

1.1 INTRODUCTION

The term public relation has already been defined from different perspective by different authors.

Nwokoye (1984) defined public relation as the activities of a cooperation union, government or other organization in building and marketing sound and productive relation with special public such as customer, employed or stock holder and with the public at large so as to adapt itself to its environment and interpret itself to society.

Busch and Houston (1995) define public relation as the management of an organization designed to elicit from one or more public a general positive feeling towards the organization and its product. Busch and Houston further stated the “public relation is management function which evaluate public attitude identifies policies and procedure of an individual or an organization with the public interest and executes a programmer of action to earn public understanding and acceptance”.

Ajalav (1992) opinion that public relation is the totally of an organization or individual performance aimed at earring public favorability which results in continued growth, mutually beneficial to the organization or individual and the society which it operates.

The special section the (marketing/commercial) department was to publicize and popularize the work of the marketing board.

Form the main fact Enugu state broadcasting service (ESBS) and all other institute or form can do nothing without effective public relation in other word, every industry depends mainly for its efficiency and success and mentally understanding the organization and its public. In effective public relation also serves as a form through which the limited liability companies expose, promote defend and obtain good will

In an inquisitive society like ours, it is necessary for corporation like (ESBS) to readily public its activities so as to negate insulation. Even in buying and selling concepts, public relation is a major instrument used to inform middle men employee and customers about what the company is doing to improve their product and grants, intimate them with new strategies and extent of achievements.

Public relation as an aid to a successful business administration aimed at breaking the unfriendly relation between the company will find it difficult not to solve the customers problem manufacturer and service provider are now aware that public relation does not only ensure good relation with the public but strive toward increasing customers patronage.

BRIF HISTORY ESBS

The Enugu state broadcasting service or today was opened 1st Oct 1960 marketing the Nigeria independence and was then called Eastern Nigeria Broadcasting Corporation (ESBS) At the end of civil was in 1970, the name had to change to east central broadcasting service (ESBS)

In 1975 (ESBS) has to change its name again to Anambra Broadcasting Corporation (ABC) at Onitsh and ABS11 at hill top station Ngwo.

In 1978, the television arm of the ABC become the present N.TA channel 8

In 1980 the ABC11 was opened at Onitshaas a commercial station marketing the 20th anniversary of broadcasting

In 1985 both ABC radio and ATU channel five were merged together to be known as Anambra broadcasting service (ABS) with radio, TV station atEnuguandOnitsha

TodayEnugustation of the former ABS has come to be knows asEnugustate broadcasting service (ESBS) and was opened earlier 1989.

1.2 STATEMENT OF PROBLEM

A good corporate image is usually regarded to be essential for the existence of

an organization. The success or failure of a corporation depends on its relationship with its special public consumers, employees, stockholders, government community, distributor dealers, supplies and others.

A favourable corporate image creates confidence in an organization. There existed a need to appraise the corporate image of ESBS so as to know.

What is the corporate image of the organization.

What is the state of attitudes and beliefs their special publics towards it?

What are the public relation objectives of the organization?

Is the organization suffering from inadequate communication tools?

Lack of qualified manpower (man power problem)

No friendly relationship between the organization and the consumers

Poor press relation

The researcher is the therefore poised to highlight the problem areas and how to enforce it's public image so as to create a favourable corporate image among special publics.

1.3 OBJECTIVE OF THE STUDY

The major objective of this study is to investigate public relation as an aid do successful government business administration specially the study will

Investigate the impact of public relation of Enugustate broad casting service

Identify how the primary roles of public relation affect the public.

Ascertain how organization can be use public relation at their advantage (ESBS).

Determine how it strives to discover and eliminate source of misunderstanding.

To find out how public relation aimed at improving the communication between people and the organization.

1.4 RESEARCH QUESTION

In what way can the impact of public relation affect organization?

Does the primary role of public relation affect the public?

Does public organization use public relation at their advantage

Does public relation improve communication between people and the organization?

1.5 RESEARCH HYPOTHESIS

H0 Public relation activities of ESBS does not lead to customers patronage

H1 Public relation activities of ESBS lead to customers patronage

H0₂ The relation between the staff management and the customers are poor

H0₂ The relation between the staff management and the customers are not Poor

1.6 SIGNIFICANCE OF THE STUDY

The study of public relation is very important promotional tool in marketing or business administration. It serves as a from through which organization expose, promote depend and even explain policies in bid to obtain, public good will and this change public negative attitude.

Through this study consumers will benefit more because they are being educated and continuously informed about the recent change.

Public relation takes the form of service to the general public or identified group of people, its objective is to establish good will towards the company on the side of the group, it could achieve this through the award of community scholarship to community children donation of development projects free city bus, rides extension of electricity all these are to the detriment of identified group, general public or consumers in particular.

Public relation helps to improve mutual understanding between the organization and its public.

1.7 SCOPE OF THE STUDY

It will be difficult to study all corporations in Enugu state not to talk of Nigeria.

The topic is limited and being concentrated in Enugu state broadcasting Enugu state. The study therefore envisage the success of public

relation in marketing activities in the country public relation as an aid to successful business has helped in improving awareness protecting, credit abilities combating competitions evaluating sales.

Year ago, public relation as an aid to successful government business administration was not recognized at small business level but today the reverse is the case public relation has gotten a prominent position in companies.

The researcher has limited the study of public relation as an aid to successful government business administration on Enugu state broadcasting service (ESBS) Enugu.

1.8 LIMITATION OF STUDY

In the course of this study the number of problem constrained against early and successful completion of the problem include finance which was a major impediment a lot of cost where incurred in the course of executing the research.

Another constraint encountered in the course of the study was poor response from some of the respondent. Again, the researcher being a full time student has to read take lectures in other course during the period of the study

A researcher of this nature requires a concentration of time an effort to enable the researcher come up with in exhaustive result.

Beside the study ran concurrently with normal academic work.

1.9 DEFINITION OF TERMS

PUBLIC: Public exist whenever group people is drawn together by definite interest in certain area as and has definite opinions upon matters within those area.

RELATION: It is the line between as organization and the public.

PUBLICITY: It is communication arm of public relations.

GOVERNMENT: Is the body of persons an institution that makes and implements its policies, conduct its public affairs and maintain law and order within its territory.

MARKETING: It is a business activities hat developing and marketing the product, service available to the satisfaction of consumers/users and at a profit to the organization.

BUSINESS: It is a commercial enterprises or establishment as a store
(According to new encyclopedia dictionary)

ADMINISTRATION: It is the act of administering or the state of being administered.

(According to new encyclopedia dictionary)

PERSPECTIVE: It is an apparent relation between different aspects of problem.

OPIONS: This simply means one's view or belief towards an existing problem or fact

PROMINENT POSITION: This is a position at it's peak or a position that is highly respected, recognized and well known.

REVERSE: In this passage its means another way of doing or representing something

GRASSROOT: In this passage its means the beginning scratch or the orgini of something.

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PUBLIC RELATION AS AN AID TO SUCCESSFUL GOVERNMENT BUSINESS ADMINISTRATION (A CASE STUDY OF ENUGU STATE BROADCASTING SERVICES)

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