Message should lead to awareness, knowledge, desire, and conviction, making the audience to read, views, or listen to the message and eventually act according to the goal of the message.

Environmental problems are partly social issues requiring carefully, professionally and effectively packaged communication. Besides, the need to succeed in solving the problem, some other factors makes this necessary. Among them are: justifying the huge investment of the clients, the high level of competition in the industry, globalisation, and safe guarding the professional reputation and image of the practitioner and agency. Indeed, well packaged communication messages is the greatest assurance and source of confidence that the project or programme will succeed. That is why it is the ultimate goal of every practitioner and agency.

SELF-ASSESSMENT EXERCISE

- i. Give highlights of some principles of communication required in environmental public relations.
- ii. Show the interface between communication and crisis management.
- iii. Justify communication as the life wire of crisis management.
- iv. Prove that well packaged communication is the root of success in environmental public relations campaign execution.

4.0 CONCLUSION

No society would want to persist with attitude and behaviours adjudged to be negative. Efforts are usually put in place for the reversal of such ugly tendencies. In case of art antithetical to environmental harmony, measures too are put in place for attitudinal and behavioural change.

It is almost unanimous that when social issues and change are involved, communication becomes the dominant component of the instrument for the campaign. This is because of the qualities of communication as a vehicle for conveying feelings, ideas, messages, information, opinion, and values among others.

As a strong and powerful weapon, communication, when effectively and professionally applied, is a potent tool for social influence, effect and change. Besides, with its persuasive appeal and motivation, communication is capable of reversing behavioural patterns that inconsistent with societal expectations. Therefore, with expert proofs of these efficacies, it is now a conviction that if applied in line with the principles and guidelines, communication is the right instrument for restoring healthiness of our environment.

5.0 SUMMARY

Like the treatment of diseases, tackling environmental problem through environmental public relations requires dedication, commitment, strict observation of the rules, among others. Pertinently, therefore, practitioners must study and understand communication principles and guidelines. Understanding them is crucial to their effective application and realisation of the intended objectives of such campaigns.

The necessity for understanding them and their effective utilisation is very obvious. Among them, the invested resources and clients' expectations have to be justified, competition has to be outwitted, and image and reputation safe guarded; with this in mind, the result is forceful outing of campaigns with the end ultimately leading to successes.

6.0 TUTOR-MARKED ASSIGNMENT

1. Name and explain at least 10 principles of communication relevant to environmental public relations.
2. Compare and contrast Lawson's and Skinner et al's principles and guidelines of communication, pointing out their merits and demerits.

3. Present communication inputs as the right tools for crisis management.
4. What are the suitable ways communications should be packaged in order to be effective tools for environmental transformation?

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UNIT 3 SOME STRATEGIC TOOLS OF ENVIRONMENTAL PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
 - 3.1 Some Strategic Tools of Environmental Public Relations
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Environmental issues are delicate matters and as such require special tools for their treatment. The sensitivity of the components is such that only unique and often unusual kind of treatment will solve them. Accordingly, to effectively tackle them, the deployment of district strategic tools becomes necessary. These are tested and treated tactical public relations apparatus capable of getting to the roots of the problems in order to solve them once and for all.

Public relations strategies are action inducement driven mechanisms formulated and verified by expected and therefore prescribed for application in handing environmental issues and similar cases. They are suitable, appropriate and capable of solving the crises.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify public relations strategies applicable in researching environmental public relations crisis
- discuss the functions and efficacies of the strategies
- explain specific environmental public relations cases where the strategies can be applied.

3.0 MAIN CONTENT

3.1 Some Strategic Tools of Environmental Public Relations

Full appreciation of the enormity of the crisis will enable a battle understanding of the problem. It will also ginger the seriousness that will motive a collective answer and action against the octopus. At a time it was still doubtful if environmental problems were real, world seminal scientists, among them Noble Laureates from 70 countries (and numbering 1680) on November 18, 1992, according to Nwosu and Uffoh (2005:123), resolutely warned world leader of the stress the earth is undergoing, in their words, the level of tampering with worlds, species loss, among others, would result in catastrophic disasters. To them, the threat is real and only emergency measures can avert such destructive consequences on what they called one life boat (the earth); and no nation, rich or poor, industrialised or not, can escape the calamity.

Another group of concerned scientists, this time, the United States National Academy of Science and the Royal Society of London came up with a joint report on the same issued. To them, population growth and man's activity on earth over-weight the capacity of science and technology to sustain the plat and mankind, poverty and uncontrollable environmental degradation was bound to escalate. They therefore, called on man to rethink over his activities and concept of development, Nwosu and Uffoh (2205:124).

This warning, further researches and of course already clearly manifested destructive global phenomena with the large scale tolls on the environment, perhaps, have convinced doubting *Thomases*. This can be seen in this opinion of Grunwald (2013:17):

The respectable American Centre has recognised that climate changes is not only real and man-made, but also a genuine emergency. The scientific evidence has become too stark to indulge denial or dithering. The earth is hotter; Arctic ice is melting at a terrifying rate; aid institutions like Reinsurers and the CIA are sounding dire warnings about rising seas and extreme droughts.

Do these authorities need to say more? The gravity of these realities and revelations, which are overt and overweening, calls for emergency, concrete, deliberate, planned systematic and sustained efforts for preempting the impending doom. It is with a view to collectively dealing with the crisis that this field and profession, Public Relations, articulated, formulated and presented some scheme and approaches as its own

contributions to the urgent and importance fight to keep the earth habitable. Below are some of such strategies: Some of these are borrowed from inter-related discipline like marketing and management, among others. Nwosu and Uffoh (2005:46) justify this by saying that “Since environmental public relations is a holistic management process, its practice must extend far beyond the normally recognised boundaries of public relations theory and practice, especially in terms of its philosophy, strategies, techniques and mode of applications”.

1. *Societal Marketing Strategy*

To Nwosu and Uffoh (2005:46), this is a marketing philosophy. It uses corporate social responsibility and/ or community relations in steering corporate bodies to assist their communities and the society. With these, the showcase themselves to the communities and the public as responsible, responsive and reliable corporate citizens, thereby enduring themselves to their public (stakeholders)

2. *Social Marketing Strategy*

This is different from societal marketing. It is more of a marketing strategy, Nwosu and Uffoh (2005:46), used mainly in marketing non-profitable, services, ideas and institution.” Example is environmental issues and problems.

3. *De-marketing Strategy*

De-marketing is that another marketing strategy. It is applied stopping the consumption of harmful goods and services. Histories are cigarette, marijuana and unacceptable behaviours: same sex relationship, prostitution and polluting the environment through improper disposal of wastes (Nwosu and Uffoh, 2005:47).

4. *Relationship Marketing*

It entails the cultivation and maintenance of good relationship “with customer, distributors, supplies, retailers and stakeholder” of an organisation, which results in mutual understanding. It is an off-shoot of customers’ relatives (Nwosu and Uffoh, 2005: 47).

5. *Human Resource Management Strategy*

It is a style of managing an organisation in which employee and is absence of in-human treatment of the employee and exploitation. The presoment are motivated to maximise resources in attaining environmental public relations goals, according to Nwosu and Uffoh (2005, 48).

6. *Total Quality Management (TQM) Strategy*

This is ensures the satisfaction and full involvement, Nwosu and Uffoh (2005:48), of internal and external publics to organisational eco-friendly performance. They also call it Total Quality Environmental Management (TQEM)

7. *Management Re-Engineering Strategy*

It requires the redesigning, restricting and transforming or remolding corporate culture through new use application of corporate resource. Nwosu and Uffoh (2005, 48) insist it has to be handled carefully as its failure turns to be disastrous.

8. *Offensive Strategy*

As Nwosu and uffoh (2005; 52) put it, the environmental public relations manager has “to take the initiative with his public relations action and communications. It is also called proactive strategy or offensive marketing strategy.

9. *Proactive Strategy*

Action launched is done preemptively or with a view to first-hand taking advantage of an emerging situation.

10. *Pre-emptive Strategy*

Through similar to proactive strategy, Nwosu and Uffoh (2005:52), observe, pre-emptive strategy is applied ‘participation,’ to counter attack, criticism, danger or an offensive

11. *Optimistic Strategy*

In Nwosu and Uffoh (2005:52) view is used to take advantage of an opportunity for instance, result presented by research and environment

scanning can be the basis for launching a campaign in order to promptly deal with a crisis.

Nwosu and Uffoh (2005: 52) sum up their position on the application of these strategy by saying that it is “possible by the fact that public relations is a flexible form of communication’ “and in the area of corporate communication, it is becoming increasing important as a strategic tool and weapon,” they also quote Paettie (1995: 226), as saying.

SELF-ASSESSMENT EXERCISE

- i. Name and explain, at least, five strategies of environmental public relations, as well as the crisis to which they can be applied.
- ii. Show areas of similarities which warrant the application of these strategies in both public relation and environmental public relations.

4.0 CONCLUSION

As environmental public relation is versatile, it is also needs multi-pronged instrument to handle them, it is in this direction that these strategies, applicable measures for effectively tackling these challenges.

Some of these strategies are borrowed from related discipline, like marketing, management among others. This shows the flexibility of the profession and lays bare the fact that it is anchored on communication, like its other multi-disciplines.

5.0 SUMMARY

This aspect of the course, one may argue, seems technical and often “diversionary”; yet, it is a core subject and must be understood by students of public relations. That is how to be formidably prepared for the task ahead- that of using the course as a platform for reversing the near catastrophic doom awaiting mankind as a result of his intentional and unintentional misapplication of the resources bestowed on him by providence.

6.0 TUTOR-MARKED ASSIGNMENT

1. With detailed discussion, show areas where five of the environmental public relations strategies can be applied.
2. Explain the relationship between any four of these strategies.
3. Why do these strategies come from different discipline?

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UNIT 4 ACHIEVING ENVIRONMENTAL PUBLIC RELATIONS OBJECTIVES: EXPANDING THE SCOPE OF THE PURSUIT

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Key Objectives of Environmental Public Relations
 - 3.2 Widening the Scope of Attaining Environmental Sustenance
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The destructive potentials of floods, earthquakes, droughts, wild fire and desertification are no more controversial or debatable. The days they constituted issues of arguments are gone. Even those who doubted the dangers they posed on reasons to believe and now yearn for early solutions to them.

Incidentally, the capacity and vastness of the destruction these are capable of unleashing is as huge as its source. It results from two sources: climate change and global warming, phenomena best described as belligerent, mercurial and awoken. Consequently, similarly vest should solutions to them be if they will be meaningful and effective.

In line, a wide range of some enduring panacea to the destructive calamities resulting from environmental degradation suffice. They are encompassing as the problem are overwhelming. Hence, the hope that with time the dangers posed by these forces could abate.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify possible units, you should be able to:
- discuss why solutions to them have to be in depth and why such solution have to come from both local and international sources.

3.0 MAIN CONTENT

3.1 Key Objectives of Environmental Public Relations

As a result of its magnitude, numerous and divergent resources are required, if lasting solutions will be found to end or at least check the impending dangers posed by environmental degradation, such resources must come in terms of manpower, materials, logistics, infrastructure, technology and finance.

When channeled judiciously and effectively, they aid in attaining the objectives of environmental public relations. The aims are salient as they sensitive of mankind's destined healthy habitation on planet earth will be sustained. They include the following:

1. Conceptualise, plans, produce and package environmental public relations education, enlightens and information programmes.
2. Widen the scope of knowledge of environmental issues through enhanced mobilisation programmes.
3. Create sustained awareness, consciousness and participation by the citizenry through widened enlightens and mobilisation
4. Evolve strategic measure that will be widely acceptable and capable of serving, as warning notice on the dangers of environmental abuse, man handling and degradation.
5. Promote activities, actions and programmes that will guarantee healthy environment and harmonious existence of the ecosystem.
6. Ginger the involvement of all stakeholders in the quest for environmental sustainability, including the governments, corporate bodies, multinational corporations, environmental agencies NGOs, the media, and donor agencies, among others.
7. Formulate programmes of action that will motivate more investment in environment issues by NNCs, NGOs, governments and donor/philanthropic agencies.
8. Provide more pragmatic and strategic programme involving and massive enough to awaken the elite, illiterate, rich, poor, the urban and rural beveller in the crusade, so as to ensure massive involvement in the fight to protect, preserve, conserve and sustain the earth and its inhabitants.
9. Get the government to make environmental education part of our school curricula, from primary to tertiary institutions.
10. Assist in the institutionlisation of all necessary measures and platforms, including financing education, legislation and all other

necessities that will make environmental sustainability an enduring legacy.

3.2 Widening the Scope of Attaining Environmental Sustenance

There is no magical approach to realising the goals of environmental healthiness, friendliness and longevity. All it takes is planned, deliberate and enduring actions, activities, schemes, programmes and policies (involving all concerned) necessary resources and effective execution.

The following are some of the critical measures and steps that are relevant and urgent in reversing the crippling effects of environmental deterioration:

1. Environmental issues, problem, challenges and crises should be seen and presented as matters involving every one, indeed every living thing. It is not an affair that concerns the government, environmentalists, environmental public relations practitioners or the media alone.
2. Everyone should actively participate in programmes aimed at checking environmental degeneration.
3. Measures taken in this direction can never be complete unless all relevant stakeholders are partakers. They include the UN, governments, corporate bodies, environmental agencies, NGOs, donor agencies, industrialist and the media, Aliede (2001: 107) and Nwosu (1996: 141) and Nwosu and Uffoh (2005: 102-107);
4. Efforts should be intensified towards raising more funds for environmental campaigns locally and internationally. The United Nations, multinationals, corporate organisations governments, philanthropists and donors should be involved.
5. There should be increased bid towards enhanced partnership, association, collaboration and cooperation, with a view to boosting exchange of ideas, technical know-how and cross fertilizers of knowledge among the relevant stakeholder and agencies.
6. Research should be intensified on pertinent areas of the causes and remedies to environmental problems, including global warning, climate change, and green house emission, among others.
7. Investment in technological resources and area crucial to wining the sensitive war is essential, like equipping metrological agencies (FEMA, FEDA)
8. At national and international levels, laws, and legislations pertaining to environmental sustainability should be strengthened and broadened.

9. Activities and actions capable of stepping up environmental friendliness and sustainability, for instance: proper disposal of organic and inorganic waste, as well as tree planting programmes should be enhanced.
10. Education, information, enlightenment and socialisation should be on a large scale. This should include the inclusion of environmental sanitation, protection and preservation into schools curricula at all levels.
11. Donating to environmental programmes and campaigns could be traditional donors, but also multinational companies and other organs, especially those contributing to gas and fume emission. This will assist in a thorough and comprehensive onslaught on a scourge more dreaded and threatening than terrorism and HIV/AIDS.
12. There should be more practicalisation of political will and reframing from unnecessary bickering on environmental matters and issues. The ego syndrome between the United States of America and China which is marring progress of the campaign should stop. They are the main causes of global warming and ought to spearhead the fight to end it.
13. The media could still be more involved in environmental issues and protection through invigorated, robust and effective coverage and reportage.
14. The application of multi-media approach will, to a large extent enhance the campaign. For example, the utilisation of traditional methods of communication besides mass media like town criers, talking drum, village squares, drama, songs, among others, means mass education awareness consciousness and enlightenment of a greater section of the masses including those at the grassroots, according to Agbanu (2007:185) and Uganda (2009:185).
15. People living or doing business in flood-prone areas should be vacated and provided alternative areas of residence and business. It will save more lives and property.
16. Shallow and other streams, rivers and waterways capable of contributing to flooding (e.g. Parts of Rivers Niger and Benue) should be dredged to ease and expand water passage through them and forestall the chances of similar experience of 2012.
17. These should be means of providing early warning system as is the case in developed countries. This will assist in creating opportunities for precautionary measures, among others that will save both lives and properties.
18. All necessary frameworks and policies vital to attaining environmental healthiness and sustainability must be institutionalised and formidably entrenched. This would amount to

seriousness, commitment and concerted efforts towards the realisation of environmental harmony and preserving the planet for posterity.

SELF-ASSESSMENT EXERCISE

- i. Discuss the objectives of environmental public relations.
- ii. Give at least ways of attaining these goals.
- iii. What are the challenges facing the attainment of these goals.

4.0 CONCLUSION

As planned and deliberate enterprise, environmental public relations is not only a serious business, but also has set objectives. These goals assist in assessing the level of the achievement of the aims.

Also, to achieve these goals, important facing the discipline has to be tackled. An examination of this area entails detailed analysis of all the critical issues relating to the full realisation of the set goals. These are holistically examined in order to lay bare issues that must be overcome to achieve environmental harmony.

5.0 SUMMARY

Every environmental public relations practitioner is first a manager, he, therefore, must effectively apply available resources in judicious and prudent manner through thorough and painstaking coordination, control and supervision.

The goals, strategies for their achievement and how to handle their impediments must be fully understood by the practitioner to ensure maximised use of resources. Realising environmental public relations is vital for sustaining man and other embodiments of the earth; hence it must be taken seriously and with all hands on deck.

6.0 TUTOR-MARKED ASSIGNMENT

1. Name and explain, at least, five objectives of environmental public relations.
2. Show how the scope and goals of environmental public relations can be widened and achieved.

7.0 REFERENCES/FUTHER READING

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UNIT 5 CHALLENGES FACING ENVIRONMENTAL PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Challenges of Environmental Public Relations
- 4.0 Conclusion
- 5.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Ordinarily, the problems facing public relations pass for obstacles hindering the practice of environment public relations; but just as the later is a specialised field, so are there some peculiarities in the challenges facing it.

We must fully grasp these challenges, their sources and implications. That, as the saying goes, makes for half of the solutions to them. We should understand such impediments to be able to find solution to them. As it is, there is one special and uniqueness of environmental public relations problems. Though to be solved locally, some of these problems have their roots internationally. Impliedly, solving such problems have to be embraced locally and at the same time tackled internationally as well. For example, problems with their roots in global warning virtually affects the whole world, hence, credible solutions to them must come collectively and internationally, Nwosu (2005:143).

It is on this note do we look (in-depth) into the obstacles which face this new discipline, with a view to reaching for enduring solutions to them. Such solutions must take note of the sensitivity of the environment and the need for every panacea to be comprehensive, enduring and credible.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the various challenges facing environmental public relations
- distinguish these challenges from the ones facing public relations
- describe the global nature of the sources of some these challenges.

3.0 MAIN CONTENT

3.1 Challenges of Environmental Public Relations

The following are some of the obstacles facing the practice of environmental public relations:

1. Newness and low awareness of the concept

As new as the concept of reputation management, environment public relations as result, has few people aware of it, compared with older arms of public relations like media relations, financial relations or community relations. Consequently, it will take more efforts and resources to get it to the consciousness of the public and even practitioners to a level it will elicit sufficient support for maximum performance.

2. Inadequate manpower

This problem, partly, stems from the challenge of poor training facilities. The result is that there is short fall in the number of required personnel, while those available are not well grounded. At the same time, poor training facilities cannot but lead to poor capacity building and manpower. Capacity building on intensive basis is the answer to this challenge.

3. High level of illiteracy

The high percentage of illiteracy in the country, ranging between 60% and 70% of the population is a major minus for environmental public relations. The direct implications include ignorance, superstitious and conservatism. This will take time to be addressed.

4. High level of poverty due to misrule and corruption

Many years of maladministration, authoritarianism and uncontrollable corruption have combined to unleash chronic poverty on majority of Nigerians. Part of the consequences is diversionary tendencies as the people now face and pursue those developmental goals and facilities government would have ordinarily provided. Examples are the search for alternative sources of electrify and energy by purchasing generators in absence of achievable public power supply, sinking of bore holes in absence of pipe bone water and private security arrangements in the face of unprecedented insecurity nationwide. The anxieties and uneasiness associated with these hardly allow the citizens to focus and contribute on other issues no matter their relevant.

5. Lip service and absence of the need political will

Subsequent administrations in the country had merely paid lip service to most crucial matters that require urgent attention like global warming. Worst still, in cases where budgetary provisions are made to execute certain policies, corruption hardly allow the programmes to see the light of the day.

6. Weak regulatory authority

The Nigerian Institute of Public Relations (NIPR) currently controls and regulates the practice of public relations in all its ramifications in the country. It is, however, bedeviled by a lot of hurdles which have impaired its efforts towards robust enforcement of its rules and regulations in order to guarantee high standards and professional excellence of the profession.

Some of the factors include short-sighted Governing Council, inadequate enforcement officers, vastness of the country and out-dated legislative framework. According to Aliede (2005:136), it will be a surprise all those hurdles allow for effective regulatory performance of the noble profession.

7. Difficulty in reversing strongly-held habits

Some of the man-made destructive tendencies which result in environmental degradation are outcomes of unhealthy cultural, religious and traditional practices of indigenous people. These long held attitudes, as usual, are difficult to be discarded as it is already part of the lives of the people. It will then take concerted and strategic campaigns and reorientation to dislodge and reverse them in place of more healthy practices and beliefs. Instances of such negatives practices include in areas of farming methods like crop rotation, deforestation and others which contribute to erosion and soil deregulation.

8. Huge cost of some environmental campaigns

Implementing certain environmental campaigns and programmes could run into millions of naira per one Nwosu and Uffoh (2005:79). Funding such projects becomes problematic, more so, with the apparent growing global donors' fatigue. There should be some new initiatives and strategies on how to raise funds for such crucial and sensitive projects.

9. Unquenchable profit interests of Multi-National Companies (MNCs)

Primarily, these companies were established to make profits for their owners. Incidentally, the process of making the money often border on questionable and unethical practices inimical to the people and the environment.

Changing the situation definitely will take practitioners play their advisory and counselling roles to the managements of their corporate organisations and companies, making them to realise the short and long term implications of their actions on the environment. For effectiveness, such advice is best given the practitioners who are operating from management cadre. It is at and from that level that they would be more influential and in better position to give advice and be able to prevail on the management and insist that his counsel is acceptable, workable, meaningful, implementable and beneficial.

10. The competitive ego rivalry between nations

The controversial position of the issue of global warming is due to the involvement of international politics where competition and ego are in display in the debate. Although scientists, researchers and experts are unanimous and have made series of attempts to authenticate their claims on the issue of global warming and climate change, rival and acrimonious industrialised nations disagree. Such absence of consensus, therefore, seriously hurts the quick response and solution with which the problem would have been solved if there was an agreement.

Currently at the centre of the heated impasse and controversy are the United States of America and her allies on one hand, and China and her own supporters on the other. Although the general notion is that the phenomenon is caused by emission and fumes emanating factories and other industrial establishments, which cause greenhouse gases and depletion of the ozone, the fact that these heavy industrialised countries would be required to reduce their productive capacities which result in the emission, has made them oppose any agreement in order to resolve the crisis. Ironically, as the major sources of this deadly emission, nothing can practically be achieved without their cooperation, active involvement and participation.

Besides their endemic rivalry and competition, also at work here is ego. It would amount to display of inferiority for one of them to succumb for the other. The result is the current deadlock on the sensitive issue.

The implications of the face-off are numerous. There is no defined agreement on the sources, how to lessen it, solutions to the damage already done and how to forestall future occurrences. It will, therefore, certainly take humility; concern for others, especially the impoverished nations, which do not contribute to the menace, but share and bear the aftermath; display of genuine global leadership, on the part of the United States; a strong position of the United Nations or global revolutionary opposition, for the long awaited compromise to come. That will pave the way for finding enduring solution to the problem. That done, it will be a prelude to instituting a formidable framework for sustainable global environment, one the rich and poor is sure of tomorrow. That is a sure route to a truly egalitarian and democratic world where the affluent do not lord it over others and what effects one concerns others.

4.0 CONCLUSION

The problems facing environmental public relations can come from within as well as internationally. Still, one thing is certain, they affect and everyone, in both developed and developing countries. Hence, the primary solution is to find quick answer to the quagmire.

Undoubtedly, solving these problems is no easy task. Yet, let it begin. That is the concern. Enduring solutions should start with massive enlightenment, education and socialization- on individual and collective basis. It is everyone's environmental responsibility. By the time everyone handles the environment and treats its resources with dignity, fairness, justice and rationality, it will form the solid basis on which to extend the campaign to collective heights. It may not be easy, but let it start.

5.0 SUMMARY

The identification of the problems facing environmental public relations is the fundamental step to finding solutions to them. The challenges should be understood, comprehended and assimilated. It as well adds to our knowledge, information and insights of the discipline. Full grasp of these challenges will spurn search for more remedies to them. And doing this is a must. It will the pave way for smoothed and accelerated practice of practitioners and the maximum functioning of all the relevant elements and machineries of the profession.

6.0 TUTOR-MARKED ASSIGNMENT

1. Compare and contrast the challenges facing public relations and those besieging environmental public relations.
2. Discuss five of the challenges which emanate internationally.
3. Show how the United States of America holds the key to finding lasting solutions to global environmental challenges.

7.0 REFERENCES/FURTHER READING

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MODULE 5 THE URGENCY AND CURRENT MEASURES FOR SAVING THE EARTH

Unit 1	Planning Environmental Public Relations Programmes
Unit 2	Protecting the Earth through EPR: Saving Mankind
Unit 3	Ethical Considerations in Environmental Public Relations
Unit 4	Case Studies of Environmental Public Relations
Unit 5	Laws and Legislations on Environmental Protection

UNIT 1 PLANNING ENVIRONMENTAL PUBLIC RELATIONS (EPR) PROGRAMMES

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	Reasons for Planning Environmental Public Relations
3.2	Gains of Planned Environmental Public Relations
3.3	The Sensitivity of Meticulously Planned Environmental Public Relations Programmes
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

The level of environmental degradation in some parts of the world is tilting towards alarming proportion. It is getting to a level only a quick intervention will ameliorate its negative consequences on every part of the globe.

This unprecedented onslaught mainly resulting from global climate change adds to other man-made environmental distortions to cause drought, floods, desertification, among others. The negative implications of these are of such far-reaching effects that are now of global proportion. In the same vein, solutions to them must entail measures of the same dimension.

To start with, such measures, if they must be sustainable enough, must be well planned, deliberate and enduring. It must not be hit-and-run or fire brigade arrangement. Needed now are well-thought out global and lasting programmes capable of getting to the root of the crisis. It

also has to be comprehensive enough as to embody components that could as well address other environmental problems like poor sanitation, industrial wastages, improper mining waste disposals, water crisis, acid rain, air pollution, among others.

The importance of proper planning before engaging in any of those measures is obvious. There is need to safeguard scarce resources and still attain the goal of environmental restoration and reformation. It is, therefore, a sensitive issue requiring well-thought out policy measures, if positive results must be attained on sustainable basis. It is a serious and grave global matter requiring wide consultations, collective action and proper articulation.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify the need to properly plan environmental public relations campaigns and programmes
- explain the advantages inherent in a well designed environmental public relations project
- discuss the sensitive reasons such project should be planned.

3.0 MAIN CONTENT

3.1 Reasons for Planning Environmental Public Relations

Multiplicity of factors makes it imperative to adequately and effectively plan environmental public relations campaign programmes before embarking on their execution. Such justifications include:

- a) Safe guarding scarce resource and investment programmes

Could cost a fortune such investments running into millions of naira must be protected by ensuring the attainment of the set objectives. The surest means of achieving the goal is through planning as it provides the information which guarantees confidence, focus, direction and surety.

- b) Meeting clients' expectation.

There could be other goals and aspirations of the client other than safeguarding fund. It could be profit, image repositioning or corporate reputation enhancement. It is incumbent on the environment public

relations agency, consultant or practitioner to ensure that such clientele aims and motives are realized - and planning is the answer.

c) Fighting Competition

The field of public relations is one of the most competitive, just like other allied disciplines, including advertising and marketing communications. Stiff and cut throat competition can easily be overcome through adequate planning. This ensures that all critical decisions necessary for the attainment of set goals are taken (and timely too). This is a sure way of outwitting rivalries.

d) Protecting expended resources

Apart from the investors/clients investments, other resources such as manpower, materials, logistics, infrastructure and technology are part of the inputs to any environmental public relations programme budgetary expenditure. It is only a successful campaign that translates into their protection. Adequate and effective planning is a means of attaining that.

e) Consolidating agency's corporate image

Should the environmental public relations programme fail, the image of the agency will be dented. Proper planning is a definitive instrument of avoiding failure and protecting the image, integrity and reputation of the agency and its practitioners.

f) Warding off the effects of globalisation

In addition to local/national competition facing the agency, it confronts competition orchestrated by globalisation. Knowledge and awareness of this should make the agency to work harder through thorough planning in order to overcome its negative implications.

3.2 Gains of Planned Environmental Public Relations

The ultimate objectives of an environmental public relations practitioner is to, through his professional practice, aid the attainment of environmental restoration, resuscitation, preservation and Conservation. To realise this, every available arsenal at his/her disposal is deployed. Hence, the practitioner goes beyond profit making to put in place all available measures that will assist in the attainment of the primary goal of achieving the clients' goal. Planning makes it easy to achieve these.

Besides, planning of the programme before its implementation also assists the practitioner to aim at the specific goal of the campaign. The data and statistics used for planning provide the added leverage of the focus and essence of the campaign. With this, the right bearing and direction are known and followed, rather than engaging in guess work or trial and error.

Similarly, planning provides the opportunity of deploying square pawns in space holes. This consequently saves scarce resources, avoids wastages and aids the strategic application of resources. Additionally, it makes possible the full harnessing and utilisation of the diverse inputs necessary to achieving environmental preservation and transformation. Needed resources have to come from various sources, ranging from international institutions; NGOs; donors and philanthropic bodies; environmental agencies, like FEMA, SEMA, FEPA, SEPA, ministries of environment, other support organisations, and environmental activists. Put differently, planning enables the practitioner or/and his agency to involve the right kind of people or stakeholders who will assist towards the achievement of his/their set goals.

Belch and Belch (1995:521-529) list the processes of public relations (environmental public relations) to be so enormous that it would be futile, suicidal and unprofessional to engage in it without proper planning.

To them, the processes include the following:

1. Determining and evaluating public attitudes
2. Establishing a public relations plan
3. Developing the programme
4. Implementing the programme.

Therefore, planning equips the practitioner with sufficient knowledge of all the involvements and vision of what is required of him. When this is the case, the executioner is better placed to harness the available resources and attain the set agency objectives.

3.3 The Sensitivity of Meticulously Planned Environmental Public Relations

Tackling ordinary public relations problems such as corporate image repositioning or industrial unrest are not as tedious and resources involving like handling environmental public relations crises. This can be buttressed with two current environmental crises, one facing Beijing in China and the other in Ogoniland in Nigeria.

Beijing pollution crisis (*The Guardian*, 2013:48) required China to spend US\$16 billion to tackle. Some of the areas to be handled included improving air quality, sewage treatment, sewage disposal and managing illegal constructions in the city inhabited by about 20 million people.

The other case is Ogoni land environmental remediation. After many years of environmental degradation dating back to the 1950s and occasioned by insensitive and irresponsible oil exploitation, spillage and mishandling of their management, Ogoni land is at best desolate and barren. It is beyond contamination and degradation. Its restoration is beyond herculean task. According to Uwaegbulam (2013:48), a Federal Government and United Nations Environmental Programme team of experts has recommended a remedial resuscitation measures expected to last between 25 and 30 years. The project is to gulp an initial fund of US\$1 billion.

With the magnitude of the resources required to take on these two crises, one can imagine the colossal components of the needs for tackling the public relations aspect of the programmes. No one would invest such whopping sums or preside over the implementation of the programme and want excuses of failure to trail the execution. And without minding repetition, planning remains the only reliable solution to any fear of failure. Planning provides the practical and crucial elements on which the programme is pivoted and hence the basis of confidence and success after the campaign execution.

SELF-ASSESSMENT EXERCISE

- i. Why and how is planning an aspect of environment public relations?
- ii. What are the merits of planning environmental public relations?
- iii. Why is planning regarded as very sensitive in environmental public relations?

4.0 CONCLUSION

This unit further provides us with an opportunity to emphasize the unique place of planning as an indispensable element of environmental public relations process. It is stage, segment and process no practitioner can afford to ignore. Planning involves very sensitive decisions that are very pertinent to the effective implementation and success of the entire programme or project; and instances include media selection, scripting the communication message, among others.

It is, therefore, an element every intending or incumbent practitioner has to take seriously. The full knowledge of its dynamics, diversity, implications and application is key to professional performance in the field. It aids the successful and effective carrying out of environment public relations programme.

5.0 SUMMARY

Planning forestalls the wastage of scarce resources and also provides the opportunity for the environmental public practitioner to ponder over his conceptualised framework before the full scale execution. It is a stage of the environmental public relations process every practitioner should take seriously.

It should not only be seen as very important, but also a relevant component whose omission signals failure in the process of implementing environmental public relations projects/programmes.

6.0 TUTOR-MARKED ASSIGNMENT

1. Underscore the reasons behind planning environmental public relations campaign programmes.
2. Are there any derivable gains from effectively planning an environmental public relations campaign?
3. Showcase planning as a sensitive aspect of the environmental public relations process.

7.0 REFERECES/FURTHER READING

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UNIT 2 PROTECTING THE EARTH THROUGH ENVIRONMENTAL PUBLIC RELATIONS (EPR): SAFEGUARDING MAN'S SUSTAINABILITY

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 An X-Ray of the Enormity of the Calamity
 - 3.2 Crave for a Sustainable Earth: Ways Forward
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

All along we have been engaged in an effort to expose the potentials and efficacies of environmental public relations as an enduring solution to the quagmire of global environmental degradation and catastrophe. We, too, aimed to underscore that if the war for environmental protection, conservation and preservation must be won, all hands must be on board and deck. It requires individual, local, corporate, national and international inputs, resources, resolve, will and partnership. Yet, it is a course where complacency has no place and role. It is 'fight to finish' as on it depends man's survival and sustainability on earth.

The attainment of the goal will, to a great extent, depend on the level of awareness and consciousness of the carnage, which in turn would arouse mass participation in the crusade and campaign. The mobilisation must begin with students of environment public relations who relay their knowledge, experience and insights to others and that way the gospel will spread. Everyone must be a partaker; after all, when it comes to environmental issues everyone is either effected or affected.

This unit is a mop-up. It sums up the theme of the material and after presenting some cases of environmental degradation, emphasises the urgent need for concerted action in order to chart a formidable path capable of saving the earth. It is followed by some appendixes of relevant documents (laws, regulations, policies and ethics/codes) relevant to the theme of the discourse.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- evaluate the enormity of environmental degradation and its implication
- discuss why only collective efforts will solve the problem
- justify why environmental public relations is a lasting solution to the endemic problem.

3.0 MAIN CONTENT

3.1 An X-Ray of the Enormity of the Calamity

Undoubtedly, an invigorated and massive approach to finding solution to the prostrated and endemic problem will stem from wide and full knowledge of the underlying issues and factors. Hence, the scope should continue to be expanded through highlighting the crisis, results and implications. Some more illustrative cases, therefore, will suffice:

1. Deforestation in Madagascar

According to Harrison (1993:74-77), the country initially had a forest cover of 11.2million hectares. By 1950, it had only 7.6million hectares.

Today, it is only 3.8 milliion hectares that remain. Yearly, 111,000 hectares are cleared. Madagascar's entire rainforests have varnished in 35years. Ronomafana forest in the country was 60 kilometres wide. This was reduced , according to him, to mere strip of 7 to 15 kilometres across.

2. Deforestation the Global Outlook

Between 1975 and 1990, Nwosu and Uffoh (2005:143) claim, about 2 million square kilometers,...17% of global forested area was degraded. Of this, 12.2 million square kilometers was badly degraded. Europe had the greatest share of 23%; Africa followed with 22%; Asia, 20%, and South America, 14%.

The above two scenarios concern an assault on a major and sensitive aspect of the environment. The destruction of forests portends enormous negative implications for mankind. The ecosystem is immediately and drastically altered with its dangerous impact on

food, medicine, raw materials, and drinks, among others. Such consequence has global reach and implications, and not just to people within the place of the forest location.

3. Aftermath of Hurricane Sandy

In the last quarter of 2012, Hurricane Sandy hit the United States with devastating effects. With influence even on the November 6, 2012 Presidential and congressional elections, its effects were across the Caribbean, Mid-Atlantic and North-Eastern parts of USA.

At the last count, Hurricane Sandy left a trail of woes and tribulation. Details of the devastation are captured below:

- Estimated cost of damages/destruction stood at, at least, \$20 billion.
- Flooding of subway lines and tunnels.
- Numerous buildings devastated (some through fire outbreaks).
- Submerging of bridges.
- Damage to vehicles.
- Power outages.

4. The BP Guilt of Mexico Oil Leak

This devastation now rated in the words of the President of the United States, Barak Obama, “The worst environmental disaster in American history”, also remains the costliest environmental crisis in the world, as the data provided by Newsweek (2013:28) would show. The oil leakage lasted for 87 days, ending on July, 15 2010. Apart from the colossal financial repercussions, the leakage resulted in a number of other damages.

As Hertsgaard (2013:29) puts it, attempts to contain its effects by cleaning the oil resulted in health a serious crisis of untold proportion as the chemical used led to numerous health hazards. The: combination of Corexit and crude oil also caused terrible damage to gulf wide life and ecosystems, including an unprecedented number of seafood mutations; declines of up to 80% in seafood catch; and massive die-offs of the microscopic life-forms at the base of the marine food chain.

The quantity of the leakage and the whooping cost of litigations resulting from it would assist in giving a clear picture of the disaster-as reflected below:

- The explosion which caused the leak killed 11 workers and injured 17.
- Spilled at least 210 million gallons of crude oil into the Gulf of Mexico.
- BP to spend \$7.8 billion on settling cases and plaintiff of the leak.
- BP to pay the largest court fine in U.S history: 4. \$4.5 billion.
- BP to pay Louisiana, Alabama, Mississippi and Florida \$34 billion.
- Another payment of \$4,300 per barrel, totaling \$17.5 billion, yet the cases involved are still ongoing.

5. The Giant Killer: Climatic Change

Just recently, lending his voice to concern over global warming the president of the World Bank, Jin Yong Kim, described it as a "...fundamental threat...to global economic development". To him, it threatens the planet and the poorest people. He goes on to add that "If we do not act to curb climate change immediately, we will leave our children and grand-children an unrecognisable planet". Incidentally and unfortunately "It is the poor, those least responsible for climate change and least able to afford adaption, who would suffer most", he laments.

Climate change is the ugly consequence of man's unbridled and uncontrolled mismanagement of the earth and its resources. Investigations has shown steady rise in atmospheric temperature over the years, and more pronounced now than in the past. According to Mader (1998:474), atmospheric carbon dioxide jumped from 280 in 1850 to 350 in 1998, due to industrialisation and other related activities. Man's quest for socio-economic improvement directly and indirectly results in this. The activities involved and general mismanagement of the earth's resources cannot but lead to the untold results. Burning of fossil fuel in various ways, especially through industrialisation and deforestation are the major sources of this calamity. Those actions and their negative effects are graphically presented below, adapted from Mader's (1998:474) insightful work on the area:

Kind of Gas	Causes
Carbon dioxide	Fossil fuel and wood burning
Nitrous oxide	Fertilizer and animal wastes
Methane	Biogas and rice paddies
Chlorofluorocarbon	Freon, a refrigerant
Halos	Fire extinguishers
Ozone	Photochemical smog in troposphere

The results of the emission of these gasses into the atmosphere are acid rain and ultra violet radiation, which are harmful to human beings, the ecosystem, and as well leads to the depletion of the ozone layer, the so called green house gases and their negative effects.

Indeed, to say the least, man is not fair and just to the earth and of course to himself. The level of the mismanagement and negative activities and their dangerous implications attest to this assertion. Empiricisms from Mader (1998:474) show unabated increase in the level of concentration of green house gases. This is the aftermath of man's poor sewage treatment, acidic water from mines, industrial wastes, nuclear reactors, oil pollution/spillage, fertilizer runoffs, and poor disposal of used tires, plastic bottles, cans, sachets, among others. According to Mader (1998:474), these add to industrial gas emission and deforestation and culminate in climate change, in addition to the following:

- Warming oceans.
- Temperature rising.
- Glaciers melting.
- Water expansion.
- Sea level rising.
- Water evaporation increasing.
- More rain along the coasts.
- Dryer conditions inland.
- Droughts resulting.
- Reduced agricultural yields.
- Trees dying.
- More floods.
- Coastal town disappearing.
- Soil erosion increasing.

3.2 Crave for a Sustainable Earth: Ways Forward

With the dangers facing the environment succinctly elucidated, it is clearer than ever the escalating tendency for man to personally truncate his own existence on the globe, unless something is done urgently. Certainly, any development effort which negates the future of posterity is out of it. Therefore, quest for development must embody measures and blueprints which take care of resultant defective outcomes that is sustainable development.

Nwosu and Uffoh (2005:50) quote the World Commission on Environment and Development (WCED) as describing

sustainable development as "...the development strategy that meets the needs of the present without compromising the ability of future generations to meet their own needs". Any activity that would jeopardise the environment and the ecosystem should not be carried out in man's and posterity's interests. This is the position of Solomon, Linda and Diana (2003:47), as they remind us that we depend on the environment for "...pure (clean) water, clean air, food, fibre, medicines and many other necessities of life".

The biosphere (part of the planet where living things inhabit - the lithosphere, hydrosphere and atmosphere), must be protected. In their words, we must "...prevent or at least minimise the possible degradative effects to all living things (as the) extinction of nonhuman species (from the earth) is on the increase". In fact it has reached a level it is called biodiversity crises. Finding solution to them is, therefore, a matter of imperative and urgency. Accordingly, the following 15-point prescriptions are recommended:

1. Invigorated mobilisation of the public

Increased enlightenment, education and mobilisation of the masses-targeted at total and wholistic onslaught on the causes of environmental degradation. For effective results, all measures must be in place and all hands on deck. There should be multi-media approach: utilising both traditional and modern media for comprehensive education of the public on causes of environmental degradation, proper disposal of wastes and how to preserve the environment.

2. Involvement of experts and professionals

Experts and professionals in the fields of public relations and environmental public relations should be used. As professional practitioners, they will apply the right and suitable principles, practices, methodologies, strategies, tactics and techniques to rouse the awakening, awareness and consciousness of everyone to better understand the environment, in addition to their massive participation in environmental protection programmes and projects.

3. Strengthening all necessary legislations

Putting in place all essential and required legislations and strengthening existing ones, as well as ensuring their effective enforcement.

4. Institutionalisation of all needed frameworks

Necessary frameworks and policies should be institutionalised for proper and smooth operational engagements in environmental protection, conservation and preservation.

5. Effective application of environmental and other related agencies.

Environmental protection emergency and other related agencies should be properly funded, equipped and mobilised for their active service in view of the challenges before them, at all levels, for instance FEPA, FEMA, among others.

6. Improved capacity for the Nigerian Meteorological Agency (NIMET)

This organ charged with the responsibility of providing meteorological services for the country should be improved, capacity-wise and technologically in line with the demands of its tasks in an expanse country like Nigeria

7. Collaborative engagements with others.

Environmental protection agencies can be more robust and effective if they enhance their cooperation with similar and related organisations through partnership; association and collaboration, Example of such bodies include Manufacturers Association of Nigeria (MAN), National Association of Chambers of Commerce, Industries, Mines and Agriculture (NACCIMA), among many others.

8. Drastic measures on flood areas

Serious measures should be taken to dredge our water ways, especially flood-prone areas, to enhance smooth and increased water passage just as residents of flood-prone areas should be evacuated and relocated.

9. Entrenchment of Environmental Impact Assessments (EIA)

Henceforth, the execution of every major project, whether by government or private organisations, should be preceded by environmental review through Environmental Impact Assessment (EIA). This would aim at protecting the immediate and outer communities from resultant environmental degradation in the short and long runs.

10. Multi-national corporations should leave up to their social responsibilities

More involvement and commitment of multinational corporations should be sought and insisted on. These should be obtained through well planned, deliberate and sustained policies, programmes and legislations, since their industrial activities are the major causes of gas emission. They must, therefore, be part of the solutions, through their contributions.

11. Evolvement of more effective population policies

At national and international levels, more effective and pragmatic population policies should be evolved for more judicious and positive management of global population. This is a necessity in order to avert the looming catastrophe and cataclysm inevitably awaiting mankind unless the current rate of global population growth is checked. Now at over 7 billion, it is projected to hit 9.1 billion by 2050, according to The Guardian (2013:48-49). The negative consequences are numerous: food scarcity, water crisis, unemployment, to mention just a few of them.

12. Closer affinity with UN agencies

More attention should be paid to UN and UNEP pronouncements, policies and programmes on the environment, to ensure that Nigeria takes advantage of their existing services in view of the country's low capacity in managing major environmental crises, for example the 2012 flood disasters.

13. Global environmental issues should not be politicized

The hitherto prevalent East/West divide, which tended to polarize the international community over issues of critical importance, including global environmental matters should be jettisoned. For instance, there existed stalemate between the United States of America and China over responsibility and actions on the green house gas emission controversy.

This should be resolved and discarded, and followed by strong political will to synergistically tackle the problem once and for all.

14. Major industrialised nations should accept responsibility

Industrialised countries are the major sources of the gases which cause ultra violet radiation, acid rain, green house effects and subsequently climate change. There is no doubt about this, accordingly they should accept responsibility for this and equally spearhead the attempts aimed at finding lasting solutions to them. The United Nations should intervene, hold them accountable and ensure that henceforth, environmental matters are not made issues of international politics.

15. The plight of developing countries should be assuaged

Measures must be taken to specially address the peculiar environmental needs of less developed nations. Though they contribute very marginally to the global environmental crisis, they heavily bear the brunt. Yet, if left on their own, they have little or no capacity, whatsoever, to tackle the endemic crisis. Assisting them in this direction must be seen as a necessity.

SELF-ASSESSMENT EXERCISE

- i. Showcase deforestation and oil spillage as source of environmental crises.
- ii. Discuss two (one local and the other foreign) water-induced environmental crises and their effects.
- iii. Suggest solutions to global environmental problems.

4.0 CONCLUSION

Environmental crises are already past of man. Therefore, tenable is finding solutions to them and containing them through effective management.

This is realisable by putting permanent structures and relevant institutions on ground to ensure they are nipped in the bud, should they arise.

A number of past and recent environment disasters have been examined.

The exploration is with a view to exposing their implications. It is further intended to act as means of education to student who must be in the vanguard of finding enduring solutions to environmental problems and crises.

Equally, it is instructive to reiterate the importance of public education, enlightenment, sensitisation and mobilisation for the purpose of public understanding, appreciation and participation in environmental issues and activities.

5.0 SUMMARY

Suffice it to aver that finding effective solutions to environmental crises in emerging nations like Nigeria depends, much, on massive public involvement. In turn, such massive participation is contingent on public mobilisation. This is necessary in view of the low level of public knowledge and appreciation of environmental matters and problems or even their causes in emerging societies like ours.

This spells out the magnitude of responsibility and obligation on the shoulders of practitioners and professionals in the new field of environmental public relations. It is onus on them to widen the scope of knowledge of the discipline, its meaning, roles, functions and indispensability in saving the drowning earth. To practitioners and students, this is both moral and ethical responsibilities. We cannot afford to shirk it. The earth must be saved and we have major roles to play in attaining it. And this unit, module and indeed the entire course material, have done a lot in making it a point.

6.0 TUTOR- MARKED ASSIGNMENT

1. X-ray three major causes/sources of environmental degradation, including explanations of their instance and results.
2. Climate change is every time presented as a key source of endemic environmental crisis. Justify this statement.
3. Give and explain five ways out of global environmental crises.
4. Show why global environmental crises require collective solution if it must be enduring.

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UNIT 3 ETHICAL CONSIDERATIONS IN ENVIRONMENTAL PUBLIC RELATIONS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Understanding Ethical Conducts
 - 3.2 Functions and Benefits of Corporate Ethical Responsibility
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Every field, discipline and profession requires regulation and control. These are imperative in order to ensure that the operators and practitioners perform their duties in conformity with the laws of the land, rules guiding the field; has respect for the truth, rule of law, decency, orderliness and decorum, and more so have regard for the rights of others. To guarantee these, often the government makes laws to ensure everyone conforms.

On the other hand, sometimes members of a profession or a professional body voluntarily makes rules and regulations, dos and don'ts, code of conduct or ethics for every member or practitioner in the field. Note that members are expected to voluntarily adhere to these codes of conduct, without being forced. Virtually every profession has it. It is a necessity for the prevalence of sanity and civilised practice in such a field or profession, Okpara (2011: 285)

The field of public relations and environmental public relations is not left out in this respect. Such a measure exists for its practitioners and members to respect laws of the land provide impeccable services to members of the public, respect the rights of others and above all ensure that while questing for profit, practitioners do not compromise standards, excellence and quality service to customers, consumers and clients. It is a voluntary regulation.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- define and give illustrative examples of ethics
- justify the necessity for ethical regulation in professional organisations.
- explain the contents of some existing codes of conducts in public relations and environmental public relations.

3.0 MAIN CONTENT

3.1 Understanding Ethical Conduct

Ethics are principles or standards set by oneself or professional organisation as benchmark governing attitudes, behaviours and actions while practicing in a specific field. It is a matter of conscience; hence, it also depends on the personal disposition of an individual.

As well, ethics has to do with customs, culture and traditional, as Center and Jackson (2003:363) rightly note, citing the issue of gifts, favors and gratifications. These are norms in some places, but abhorred in some others. In the later case it is regarded as bribes and payoffs and capable of jeopardising efficient and high quality service delivery, hence unethical. Although one may not be prosecuted on account of ethical issues, yet one is left to be judge by his/her conscience. This could be more disturbing to some people; hence it compels them to do what is right, not just for personal and individual interest, but also for public and organisational or corporate interest.

It is a set of core values, which interestingly if adhered to, turns to be in the interest of the corporate body. When ethics is combined with or results in high quality products, excellent service delivery, probity, among others, the result is credibility, positive image and respect for the corporate organisation.

These in turn translate to public patronage of corporate goods and services. Other consequences include profitability and high productivity.

With these accruing gains the organisation is better placed to do more for, not just for its clients, customers, consumers and shareholders, but also its various publics (internal and external) and stakeholders, as well as the community of its location.

Organisational gains and profits would be so much that they would, undoubtedly spill over to the public, by ways of Corporate Social Responsibility (CSR), donations, philanthropy, and more quality products that would enhance public welfare and wellbeing, as shown in the illustration below:

Ethical standard		High quality products	Credibility
Massive patronage		Public interest	
Excellent services	Reputation	High productivity	Public welfare
Discipline	Goodwill	Profitability	Public wellbeing
Transparency	Trust	Business growth	Job opportunities
Accountability	Respect	More investments	Corporate
Social	Responsibility		

Fig. 3.1: Impact Process Model of Corporate Ethical Conduct

Therefore, it is even in the interest of corporate entities to be ethically responsible. Adhering to ethical values variously pay off, including positioning the organisation to serve the public better, in addition to sensitivity to public needs through Corporate Social Responsibility (CSR), conversely reciprocated through more patronage, awards, commendations and high regard from the public, organisations and governments.

3.2 Functions and Benefits of Corporate Ethical (Responsibility)

Numerous gains and benefits accrue from organisational adherence to ethical codes of conduct. As the management and staff exhibit ethics in their attitude, behaviors, utterances and actions, the direct positive consequence go the management, staff/employees and the other publics, stakeholders and general public. These gains and how they benefit organisation are highlighted below. Such corporate bodies could be profit-oriented, charitable or both. Ethical conduct is, therefore, a critical element of running any establishment, field, discipline and profession, including environmental public relations, as partly adduced by Skimmer, von Essen and Mersham (2001:13).

1. Leads to strict adherence to laws governing the discipline.
2. Inspires good conduct, behaviour and attitude in the performance of a business.
3. It is a route to professionalism.
4. Assists quick attainment of organisational objectives.
5. Elicits trust, goodwill and commendation to organisation.

6. Portrays a corporate body as responsible, reasonable, rational and sensitive.
7. Serves public interest by enabling organisations to respond to the needs and aspirations of the public and their publics.
8. Provides voice and viewpoints for public enlightenment, education and opinion.
9. Encourages professional training, development, research and education.
10. Creates room for fulfilling corporate obligations to various public and stakeholders.
11. Enables practicing members to acquire knowledge, expertise, skill and experience.
12. Helps the organisation to easily meet any legislative, legal and other requirements of its area operations.

SELF-ASSESSMENT EXERCISE

- i. Explain ethics as necessary ingredient of corporate governance.
- ii. Why must any organisations adhere to ethical standards?
- iii. Show how ethics is beneficial to employees, customers and stakeholders.

4.0 CONCLUSION

Ethics is speedily gaining global popularity and wide acceptance. This stems from its multiplicity of its gains. Perhaps, too, the corporate world has realised how disadvantageous any members could be if it rejects these principles and values.

A number of factors make it imperative for every corporate entity to join the queue. Among them are competition and globalisation. Those who flaunt ethical conducts do not only face isolation, but also loss productivity, profitability and public trust. It is, therefore, a moving train no one can afford to miss or else one is out of contention in the business world.

5.0 SUMMARY

Having come to this stay, there is still need to nurture, consolidate and protect ethics in corporate governance. To achieve this, apart from organisational managements, practitioners have vital roles to play, in view of the novelty of the practice.

This the practitioners can do through various ways, including, putting it into practice in their daily engagements; spreading the “gospel” to

other staff and members of the public, since it is everyone's business. In the same vein, practitioners should embark on training and retraining by participating in conferences, seminars, workshops, symposia and the like, in order to improve on their operational capacities and competence. This enables organisations to widen the gains of practicing the tenets, including averting the undue interference, control and regulation of government and other agencies.

6.0 TUTOR-MARKED ASSIGNMENT

1. Define and explain code of ethics in relations to the practice of environmental public relations.
2. Of what importance is ethical practice in averting environmental designation while exploring and exploiting oil by an oil company?
3. What are the benefits of an organisation practising code of ethics to its workers, shareholders, community and customers?
4. To what level do Nigerian corporate organisations put into practice the tenets of codes of conduct?

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UNIT 4 CASE STUDIES ON ENVIRONMENTAL PUBLIC RELATIONS (EPR)

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Exxon Oil Spillage in Alaska, USA
 - 3.2 Union Carbide Chemical Leak in Bhopal, India
 - 3.3 Deaths from Johnson & Johnson's Poisoned Tylenol
 - 3.4 Nigeria's 2012 Flood Disaster
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- 5.0 Summary
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1.0 INTRODUCTION

The destructive and devastating effects of environmental degradation agents such as floods, pollution, oil spillage, erosion, desertification and deforestation are real, not imagination. Therefore, to drive this home, some cases are here used as illustrations to reiterate their nature, effects and implications.

Besides, inclusive are some other public relations studies which as well underscore the reality of such crises and their damaging influences. These are pertinent as they provide to students the diversities, dynamics and ramifications of such incidents to individuals and corporate organisations. This makes the learning process practical, thus enhancing easy assimilation of the lesson.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain various kinds and cases of environmental crises
- discuss how to face and tackle environmental and other cases and crises
- describe their diversity and dynamics as well as the factors influencing them.

3.0 MAIN CONTENT

3.1 Exxon Oil Spillage in Alaska, USA

Prince William Sound is in Alaska in the United States of America. On March 24, 1989, Exxon had its oil spilled in Port of Valdez in the area.

Exxon's oil ship hit Bligh Reef in Prime William Sound, spilling 11 million gallons of crude oil into the sea. The oil giant was then faced with clearing the 1,300 miles of shoreline, representing 15% of the area's 9,000 miles shoreline. The clearing process lasted till 1992 (Center and Jackson, 2003:339).

Although the United States Coast Guard and the Alaska State Government confirmed job well done after the clean up exercise in 1992, it was then that the Exxon's problem began, observe Centre and Jackson

(2003:339). First, it was the 34th largest oil spillage and the most remembered incident, the authors observe. Environmentalists saw its damage as colossal. It led to the death of many aquatic animals including birds, otters, among others. Affected most were the oil company's corporate image and reputation as the crisis was seen as badly managed.

Other areas like tourism and Exxon's profits have bounced back after the cleanup as Center and Jackson (2002 339) note, except these two crucial assets: image and reputation.

Somewhat vigorously tackle the public perception of not doing enough in the course of the crisis; Exxon unfortunately, concerned itself with the cleanup efforts. To its various publics, the organisation was unnecessarily rigid. The established information centre and the headquarters were not forthcoming with information, kinds of scenario, you see in Nigeria Nwosu and Uffor (2005: 266).

In addition, the public never believed that Alaska would recover from the environmental disaster. All these were besides visual images of animals in distress, therefore, adding to the emotion of the people and hence, highlighted "negative perception of the company", (Center and Jackson, 2003:341). These brought Exxon's credibility and reputation to the lowest ebb. Its later full page apology could not do much in minimising the image damage.

Exxon' media damage control could not stop its portrayal as "money minded and inhuman". It waited for the media to show that its information was accurate, consistent and complete; when it should do so by itself. Its sympathy regret and sincerity did not come on time, hence its loss of reputation; note Centre and Jackson (2003: 343).

Another cause of the image damage was Exxon's inability to consult all relevant stakeholders: governments, environmentalists, media, community and employees. Their support was crucial, they say. The cleanup plan, information, coordination and strategies lacked transparency and effective handling. These gave the media the chance to focus on the damage on aquatic animals and not on the recovery efforts, thereby inflicting more incalculable damages to Exxon, observe Centre and Jackson (2003:343).

A lesson is there for Exxon and other corporate bodies to learn: do not give anything to chance; make adequate planning. Always anticipate even the worst. Do not ignore any situation. Be forward thinking. Be proactive, open and transparent, as Centre and Jackson advice (2003:343).

3.2 Union Carbide Chemical Leak in Bhopal, India

Union carbide India Ltd is a subsidiary of Union Carbide Corporation based in Connecticut, USA, where it was the 37th biggest industrial organisation, according to Centre and Jackson (2003:332). It began operation in India in 1997.

On December 2, 1984, a poisonous gas leaked that at the end turned to become "the worst industrial disaster ever". At the last count, it claimed between 1,700 and 4,000 lives, mainly children and the elderly, whose lungs could not withstand the poisonous gas. Indeed, it was a nightmare of immense proportion, to quote Center and Jackson (2003:332).

Although the accident was finally blamed on sabotage, other organisational and managerial factors were at play. These included: a cooling unit was shut down; a flare tower was not functional; a scrubber was out of service, and there was an insufficient warning system. These could be summed up in two words: criminal negligence. These culminated in the worst and unprecedented environment public relations crisis ever.

UCC had problem handling the crisis, in the words of Center and Jackson (2003:325). This was caused by the following: geographical

and cultural differences; presence of only two telephone lines in a city of 750,000 people; difficulty in getting reliable information; non-education of the community; slow flow of information of the crisis to the parent company, and lack of knowledge of communication and crisis management by the UCCIL plant manager, the authors maintain.

As a rational, legitimate and responsive organisation, UCC accepted responsibility for the tragedy. It promised more meticulous maintenance, getting to the root of the crisis and pacifying the injured and families of the diseased. At the end, \$6 million were spent on assisting the victims and another \$470 million paid in 1989 as legal charges.

In his self-assessment of the crisis, the communication director of UCC, Bob Berzok, blamed it on absence of openness and candidness in messages packaging; not falling back on existing communication programmes in absence of an elaborate one; non-recognition of relevant stakeholders, and expecting to handle any crisis like the one before, Centre and Jackson (2003:337).

This crisis can be blamed on managerial ineptitude, negligence and absence of planned and strategic measures for crisis management, especially at such level. The environmental public relations implications were enormous. Yet, it was compounded by absence of, at that local level, any formidable mechanism for tackling them. This hampered rescue operations.

3.3 Deaths from Johnson & Johnson's Poisoned Tylenol

Tylenol capsules are manufactured by Johnson & Johnson, an industrial giant in the United States of America. Tainting the drug with cyanide caused the death of some consumers in 1982. Johnson & Johnson quickly recalled the product from consumers and marketers, at a whopping cost of \$50 million. Reappearing, the product had tamper-resistant containers. This was followed by a well planned and formidable public communication and public relations strategies. The drug bounced. The company regained its credibility, public trust and esteem. This case is regarded as a classical instance of effective corporate crisis management. Johnson & Johnson literarily "turned adversity into gain", as Center and Jackson (2003:185) put it.

A number of factors- according to Center and Jackson (2003:186-187), were responsible for this feat:

It was a gain from its long history of qualitative products.
 It had pride in public visibility, reputation and integrity.
 It was a result of many years of practicing social responsibility, high ethical standards and customer care to a level of legacy.
 The organisation has a creed which spelled out its standards.
 It took cognisance of all relevant stakeholders and it paid off.
 It recognised public interest and ensured harmonious media relations and free flow of information to the public. The corporate affairs manager was a member of the managements, and took part in decision making and execution.

Opportunity was available for feedback as the organisation had high regard for public contributions to its policies and programmes. During the crisis, it was assisted in this particular area by the Food and Drug Administration.

Here we clearly see the relevance of corporate responsibility. The enormity of the crisis notwithstanding, Johnson and Johnson still retained its credibility, good image and reputation, Center and Jackson (2003:190)

note. It had high regard for the public by ensuring positive public relationship. This resulted in goodwill and profitability. About same time, Johnson & Johnson received many and various awards from reputable organisations, indicating tacit acknowledgment of its positive impactful and social responsibility oriented corporate governance.

3.4 Nigeria's 2012 Flood Disaster

Between July and November 2012, Nigeria witnessed a record destructive flood it had never experienced in its history. The chilling effects of the flood, which its disastrous influence and scares are still with the people, know no bounds and cut across over two-thirds of the states of the Federation and the Federal Capital Territory. The tale of woes which trial the flood is the same across Kaduna, Taraba, Jigawa, Benue, Edo, Imo, Kogi, Adamawa, Plateau, Kwara, Anambra, Delta, Ebonyi, Lagos, Akwa Ibom, Cross River, Rivers and Bayelsa states, as *TELL* (2012:60) and *TELL*(2012:42).

The calamity came simultaneously from two sources: weeks of torrential rainfall and the bursting of a dam on the Benue River located in Cameroon. These factors unleashed its devastating effects on Nigeria, claiming hundreds of lives and property worth billions of naira. Buildings were submerged, bridges, culverts and roads were washed away across these regions, *TELL* (2012:42).

The floods' other havocs included loss of farm products, especially rice, millet, maize and sorghum. That was in addition to disease and epidemics, which hit refugees across the country in various squalors and poor sanitary camps they were helplessly sheltered.

For one, the crisis ignominiously exposed Nigeria's unpreparedness for emergencies. Clearly, all the emergency agencies were caught napping, including FEMA, FEPA, in addition to state levels. Though all these bodies existed, besides the Red Cross, the suffering of the victims was not adequately and promptly addressed. Rather, these agencies, among other groups and individuals were to ingloriously benefit corruptly from the billions of naira the Federal Government, philanthropists and donors dished out for the care of the victims.

Complaints of non-receipt of the donations rage across the states. Therefore, as they groan on their devastating experiences, no contingency plans were on to forestall future occurrences. Still, metrological agencies predict more destructive floods, unless attitudes and behaviors which orchestrate disastrous floods abate. Among them are non-channeling of water through drainages, indiscriminate dumping of refuse and poor handling of oil exploration and exploitation, which experts say could later result in earthquakes. With the absence of meaningful emergency arrangements and the aftermaths of global warming and climate change ravaging the globe, Nigeria should only wait and expect one thing: the worst.

Before the crisis, the Nigerian Metrological Agency did warn of the impending doom. Yet, no serious measures were taken in preparation for it. Even during and after the calamity, apart from usual media reports of events, nothing showed there was any concerted communication, public relations or any other strategies for counseling, assuaging and pacifying the victims. There were only few cases of the Federal and states authorities' media or show stunt/biz of touring affected areas, talking to victims and promising reliefs. That is on crisis management- Nigerian style.

No formal planning, no organised media briefing during and after the disaster of what happened, how to prevent it in future, relief arrangements, medication or those hit by epidemics, how the Federal and donor reliefs would be disbursed, Federal/States relationship in tackling the crisis, among others, In fact, it was best at a study on how not to handle a crisis, as it ignored all known principles and guidelines on crisis management, Kankarofi and Onuorah (2011: 241).

Most glaring was the absence of organised communication and public relations measures for addressing the crisis. Ironically too, no groups or individuals openly demanded for it. Such demands and insistence for it would have at least indicated we appreciated and understood the uses and efficacies. It is a stark indictment of our current operational level as far as using communication or public relations and their effective management in crisis situations is concerned. Yet, we have public relations “experts” at Federal and state levels, who should know the critical roles of communication and public relations under such circumstances. On the other hand, since no body demanded of it, why should they care for it? Their focus was at how to appropriate the billions of naira donated to the victims, which in most cases hardly reach the right people, but end in committee members’ pockets.

4.0 CONCLUSION

Of these four cases, three are specifically environmental, while the other one is pure public relations/health/social crisis. To solve the Exxon Oil Spillage, Union Carbide Chemical leak and the Johnson & Johnson Tylenol poisoning crises, extensive dosages of communication and public relations was utilised. The right of the public to know and be informed was respected and complied with. They were the means of ascertaining the people’s anxieties, fears, problems and aspirations so as to effectively address them. Such measures provided the opportunity for eliciting feedbacks, reactions and responses.

Of these cases, one had the reputation of attaining effectiveness, optimum results and professionalism. That was the case of Johnson & Johnson case. Ahead of the crisis, there were sufficient mechanisms and measures. For this, at the end, the company came out of the crisis stronger and stouter. Its profit increased and its credibility and corporate image got boosted, just because proper planning was done, cognisance of the public was taken and programmes of action, including communication and public relations, was effectively and professionally implemented.

That was in sharp contrast with the handling of the Nigerian food crisis. There was no prior arrangement, the public or the victims were not focused on, and no efforts made to assure them of preventive measures against future occurrence. And strangely, the public did not protest or agitate against the shoddy and shabby affairs. At the end, even the donations meant to cushion the harsh effects of the crisis do not get to the right people. Communities of cronies and

relations of top government officials misappropriated the funds to the detriment of the victims, some of who lost all their life acquisitions. Indeed, there were no formal or informal planned, deliberate and sustainable public relations measures for tackling the crisis. The implication is clearly seen in the aftermath of whatever was done in the direction of handling the crisis. Perhaps, it is because over here case is not given to corporate image, reputation and credibility.

5.0 SUMMARY

A lot of lessons can be learned from these real life cases. There must be pre-planned, deliberate and enduring measures properly put in place and effectively executed for the solution to be sustained. People must be the focus of environmental public relations: their views, opinions and feedbacks. Besides, the corporate image and credibility of those concerned must be cared for.

SELF-ASSESSMENT EXERCISE

- i. X-ray the place of properly planned communication in handling crisis situations. Compare the handling and situations on ground in the Union Carbide Chemical leak and the Johnson & Johnson crisis.
- ii. Discuss the environmental public relations measures in the Nigerian flood crisis and show if they were effective.

6.0 TUTOR-MARKED ASSIGNMENT

1. Critically examine the communication and public relations inputs into managing the Exxon oil spill, showing their effectiveness and contributions to the resolution of the crisis.
2. Assess the inadequacies which led to the loss of many lives in the Union Carbide Chemical leak, especially the importance of communication as an element.
3. Show in details those professional and public relations strategies which reversed the negative effects of Tylenol crisis to the advantage for Johnson & Johnson and how.
4. Indicate and discuss those things that should have been done, but left undone in handling Nigeria's flood disaster.
5. Compare the tackling of the Tylenol and the Nigerian flood crises.

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UNIT 5 LAWS AND LEGISLATIONS ON ENVIRONMENTAL PROTECTION AND SUSTAINABILITY

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1.0 INTRODUCTION

Environmental protection is a global concern. It is an issue that directly and indirectly affects even the unborn child. It is a serious matter as it unchecked, poses severe danger to man's survival on earth. Indeed, even earlier doubting 'Thomases' have conceded, today, that the earth is in a danger; it is caused by man's activity, which has led to global warming. Ironically, these cynics are the major industrialised countries known to be generating most of the substances that cause global warming and depletion of the ozone layers.

To frontally face this threat, the United Nations, in 1972, established the United Nations Environmental Programme. It is charged with the responsibility coordinating, controlling and regulating environmental programmes and projects in the world. It has its headquarters in Nairobi, Kenya.

In cooperation and collaboration with regional and national bodies and agencies, it oversees activities relating to environment conservation and preservation. In addition to regulatory measures and mechanisms,

regions, countries enact laws and legislations which ensure environmental protection. This goes down the line; for instance, in Nigeria, state and local government, respectively, have roles to play in ensuring the protection of the environment. It is a tacit unanimity that the issue of the environment is everyone's concern. We have provided some highlights of some of these polices and legislations. Their details are in the accompanying appendixes.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the justification for enacting laws for protecting the environment
- discuss the extent of involvement of various levels of governments, agencies and organisations in environmental matters
- explain the embodiments and contents of some of these laws.

3.0 MAIN CONTENT

3.1 National Policy on Environment

The policy states Nigeria's commitment to sustainable development anchored on proper management of the environment. To attain the goal, it promises planning in order to balance "needs against the carrying capacity of the environment," Nwosu and Uffoh (2005:272).

Strategies and management measures must be place to ensure the following:

- Major economic decisions cover environmental issues
- Development projects cover costs of environmental remediation
- Natural resources are economically managed.
- Development projects fellow compulsory environmental impact assessment
- Environmental monitoring and auditing is a continuous exercise.

The policy is tied to sustainable development principle and is main full the inter-relationships among sector and subsectors which all must function optimal for the goals to be released. The goals' include:

1. quality environment goal enough for good health and well being.
2. environment should be managed to benefit today and future's generations.
3. ensure quality ecosystem, ecology, biosphere and biological diversity.

4. enlighten and promote public awareness for participating on environmental issues
5. forge relationship with other countries, bodies and agencies on environmental issues.

The document contains five major policy initiatives, in addition to strategies for their implementation, FEPA (1999). It is a blue print for pursuing and escapism environmental, protection and preservation for the countries, in line with LINEP stipulations.

3.2 Establishment of Federal Environmental Protection Agency (FEPA) Decree No. 58 of 1988

The Federal Environmental Protection Agency came into effect on December 30, 1988. Its members include a chairman, four scientists a member each from nine key ministries and a director. Among others, the functions of FEPA are as set out below:

- a. Advise the government on national environmental policies and priorities and other areas effecting the environment.
- b. Prepare plans for enchanting science and technology in the area, in addition to the financial requirement.
- c. Ensure cooperation with other bodies and agencies in other countries.
- d. Engage in other activities pertinent to the realising of the intents of the agency as contained in the decree. The agency is under the ministry of environment; among others

It is to ensure environmental standards in the following areas:

- Water quality
- Fish and wildlife
- Air quality
- Ozone protection
- Noise control
- Influent limitation
- Disposal of hazardous materials.

3.3 National Environmental Protection/Management of Solid and Hazardous Waste Regulation (1991)

The commencement date of this law was December 30, 1991. Its goals, among others, were to:

- identify solid, toxic and hazardous waste inimical to people and the environment-provide surveillance and monitoring
- give guidelines for the institution of the requirements for documenting hazardous waste and their disposal
- provide suitable means of disposing such wastes
- find ways of recycling and reuse of the waste.

The decree spells out the relationship between the agency and industries on waste management; and as well, it classifies dangerous wastes (hazardous and radioactive), how to identify them, handle/dispose them, among others (Nwosu and Uffoh, 2005:300).

3.4 (Cap. 131 LFN) Federal Environmental Protection Agency Act (CAP. 131 LFN) on Industrial Pollution

This addendum to the operational instruments of the agency is called National Environmental Protection (Pollution Attemment in Industries and Facilities Generating Wastes) Regulation 1991- with effect from August, 1991. It concerns the *dos* and *donts* on the part of industries/factories and the subsequent statutory roles of FEPA to, dutifully, ensure the proper disposal of such wastes:

1. Industries should not release hazardous or toxic wastes into the air, water and lands, but in the approved by the agency.
2. Every industry should have means of monitoring and controlling pollution.
3. Discharged wastes: solid, gas or liquid should be reported to FEPA.
4. Such discharge should be reported with 24 hours.
5. Industries should submit to FEPA used, stored and sources of chemical.
6. State and zonal offices of FEPA are designated pollution response centres.
7. These should exist in every industry contingency plans for accidental discharge of chemicals.
8. Measures and equipment must be on ground in the event of emergencies.
9. The nearest office of FEPA is to monitor and manage such emergencies.

10. Unless permitted, no one can store or transport harmful toxic wastes in Nigeria.

3.5 Federal Environmental Protection Agency Act (CAP. 131 LFN) on Effluent Limitation

Called the National Environmental Protection (Effluent Limitation) Regulations; this came into effect on August 15, 1991. Its outlined mandates include the following:

1. All industries should install anti-pollution equipment for detoxification of effluent and chemical discharges in such industries.
2. There must compliance with stipulated waste water parameters in every industry.
3. Discharged effluent should be treated and FEPA informed, among others (Nwosu and Uffoh, 2005:315).

3.6 An Excerpt from Decree No. 86 of 1992

This portion deals with the general principles of Environmental Impact Assessment (EIA). According to Nwosu and Uffoh (2005:317), the objectives of EIA are as follows:

- a. Before engaging in any programme that will likely affect the environment, anyone, organisation of government must first undertake EIA.
- b. Any executed programme by anyone, body or government must be in conformity with the tenets of this exercise and realisation of its goals.
- c. These should exchange of information, notification and consultation among people and organisation an embarked project or programme is to have environmental effects on boundaries of states, towns, communities and villages.

3.7 Other Existing Relevant laws

Some other prevailing laws and regulations on environmental protection and management include the following:

- a. The Mineral Act of 1946
- b. The Mineral Oil (Safety Regulation of 1967).
- c. The Oil in Navigable Waters Acts, No 34 of 1968
- d. Petroleum Regulations Decree of 1967.
- e. Petroleum Decree (Act) of 1969.
- f. Petroleum (Drilling and Production) Regulations of 1969.

- g. Petroleum (Drilling and Production) Amendment Regulation of 1973.
- h. Petroleum Refining Regulations of 1974.

SELF-ASSESSMENT EXERCISE

- i. Of what necessity is the knowledge of these laws and regulations to an environmental public relations practitioner/manager?
- ii. What are the basic functions of the Federal Environmental Protection Agency (FEPA).
- iii. How is FEPA empowered to handle its responsibilities?

4.0 CONCLUSION

To practice very effectively and professionally in any field, every practitioner must have good knowledge of the rules and regulations, laws and legislations in his chosen field. It is to underscore this that we undertook to play on the highlights of these major statutes concerning environmental protection and preservation in Nigeria. Clear knowledge of these will assist the environmental public relations manager and his associates to function in such a way that his corporate goals will be achieved, the interest of the public served and the earth preserved for posterity.

These do not encompass all the laws relating to environmental sustainability. Notwithstanding, all the fundamental components are contained and are enough to equip the practitioner with all he needs to serve the public and his profession better. Overview knowledge of them, at least is sine qua non to the attainment of professional excellence and high standards in this field.

5.0 SUMMARY

Having chosen to practice communication, public relations and environmental public relations one needs to be well prepared and fortified all the challenges. Part of this is having good knowledge of these laws and legislations. It gives one confidence and sense of pragmatic resolution to handle any aspect of the practice: reputational, managerial or policy making.

In addition, in a field one needs to enlighten the public on the essence, implications and the gains of environmental protection and sustainability; the mobiliser should, first, understand the prerequisites/background of these laws.

6.0 TUTOR-MARKED ASSIGNMENT

1. Highlight the main thrust of the national policy on environment and how it intends to achieve its goods.
2. Mention and explain the functions of the Federal Environmental Protection Agency (FEPA).
3. Discuss how FEPA is equipped to take care of the management of solid and hazardous wastes in Nigeria.
4. Show how FEPA CAP.131 LFN takes care of pollution in industries and other facilities regulation in Nigeria.
5. How can environmental public relations facilitate the observance of these laws and legislations by all concerned?

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