

LIST OF REFERENCES

Aaker, D.A., Kumar, V. & Day, G.S. 2001. *Marketing Research*. Seventh Edition. John Wiley & Sons: New York

Agyeman-Duah 2003. The African Union Peer Review Mechanism: The Public Relations Challenge. *Paper presented at the All Africa Public Relations Conference, Accra, 25 March 2003*

Antwi, R. 2002. Rethinking peace-building and public relations practice in Africa. *Communicatio*. Volume 28(2), p3-7

Argenti, P.A. 1998. *Corporate Communication*. Second edition. McGraw Hill International: US

Asante, S.K.B. 2003. Making NEPAD a shared vision. *Paper presented at the 2003 All Africa Public Relations Conference, M Plaza Hotel, Accra, Ghana, March 24-26, 2003*

Auclair, M. 1992. Out in Africa: Going where no communicator has gone before. *Communication World*. February. Volume 9(2), p 43-46

Austin, J.E. 1990. *Managing in Developing Countries: Strategic and Operating Techniques*. The Free Press: New York

Babbie, E. & Mouton, J. 2001. *The practice of social research*. South African Edition. Oxford University Press: Cape Town

Botan, C.H. & Hazleton, V. 1989. *Public Relations Theory*. Lawrence Erlbaum Associates: Hillside New Jersey

Broom, G.M. 1986. Public Relations roles and systems theory: Functional and historicist causal models. *Paper presented at the meeting of the Public Relations Interest Group, International Communication Association in Chicago*

Camdessus, M. 1998. Africa: A continent on the Move. *Paper delivered in June 1998 at the Summit of Heads of State and Government of the Organisation of African Union.*

Chaka, P. 2003. A participatory communication approach to New Partnership for Africa's Development (NEPAD): Realities and Challenges. *Paper presented at the Media in Africa Journalism Conference, Stellenbosch, September 11-12, 2003*

Churchill, G.A. & Iacobucci, D. 2002. *Marketing Research: Methodological Foundations*. Eight edition. Harcourt College Publishers: Florida

Coertze, R. D. 2001. Ubuntu and nation building in South Africa. *South African Journal for Ethnology*. Vol (24) nr 4 pp 113-118

Coetzee, P.H. & Roux, A.P.J. 1998. *The African Philosophy Reader*. International Thomson Publishing Southern Africa: UK

Conrad, C. & Poole, M.S. 2002. *Strategic Organisational Communication: A Global Economy*. Harcourt College Publishers. USA

Cooper, D.R. & Emory, C.W. 1995. *Business Research Methods*. Fifth edition. Irwin: Chicago

Cooper, D.R. & Schindler, P.S. 1998. *Business Research Methods*. Sixth edition. McGraw-Hill: New York

Cutlip, S.M., Center, A.H. & Broom, G.M. 2000 *Effective Public Relations*. Eight edition. Prentice Hall: New Jersey

De Sousa, A.R. 1990. *A Geography of World Economy*. MacMillian Publishing Company: New York

Dharmadasa, C. 2002. Public Relations needs better understanding. *Daily news – Business research*. 26 March 2002

Diamantopoulos, A. & Schlegelmilch, B.B. 1997. *Taking the fear out of data analysis: A step-by-step approach*. Business Press: London

Dozier, D.M. & Broom, G.M. 1995. Evolution of the Manager Role in Public Relations Practice. *Journal of Public Relations Research*. Vol 7(1) p 3-26

Du Plooy, G.M. 2002. *Communication Research: Techniques, methods and applications*. Juta: Lansdowne

Ferreira, B. 1994. Public relations education: A review of the IPRA model. *Communicare*. Vol 16(2) p24-44

Ferreira, B. 1999. Public relations practice and education in Africa: The view from South Africa. *Communicare*. Vol 18(1) May 1999 p 29-52

Fischer, R. 2000. Rethinking Public Relations Curricula: Evolution of Thought 1975-1999. *Public Relations Quarterly*. Vol 45 (2) Summer

Gibson, J.W. Hodgetts, R.M. 1991. *Organisational Communication: A Managerial Perspective*. HarperCollins Publishers: New York.

Glenn, J. C. & Gordon, T. J. 2002. Creating a better world: 15 Global challenges. *Forsight*. Vol (15) pp 15-37

Gregory, A. 1997. The public relations process: A re-think. *Journal of Communication Management*. Vol 2 (2) p115-124

- Gregory, A. 1999. Systems theories and public relations practice. *Journal of Communication Management*. Vol 4 (3) p266-277
- Groenewald, J.M. 1998. 'n Konseptualisering van kommunikasiebestuursopleiding. *Communicare*. Vol 17(2) p42-72
- Grunig, J.E. Two-way Symmetrical Public Relations: Past, Present and Future. p1-44
- Grunig, J.E. & Hunt, T. 1984. *Managing Public Relations*. Holt, Rinehart and Winston: New York
- Grunig, J.E. & Grunig, L. A. 1989. Toward a theory of the public relations behaviour of organisations: Review of a program of research
- Grunig, J.E. 1992. *Excellence in Public Relations and Communication Management*. Lawrence Erlbaum Associates: New Jersey
- Grunig, J.E. 1993. Image and Substance: From Symbolic to Behavioural Relationships. *Public Relations Review*. Vol 19 (2) p 121-139
- Grunig, J.E. 2000. Collectivism, Collaboration and Societal Corporatism as Core Professional Values in Public Relations. *Journal of Public Relations Research*. Vol 12(1) p 23-48
- Grunig, L.A. 2000. Public relations research: a tripartite model. *Corporate Communications: An International Journal*. Vol 5(2) p75-80
- Grunig, J.E., Grunig, L.A., Sriramesh, K., Huang, Y.H. & Lyra, A. 1995. Models of Public Relations in an International Setting. *Journal of Public Relations Research*. Vol 7(3) p 163-186

Grunig, L.A., Grunig, J.E. & Vercic, D. 1998. Are the IABC's excellence principles generic? Comparing Slovenia and the United States, the United Kingdom and Canada. *Journal of Communication Management*. Vol 2(4) p 335-356

Hair, J.F., Bush, R.P. & Ortinau, D.J. 2000. *Marketing Research: A practical Approach for the New Millennium*. Irwin McGraw-Hill: Boston

Hair, J.F., Anderson, R.E., Tatham, R.L. & Black, W.C. 1998. *Multivariate Data Analysis*. Fifth edition. Prentice-Hall: New Jersey

Hallahan, K. 1993. The Paradigm Struggle and Public Relations Practice. *Public Relations Review* 19(2):197-205.

Halal, W. E. 2000. Corporate community: a theory of the firm uniting profitability and responsibility. *Strategy & Leadership*. Vol (28) nr 2 pp 10-16

Hill, A. 2002. Global rankings. *PR Week*. July, 29 p33

Holmström, S. 1996. An Inter-subjective and a social systemic public relations paradigm. *This dissertation received first prize from the European Public Relations Education Award by CERP*

Holmström, S. 1997. The Inter-subjective and the social systemic public relations paradigms. *Journal of Communication Management*. Vol 2 (1) p 24-39

Holmström, S. 2000. The Reflective Paradigm turning into Ceremony? 9th *International Public Relations Research Symposium, Lake Bled, Slovenia, 4-7 July 2002 (p1-16)*

Holmström, S. 2003. Between independence and interdependence: The influence of societal regulation on public relations as a legitimating organisational activity. *Paper presented at the EUPRERA conference, Tallinn, Estonia, September 2003.*

Holtzhausen, D.R. 2003. Paper titled: The effects of political change on public relations practice in South Africa.

Hussian, M. N. Mlambo, K. & Oshikoya, T. 2000. Paper on: *Global Financial Crisis: An African Perspective.*

Hutton, J.G. 1999. The definition, dimensions and domain of Public Relations. *Public Relations Review.* Vol 25(3) p199-214

Jansen, N & Steinberg, S. 1991. *Theoretical approached to communication.* Juta Press: Cape Town

Karlberg, M. 1996. Remembering the Public in PR Research: From Theoretical to Operational Symmetry. *Journal of PR Research.* Volume 8(4), p263-278

Kim, Y. & Hon, L.C. 1998. Craft and Professional Models and Public Relations and their relation to Job satisfaction among Korean public relations practitioners. *Journal of Public Relations Research.* Vol 10(3) p155-175

Kitchen, P.J. 1997. *PR: Principles and Practice.* International Thomson Business Press: London

Kopelman, L. M. & van Niekerk, A. A. 2002. Aids in Africa. *Journal of Medicine and Philosophy.* Vol (27) nr 2 pp 139-142

Kruckeberg, D. 1998. The Future of PR Education: Some Recommendations. *Public Relations Review.* Vol 24 (2) p 235-248

Kruckeberg, D. 1996. Answering the Mandate for a Global Presence. *International Public Relations Review*. September p 19-23

Ledingham, J.A. & Bruning, S.D. 2000. *Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations*. Lawrence Erlbaum Associates: New Jersey

Leeper, R.V. & Leeper, K.A. 2001. PR as “practice: “ applying the theory of Alasdair MacIntyre. *PR Review*. Issue 27, p461-473

L’Etang, J. & Pieczka, M. 1996. *Critical perspectives in public relations*. International Thomson Business Press: London

Leichty, G. & Springton, J. 1993. Reconsidering PR Models. *PR Review*. Volume, 19(4), p327-339

Lesly, P. 1982. The changing evolution of Public Relations. *Public Relations Quarterly*. Winter p 9-15

Likely, F. 2002. What it takes to be a communication strategist. *Corporate Communication*. Volume 6, issue 3, April/May, p26-29

Littlejohn, S.W. 1999. *Theories of Human Communication*. Sixth edition. Wadsworth: London

Lubbe, B.A. & Puth, G. 1994. *Public relations in South Africa: A management reader*. Butterworths: Durban

Martins, J.H., Loubser, M. & van Wyk, H. de J. 1996. *Marketing Research: A South African Approach*. First Edition. Pretoria: UNISA

Marx, C. 2002. Ubu and Ubuntu: on the dialectics of apartheid and nation building. *Politikon*. Vol (29) nr 1 pp 49-69

McElreath, M.P. & Blamphin, J.M. 1994. Partial Answers to Priority Research Questions – and Gaps – Found in the Public Relations Society of America's Body of knowledge. *Journal of Public Relations Research*. Vol 6(2) p 69-103

Mercer, D. 2002. Managing future expectations globally. *Foresight*. Vol (45) pp 46-52

Mercer, D. & Wilter, A. 2002. Removing the fear of uncertainty form the future: theory and practice. *Forsight*. Vol (45) pp 38-45

Mersham, G. M. Rensburg, R. S. & Skinner, J.C. 1995. *Public Relations, Development and Social Investment: A Southern African Perspective*. Van Schiak Publishers. Pretoria

Mbigi, L. 1995. *Ubuntu: The spirit of African Transformation management*. Knowledge Resrouces: Randburg

Murphy, P. 2000. Symmetry, Contingency, Complexity: Accommodating Uncertainty in Public Relations Theory. *Public Relations Review*. Vol 26 (4) p 447-482

Naidoo, R. 2002. *Corporate Governance. An essential guide for South African companies*. Double Storey Books a Juta company: Cape Town

Narty, V. 1988. Public Relations Education and Research in Africa. *International Public Relations Review*. April, p24-28

Ninsin, K. 2000. The quest for democracy. *Africa Insight*. Volume 30 (3-4) p11-17

Nessmann, K. 1995. Public Relations in Europe: A Comparison with the United States. *Public Relations Review*. Vol 21 (2) p 151-160

Newsom, D. Van Slyke Turk, J. & Kruckeberg, D. 2000. *This is PR: The Realities of Public Relations*. Seventh edition. Wadsworth: Belmont

Ogbuagu, B.E. 2003. Public Relations as a tool for regional co-operation and integration – The African perspective. *Paper presented at the 2003 All Africa Public Relations Conference, M Plaza Hotel, Accra, Ghana, March 24-26, 2003*

Okereke, M. 2002. Public relations growth in Developing Countries. *Paper presented at the IPRA conference, Jun Marriot Mirage City Gold Resort Hotel, Cairo, Egypt, October 13-15, 2002*

Ophukah, S. 1992. Nairobi, Kenya and Kampala, Uganda Host Majore International Public Relations Meetings. *International Public Relations Review*. Volume 15(1), p21-22

Ophukah, S. 1992. Challenges for Public Relations in Africa. *International Public Relations Review*. Volume 15(2), p14-17

Ophukah, S. 1993. FAPRA Addresses Public Relations Development on the African Continent. *International Public Relations Review*. Volume 16(2), p15-17

Ophukah, S. 1993. Developments and challenges in public relations in Africa – A call for Professionalism. *International Public Relations Review*. Volume 16(4), p12-16

Ophukah, S. 2003. The PR environment: Learning from the dynamic nature of PR in the 21st Century. *Paper presented at the 2003 EAPRA conference, Nairobi, Kenya, November 26-27, 2003*

Pavlik, J.V. 1987. *Public Relations: what research tells u*. Sage Publications: California

Pearce, J. A. & Robinson, R.B. 2000. *Strategic Management*. McGraw-Hill International. Malaysia.

Petersen, B.K., Holtzhausen, D.R. & Tindall, N.T.J. 2002. Marching in Lockstep: Public Relations Roles in the New South Africa. *A paper submitted to the Public Relations Division of the Association for Education in Journalism and Mass Communications Annual Convention, Miami, Florida, August 2002*

Pratt, C. 1985. Public relations in the third world: The African context. *The public relations journal*. Vol 42(2) p 10-17

Prinsloo, E.D. 2000. The African view of participatory management. *Journal of business ethics*. Vol 25(4) p275-286

Report on Communication PR education. 1999

Rensburg, R.S. 2002. The Bled manifesto on public relations: An African perspective and vision. *Paper presented at the 9th International public relations research symposium, Lake Bled, Slovenia, 4-9 July 2002*

Rossouw, D. 2002. *Business Ethics in Africa*. Oxford University Press South Africa. Cape Town.

Ruch, W.V. 1989. *International handbook of corporate communication*. Jefferson N.C: McFarland

Seitel, F.P. 1995. *The practice of public relations*. Sixth edition. Prentice Hall: New Jersey

Sharpe, M.L. 1998. Five Essentials of Understanding International Public Relations. *International Public Relations Review*. September 1998 p 23-27

Sharpe, M.L. 2000. Developing a Behavioural Paradigm for the Performance of Public Relations. *Public Relations Review* 26(3) p 345-361.

Singleton, A. & Groenewald, R. 2003. Using media coverage as a mirror to reflect perspectives in the public sphere: A case study of Telkom south Africa. *Paper presented at the 10th International Public Relations Research Symposium, held at Lake Bled, Slovenia, July 3-6, 2003*

Spicer, C. 1997. *Organizational public relations: a political perspective*. Lawrence Erlbaum Associates: New Jersey

Stack, D.W., Botan, C. & VanSlyke Turk, J. 1999. Perceptions of public relations education. *Public Relations Review*. Vol 25(1) p 9-28

Steiner, G.A. & Steiner, J.F. 2000. *Business, Government and Society: A managerial perspective*. 9th edition. McGraw-Hill Higher Education: USA

Steiner, C.F. 2001. How important is professionalism to corporate communication? *Corporate Communications: An International Journal*. Vol 6 (3) p 150-156

Steyn, B.1999. CEO Expectations in terms of PR roles. *Communicare*. Vol 19(1), July 1999 p 20-43

Steyn, B. & Puth, G. 2000. *Corporate Communication Strategy*. Heinemann Publishers. Cape Town

Steyn, B. & Green, M. 2001. Investigating strategic management roles of the corporate communication function in the Department of Housing. *Communicare*. Vol 20(2) p1-35

Steyn, S. 2002. A meta-theoretical framework for the role of the corporate communication strategist. *Communicare*. Vol 21(2) December 2002 p 42-63

Steyn, B. & Büschi, G. 2003. Reflective Public Relations: A Commentary on Conceptual and empirical similarities and differences between South African Roles research and European reflective research. *Paper presented at the 10th International Public Relations Research Symposium, held at Lake Bled, Slovenia, July 3-6, 2003*

Steyn, B. 2003. A conceptualisation and empirical verification of the 'Strategist' (redefined), 'Manager' and 'Technician' roles of public relations. *Paper presented at the 10th International Public Relations Research Symposium, held at Lake Bled, Slovenia, July 3-6, 2003*

Sturdivant, F.D. 1985. *Business and Society: A Management approach*. 3rd edition. Irwin: USA

Swan, W. Langford, N. Watson, I & Varey R.F. 2000. Viewing the corporate community as a knowledge network. *Corporate Communications*. Vol (5) nr 2 pp 97-106

Swartz, E. & Davies, R. 1997. Ubuntu – the spirit of African transformation management a review. *Leadership & Organisation Development Journal*. Vol (18) nr 6 pp 290-294

Teffo, L. J. 1996. The other in African Experience. *South African Journal of Philosophy*. Vol (15) issue 3

The World Bank. 2000. *Can Africa Claim the 21st Century?* Washington: New York

The World Bank. 2002. *Building a Sustainable Future: The Africa Region Environment Strategy*. Washington: New York

Todaro, M. P. 1994. *Economic Deve3opment*. Fifth edition. Longman Group: New York

- Ugwuegbu, D.C.E. 2001. *The Psychology of Management in African Organisations*. Quorum Books an import of Greenwood Publishing Group: United States
- Van Ruler, B., Vercic, D., Flodin, B. & Bütschi, G. 2001. Public Relations in Europe: A kaleidoscopic picture. *Journal of Communication Management*. Vol 6 (2) p166-175
- Van Ruler, B. & Vercic, D. 2002. The Bled Manifesto on Public Relations. *9th International Public Relations Research Symposium, Lake Bled, Slovenia, 4-7 July 2002 (p1-16)*
- Van Ruler, B. & Vercic, D. 2003. Reflective Communication Management a Public View on Public Relations. *53rd Annual Conference of the International Association, San Diego, 23-27 May 2003 (p1-31)*.
- Vercic, D. & Grunig, J.E. 1995. The origins of public relations theory in economics and strategic management. *2nd International Public Relations Research Symposium, Lake Bled, Slovenia, 6-9 July 2002 (p1-62)*
- Vercic, D. 2000. The European public relations body of knowledge. *Journal of Communication Management*. Vol 4(4) p341-354
- Verwey, S. & du Plooy-Cilliers, F. 2002. *Strategic Organisational Communciation: Paradigms and Paradoxes*. Heinemann. Cape Town.
- Vilakazi, H.W. 2001. African Intellectuals and the African Crisis. *African Insight*. Volume 31(3), September 2001
- Wakefield, R.I. 2000. World-class public relations. A model for effective public relations in the multinational. *Journal of Communication Management*. Vol 5 (1) p59-71

Wilcox, D.L., Ault, P.H., Agee, W.K. & Cameron, G.T. 2000. *Public Relations Strategies and Tactics*. Sixth edition. Addison Wesley Longman: New York

World Development Report. 2003. *Sustainable Development in a Dynamic World: Transforming Institutions, Growth, and Quality of Life*. Oxford University Press Washington: New York

Zaharna, R.S. 2001. In-awareness approach to international public relations. *Public relations review*. Vol 27 p 135-148

Zikmund, W.G. 2003. *Business Research Methods*. Seventh Edition. Ohio: Thomson South Western

APPENDIX 1

E-MAIL SENT TO RESPONDENTS EXPLAINING THE RESEARCH STUDY

Dear respondent

I am currently busy with a research study in Africa. Attached hereto is an explanation of the research currently attempted. I would really appreciate it if you could be of any assistance to me and would like to encourage you to partake in this study.

Kind regards
Gené van Heerden



University of Pretoria

Pretoria 0002 Republic of South Africa Tel (012) 4204111
<http://www.up.ac.za>

FACULTY OF ECONOMIC AND
MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND
COMMUNICATION MANAGEMENT

Tel: 2712 420 4039

Fax: 2712 362 5085

gvheerde@hakuna.up.ac.za

Mobile: 27 83 347 4458

Dear respondent

RE: RESEARCH ON THE PRACTICE AND EDUCATION OF PR IN AFRICA

Following this letter is a questionnaire developed by our student, Gené van Heerden. She is currently busy with her Masters degree in public relations, titled: *The current status of the practice and education of public relations in Africa: A descriptive study*”.

As part of her thesis, she needs data to describe the African status of public relations and therefore your time and effort in answering this questionnaire is of great importance. We hereby then request you to take time to complete this questionnaire but referring to the current situation within your organisation. Please ensure that you answer all the questions Your participation in this research project is of great importance.

The questionnaire will be sent to you electronically and you will be asked to complete the questionnaire electronically and send it back to the student. Please ensure that you follow the step-by-step process indicated in the questionnaire, this will eliminate possible problems with regards to the medium used (e-mail). If you are uncertain about anything please do not hesitate to contact Gené via e-mail: gvheerde@hakuna.up.ac.za.

It would be highly appreciated if you could complete this questionnaire as soon as possible and return it to the abovementioned e-mail address. Please send the completed questionnaire to Gené no later than the 5 November 2003.

We thank you for your willingness to participate in this very exciting project and hope that this will be the start of great relationships amongst the African public relations society.

Yours sincerely

The study leaders for this project:

Deputy Dean: Faculty of Economic and Management Sciences
Prof Ronél Rensburg

Dr Gerhard Butschi

APPENDIX 2

STEP-BY-STEP EXPLANATION VIA E-MAIL TO RESPONDENTS

Dear respondent

My aim is to get as many as possible African public relations practitioners involved in his study. If you can assist me by sending this e-mail to other African public relations practitioners, it would be greatly appreciated. Alternatively, you can forward their e-mail addresses to me and I will send them this message. It would be highly appreciated if you could send the questionnaire to me by 5 November 2003.

Attached to this e-mail is the questionnaire that I would like you to complete. Please note: if you merely reply on this message I will receive an empty questionnaire. It is therefore important for you to save this file onto your hard drive for the following reasons:

1. To ensure that the data is saved.
2. To complete the questionnaire in your own time, which means you do not have to be on-line whilst completing the questionnaire. You can complete it, connect to the internet and merely attach the file called "AfricanPR Survey".

I am going to give you a step-by-step process to follow to ensure that you save the data correctly:

1. As you click on the attachment, the computer will prompt you with the following message: What do you want to do with this file? "Open it" or "Save it to disk"
2. Click on the "Save it to disk" option.
3. Then click OK
4. The computer will now prompt you with a window called "Save as".
5. You need to select a directory where you would like to save this document.
6. At the top of this window, there is a line stating "Save in".
7. Next to this line there is a drop down list.
8. From this drop down list please select the directory called "My documents".
9. At the top of this window where it states "Save in" the word "My documents" must now appear next to the line stating "Save in".

10. At the bottom of the same window there is a space called "File name". Please make sure that the name that appears in this box next to the line stating "File name" indicates the file name "AfricanPR Survey".

11. If this is the case, click on "Save".

12. If this is not the case please name the file "AfricanPR Survey" and then press "Save".

13. The document is now saved in the "My documents" directory on your hard drive with the file name "AfricanPR Survey".

14. Please go to the "My documents" directory and open the file named "AfricanPR Survey"

15. Please start completing the questionnaire.

16. Carefully follow the steps in the questionnaire to ensure that you have saved all your answers.

17. Close the document.

18. Please send me an e-mail and attach the file named "AfricanPR Survey" from your "My documents" directory.

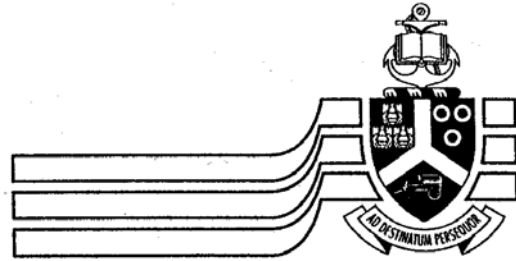
I will now receive a completed questionnaire.

Thank you once again for your willingness to participate in this project.

Kind regards

Gené van Heerden

APPENDIX 3
FINAL QUESTIONNAIRE



University of Pretoria

Pretoria 0002 Republic of South Africa
Tel (012) 420-4111
<http://www.up.ac.za>

**Faculty of Economic and
Management Sciences**

Dear respondent

RE: RESEARCH ON THE PRACTICE OF PUBLIC RELATIONS IN AFRICA

Attached to this letter is a questionnaire developed by our student, Gené van Heerden. She is currently doing with her Masters degree in Communication Management, titled: *The practice of public relations in Africa: A descriptive study*".

We hereby request that you take time to complete this questionnaire. We know that you, being practitioners, will have a prevailing idea of how public relations should be practiced. However that is not the aim of the study. Rather, the focus is on the CURRENT practice of public relations. It is thus of paramount importance that in answering this questionnaire you provide your opinion on the CURRENT situation of public relations practice within your organisation. Please ensure that you answer ALL the questions in the questionnaire. Your participation in this research project is of great importance to obtain the status of public relations in Africa.

The questionnaire will be sent to you by e-mail and you will be asked to complete this questionnaire electronically, and to send it back to the student. Please ensure that you follow the step-by-step process as indicated in the questionnaire. This will eliminate any possible problems. If you are uncertain about anything please do not hesitate to contact Gené via e-mail on: gvheerde@hakuna.up.ac.za.

It would be highly appreciated if you could complete this questionnaire as soon as possible and return it to the abovementioned e-mail address no later than 5 November 2003.

We thank you for your willingness to participate in this very exciting project and hope that this will be the start of many lasting relationships amongst the African public relations society.

Yours sincerely

Study leader for this project.

sig. *Prof Ronél Rensburg*
Deputy Dean: Faculty of Economic
and Management Sciences

Co-study leader for this project

sig. *Dr Gerhard Bütschi*
Visiting Professor from Switzerland
and Communication Consultant

THE PRACTICE OF PUBLIC RELATIONS IN AFRICA

Thank you for your willingness to participate in this study. The aim of the research is to describe the **CURRENT** status of public relations in Africa. As public relations practitioners, you will have a prevailing idea about how public relations should be practised. However, that is not the focus of this study. Rather, we request that you provide your opinion as to the **CURRENT** situation with regards to the public relations practice in Africa.

The questionnaire will follow a step-by-step process. Please follow the steps very carefully to ensure that all the data is captured.

Step 1:

Click on the save button. Save this document as “PR Survey” in your directory.

Step 2:

Please read the following section to ensure that you understand the example.

In each of the statements in the section below, please use the scale 1=Strongly disagree and 5=Strongly agree, to indicate your answer. Please mark your answer with an ‘X’ in the appropriate box.

FOR EXAMPLE:

The CURRENT purpose of the public relations department in our organisation is to...	Please mark your answer with an ‘X’ in the appropriate box.				
	Strongly disagree	Disagree	Neutral (Neither disagree nor agree)	Agree	Strongly agree
1...obtain trust.	1	2 X	3	4	5
2...counsel management.	1	2	3	4 X	5

Step 3:

Section A consists of 25 questions. Please answer each question by following the instructions provided below.

Section A: Purpose of Public Relations

The statements below refer to the **CURRENT** purpose of the public relations department or division in your organisation. Use the following scale to indicate the **extent of your disagreement or agreement** with the statements:

1=Strongly disagree 2=Disagree 3=Neutral (Neither disagree nor agree) 4=Agree 5=Strongly agree

The CURRENT purpose of the public relations department in our organisation is...	Please mark your answer with an 'X' in the appropriate box.				
	Strongly disagree	Disagree	Neutral (Neither disagree nor agree)	Agree	Strongly agree
1...to influence management to modify their policies/strategies so as not to harm society.	1	2	3	4	5
2...to get publicity for our organisation.	1	2	3	4	5
3...more of a neutral disseminator of information than an advocate who speaks in favour of our organisation.	1	2	3	4	5
4...to firstly look at attitude surveys, to ensure we describe the organisation in ways our publics would be likely to accept it.	1	2	3	4	5
5...to assist management to negotiate conflict with our publics (or vice versa).	1	2	3	4	5
6...concerned with monitoring the consequences of organisational behaviour on society.	1	2	3	4	5
7...to judge the success of a public relations programme on the number of people who attend an event or use our products/services.	1	2	3	4	5
8...to do research to determine public attitudes towards our organisation, before conducting a public relations programme.	1	2	3	4	5
9...to keep a news clipping file as an important way to stay abreast of what publics think of our organisation.	1	2	3	4	5
10...concerned with getting our organisation a 'license to operate' from society.	1	2	3	4	5
11...to change the attitudes/behaviour of management as much as it is to change the attitudes/behaviour of our publics.	1	2	3	4	5
12...to participate in top management discussions on what legitimate organisational behaviour entails (e.g. behaviour that will be accepted by society).	1	2	3	4	5
13...not only to obtain favourable publicity, but also to prevent unfavourable publicity in the media.	1	2	3	4	5
14...to inform top management of societal values/norms so that they can adjust organisational decisions/strategies accordingly.	1	2	3	4	5
15...to do surveys/focus groups, before starting a public relations programme, to find out how well management and our publics understand each other.	1	2	3	4	5
16...to do research after a public relations programme has been completed, to determine how effective the public relations programme has been in changing people's attitudes towards the organisation.	1	2	3	4	5

The CURRENT purpose of the public relations department in our organisation is...	Please mark your answer with an 'X' in the appropriate box.				
	Strongly disagree	Disagree	Neutral (Neither disagree nor agree)	Agree	Strongly agree
17...to bring to top management's attention that to prosper economically/ survive in the long term, our organisation must act socially responsible in the short term.	1	2	3	4	5
18...essentially the same thing as publicity.	1	2	3	4	5
19...to persuade publics to behave the way that the organisation wants them to behave.	1	2	3	4	5
20...to disseminate accurate information but not to volunteer unfavourable information.	1	2	3	4	5
21...to influence top management decisions to ensure that our organisation is regarded by society as being 'trustworthy'.	1	2	3	4	5
22...to develop mutual understanding between our management and the publics that the organisation affects.	1	2	3	4	5
23...to ensure a balance between the organisational goals and the well being of society.	1	2	3	4	5
24...to write news stories for producing publications, which keeps us so busy that there is no time to do research.	1	2	3	4	5
25...more of a neutral disseminator of information than a mediator, connecting management to publics.	1	2	3	4	5

Step 4:

Click on the save button to ensure that your answers are saved.

Step 5:

Section B consists of 21 questions. Please answer each question by following the instructions provided below.

Section B: Public Relations Activities

The statements below refer to the activities **CURRENTLY** performed by the public relations department or division in your organisation. Use the following scale to indicate the **extent of your disagreement or agreement** with the statements:

1=Strongly disagree 2=Disagree 3=Neutral (Neither disagree nor agree) 4=Agree 5=Strongly agree

The CURRENT activity of the public relations department in our organisation is ...	Please mark your answer with an 'X' in the appropriate box.				
	Strongly disagree	Disagree	Neutral (Neither disagree nor agree)	Agree	Strongly agree
1...to explain to top management the impact of their behaviour (obtained through research) on key external publics (e.g. media, investors, communities).	1	2	3	4	5
2...to keep a media clipping service (clip articles that appeared in the media about the organisation).	1	2	3	4	5
3...to act as an 'early warning system' to top management before issues in society erupt into a crisis for my organisation.	1	2	3	4	5
4...to take responsibility for the success or the failure of public relations plans.	1	2	3	4	5
5...to organise special events (e.g. open houses/ exhibitions/ gala evenings).	1	2	3	4	5
6...to act as an advocate for key internal publics by explaining their views to top management.	1	2	3	4	5
7...to develop public relations strategy that supports corporate strategy.	1	2	3	4	5
8...to produce audiovisual materials for presentations.	1	2	3	4	5
9...to initiate dialogue with pressure groups in society that are limiting the organisation's autonomy (e.g. legislators/ environmentalists/ consumer advocates).	1	2	3	4	5
10...to manage the implementation of public relations plans.	1	2	3	4	5
11...to explain views/ opinions that exist in society to top management.	1	2	3	4	5
12...to write articles for the organisation's publications.	1	2	3	4	5
13...to bring to top management's attention organisational behaviour that erodes public trust.	1	2	3	4	5
14...to take responsibility for the success or the failure of public relations strategy.	1	2	3	4	5
15...to bring to top management's attention societal expectations for socially responsible behaviour.	1	2	3	4	5
16...to edit public relations materials (e.g. speeches/ annual report).	1	2	3	4	5
17...to explain to top management the impact of the organisation's behaviour on society.	1	2	3	4	5
18...to monitor the performance of public relations practitioners sub-divisions.	1	2	3	4	5
19...to express the company's stance on social responsibility to society in order to gain public trust.	1	2	3	4	5
20...to generate publicity (e.g. write media releases).	1	2	3	4	5
21...to act as an advocate for key external publics by explaining their views to top management.	1	2	3	4	5

Step 6:

Click on the save button to ensure that your answers are saved.

Step 7:

Section C consists of 11 questions. Please answer each question by following the instructions provided below.

Section C: Demographic information

1. Please mark with an 'X' below, the box indicating your gender

Male	
Female	

2. In which year were you born? Please provide your answer in a four-digit format (e.g. 1965).
-

3. Please mark with an 'X' below, the box indicating your mother tongue.

English	
Portuguese	
French	
Other	

Please specify other language:

4. Please mark with an 'X' below, the box indicating your highest tertiary education level

Certificate	
Diploma	
Degree	
Honours	
Masters	
Doctorate	
Other	

Please specify the type of degree (e.g. BA Communication Sciences)

5. Please mark with an 'X' below, the box indicating whether you have received any public relations training. If your answer is yes please continue with questions 6, 7 and 8. If your answer is no, please continue with question 9.

Yes	
No	

6. Please mark with an 'X' below, the box indicating where you have received your public relations training?

Locally	
Internationally	

Please specify the country:

7. Please mark with an 'X' below, the box indicating the type of training that you have received?

Formal (e.g. University)	
Informal (e.g. PR Association)	

Please specify the institution:

8. Please mark with an 'X' below, the box indicating the highest level of public relations training that you have received.

As an undergraduate subject	
As a degree in public relations	
As a post graduate subject	
As a post graduate degree in public relations	
As a diploma course in public relations	
As a certificate course in public relations	
As a day course in public relations	

Please specify any other:

9. If your country has a public relations association, please provide the name of the association:
-

10. Please provide the name/s of the tertiary institutions that you are aware of in your country, that offer public relations education/ training.

11. Please provide the name of the African country you live in?

Step 8:

Click on the save button to ensure that your answers are saved.

Step 9:

Please answer the following section. If you choose not to complete this section, you can still submit your completed questionnaire without this information.

Optional information: Particulars of respondents

May I please have the following personal information? This information will be used for quality control purposes and networking purposes. I might have to follow-up with you to double-check one of two of your answers.

Name:

E-mail:

Telephone number: ()

Employer:

Current position:

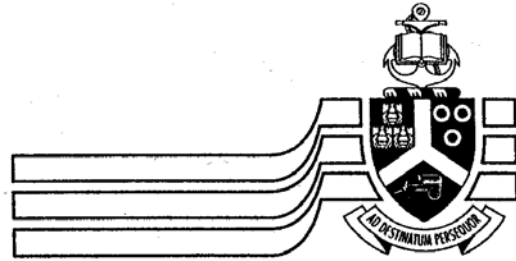
Step 10:

Click on the save button to ensure that your answers are saved.

Step 11:

Close this document. When sending this questionnaire to my e-mail address: gvheerde@hakuna.up.ac.za please ensure that you have attached the file “PR Survey” to the e-mail. Thank you kindly for your participation!

APPENDIX 4
QUESTIONNAIRE USED IN KENYA



University of Pretoria

Pretoria 0002 Republic of South Africa
Tel (012) 420-4111
<http://www.up.ac.za>

**Faculty of Economic and
Management Sciences**

Dear respondent

RE: RESEARCH ON THE PRACTICE OF PUBLIC RELATIONS IN AFRICA

Attached to this letter is a questionnaire developed by our post-graduate student, Gené van Heerden, who is also a junior lecturer in the Department of Marketing and Communication Management. She is currently doing with her Masters degree in Communication Management, titled: "*The practice of public relations in Africa: A descriptive study*".

We hereby request that you take time to complete this questionnaire. We know that you, being practitioners, will have a prevailing idea of how public relations should be practised. However, that is not the aim of the study. Rather, the focus is on the CURRENT practice of public relations. It is thus of paramount importance that, in answering this questionnaire, you provide your opinion on the CURRENT public relations practice within your organisation. Please ensure that you answer ALL the questions in the questionnaire. Your participation in this research project is of great importance in order to obtain the status of public relations in Africa.

We thank you for your willingness to participate in this very exciting project and hope that this will be the start of many lasting relationships amongst the African public relations community.

Yours sincerely

Study leader for this project.

sig. *Prof Ronél Rensburg*

Deputy Dean: Faculty of Economic
and Management Sciences

Co-study leader for this project

sig. *Dr Gerhard Bütschi*

Visiting Professor at the
University of Pretoria

THE PRACTICE OF PUBLIC RELATIONS IN AFRICA

Thank you for your willingness to participate in this study. The aim of the research is to describe the **CURRENT** status of public relations in Africa. As public relations practitioners, you will have a prevailing idea about how public relations should be practised. However, that is not the focus of this study. Rather, we request that you provide your opinion as to the **CURRENT** situation with regards to the public relations practice in Africa.

In each of the statements in the section below, please use the scale 1=Strongly disagree and 5=Strongly agree, to indicate your answer. Please mark your answer with an 'X' in the appropriate box.

FOR EXAMPLE:

The CURRENT purpose of the public relations department in our organisation is to...	Please mark your answer with an 'X' in the appropriate box.				
	Strongly disagree	Disagree	Neutral (Neither disagree nor agree)	Agree	Strongly agree
1...obtain trust	1	2	3	4	5
2...counsel management	1	2	3	4	5

Section A: Purpose of Public Relations

The statements below refer to the **CURRENT PURPOSE** of the public relations department or division in your organisation. Use the following scale to indicate the **extent of your disagreement or agreement** with the statements:

1=Strongly disagree, 2=Disagree, 3=Neutral (Neither disagree nor agree), 4=Agree, 5=Strongly agree

The CURRENT PURPOSE of the public relations department in our organisation is...	Please mark your answer with an 'X' in the appropriate box.				
	Strongly disagree	Disagree	Neutral (Neither disagree nor agree)	Agree	Strongly agree
1...to influence management to modify their policies/ strategies so as not to harm society.	1	2	3	4	5
2...to get publicity for our organisation.	1	2	3	4	5
3...more of a neutral disseminator of information rather than an advocate (who speaks in favour of our organisation).	1	2	3	4	5
4...to conduct/ study attitude surveys before starting public relations programmes, to ensure we describe the organisation in ways our publics would be likely to accept.	1	2	3	4	5
5...to assist management to negotiate conflict with our publics (or vice versa).	1	2	3	4	5

The CURRENT PURPOSE of the public relations department in our organisation is...	Please mark your answer with an 'X' in the appropriate box.				
	Strongly disagree	Disagree	Neutral (Neither disagree nor agree)	Agree	Strongly agree
6...to monitor the consequences of organisational behaviour on society.	1	2	3	4	5
7...to judge the success of a public relations programme on the number of people who attend an event or use our products/services.	1	2	3	4	5
8...to do research to determine public attitudes towards our organisation, before conducting a public relations programme.	1	2	3	4	5
9...to keep a news clipping file as an important way to stay abreast of what publics think of our organisation.	1	2	3	4	5
10...to obtain for our organisation a 'license to operate' from society.	1	2	3	4	5
11...to change the attitudes/behaviour of management as much as it is to change the attitudes/behaviour of our publics.	1	2	3	4	5
12...to participate in top management discussions on what "legitimate" organisational behaviour entails (i.e. behaviour that will be accepted by society).	1	2	3	4	5
13...not only to obtain favourable publicity, but also to prevent unfavourable publicity in the media.	1	2	3	4	5
14...to inform top management of societal values/norms so that they can adjust organisational decisions/strategies accordingly.	1	2	3	4	5
15...to do surveys/focus groups before starting a public relations programme, to find out how well management and our publics understand each other.	1	2	3	4	5
16...to do research after a public relations programme has been completed, to determine how effective the public relations programme has been in changing people's attitudes towards the organisation.	1	2	3	4	5
17...to bring to top management's attention that to prosper economically/ survive in the long term, our organisation must act socially responsible in the short term.	1	2	3	4	5
18...essentially the same thing as publicity.	1	2	3	4	5
19...to persuade publics to behave the way that the organisation wants them to behave.	1	2	3	4	5
20...to disseminate accurate information but not to volunteer unfavourable information.	1	2	3	4	5
21...to influence top management decisions to ensure that our organisation is regarded by society as being 'trustworthy'.	1	2	3	4	5
22...to develop mutual understanding between our management and the publics that the organisation affects.	1	2	3	4	5
23...to ensure a balance between the organisational goals and the well being of society.	1	2	3	4	5
24...to write news stories for producing publications, which keeps us so busy that there is no time to do research.	1	2	3	4	5
25...more being a neutral disseminator of information rather than a mediator that connects management to publics.	1	2	3	4	5

Section B: Public Relations Activities

The statements below refer to the **ACTIVITIES CURRENTLY** performed by the public relations department or division in your organisation. Use the following scale to indicate the **extent of your disagreement or agreement** with the statements:

1=Strongly disagree, 2=Disagree, 3=Neutral (Neither disagree nor agree), 4=Agree, 5=Strongly agree

A CURRENT ACTIVITY of the public relations department in our organisation is ...	Please mark your answer with an 'X' in the appropriate box.				
	Strongly disagree	Disagree	Neutral (Neither disagree nor agree)	Agree	Strongly agree
1...to explain to top management the impact of their behaviour (obtained through research) on key external publics (e.g. media, investors, communities).	1	2	3	4	5
2...to keep a media clipping service (clip articles that appeared in the media about the organisation).	1	2	3	4	5
3...to act as an 'early warning system' to top management before issues in society erupt into a crisis for our organisation.	1	2	3	4	5
4...to take responsibility for the success or the failure of public relations plans.	1	2	3	4	5
5...to organise special events (e.g. open houses/ exhibitions/ gala evenings).	1	2	3	4	5
6...to act as an advocate for key internal publics by explaining their views to top management.	1	2	3	4	5
7...to develop public relations strategy that supports corporate strategy.	1	2	3	4	5
8...to produce audiovisual materials for presentations.	1	2	3	4	5
9...to initiate dialogue with pressure groups in society that are limiting the organisation's autonomy (e.g. legislators/ environmentalists/ consumer advocates).	1	2	3	4	5
10...to manage the implementation of public relations plans.	1	2	3	4	5
11...to explain views/ opinions that exist in society to top management.	1	2	3	4	5
12...to write articles for the organisation's publications.	1	2	3	4	5
13...to bring to top management's attention any organisational behaviour that erodes public trust.	1	2	3	4	5
14...to take responsibility for the success or the failure of public relations strategy.	1	2	3	4	5
15...to bring to top management's attention societal expectations for socially responsible behaviour.	1	2	3	4	5
16...to edit public relations materials (e.g. speeches/ the annual report).	1	2	3	4	5
17...to explain to top management the impact of the organisation's behaviour on society.	1	2	3	4	5
18...to monitor the performance of public relations practitioners sub-divisions.	1	2	3	4	5
19...to express the company's stance on social responsibility to society in order to gain public trust.	1	2	3	4	5
20...to generate publicity (e.g. write media releases).	1	2	3	4	5
21...to act as an advocate for key external publics by explaining their views to top management.	1	2	3	4	5

Section C: Demographic information

1. Please mark with an 'X' below, the box indicating your gender

Male	
Female	

2. In which year were you born? Please provide your answer in a four-digit format (e.g. 1965).

3. Please mark with an 'X' below, the box indicating your mother tongue.

English	
Portuguese	
French	
Other	

Please specify other language:

4. Please mark with an 'X' below, the box indicating your highest tertiary education level

Certificate	
Diploma	
Degree	
Honours	
Masters	
Doctorate	
Other	

Please specify the type of degree (e.g. BA Communication Sciences)

5. Please mark with an 'X' below, the box indicating whether you have received any public relations training. If your answer is yes, please continue with questions 6, 7 and 8. If your answer is no, please continue with question 9.

Yes	
No	

6. Please mark with an 'X' below, the box indicating where you have received your public relations training?

Locally	
Internationally	

Please specify the country (Locally or Internationally):

7. Please mark with an 'X' below, the box indicating the type of training that you have received?

Formal (e.g. University)	
Informal (e.g. PR Association)	

Please specify the institution:

8. Please mark with an 'X' below, the box indicating the highest level of **public relations training** that you have received.

As an undergraduate subject	
As a degree in public relations	
As a post graduate subject	
As a post graduate degree in public relations	
As a diploma course in public relations	
As a certificate course in public relations	
As a short course in public relations (e.g. a few days)	

Please specify any other:

9. If your country has a public relations association, please provide the name of the association:

10. Please provide the name/s of the tertiary institutions, that you are aware of, in your country, that offer public relations education/ training.

11. Please provide the name of the African country you live in?

Optional information: Particulars of respondents

May I please have the following personal information? This information will be used for quality control purposes and networking purposes. I might have to follow-up with you to double-check one of two of your answers.

Name:

E-mail:

Telephone number: ()

Employer:

Current position:

Thank you kindly for your participation!

APPENDIX 5
DATA CAPTURE SHEET

Data Capture Sheet - Me G van Heerden : EHB9050 : EH410754 : T03146

Resp	<input type="text"/>	<input type="text"/>	<input type="text"/>	V1 : 1	C1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	V48 : 50
					C2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	V49 : 51
A1	<input type="text"/>			V2 : 4	C3a	<input type="text"/>				V50 : 55
A2	<input type="text"/>			V3 : 5	C3b	<input type="text"/>				V51 : 56
A3	<input type="text"/>			V4 : 6	C4a	<input type="text"/>				V52 : 57
A4	<input type="text"/>			V5 : 7	C4b	<input type="text"/>	<input type="text"/>			V53 : 58
A5	<input type="text"/>			V6 : 8	C5	<input type="text"/>				V54 : 60
A6	<input type="text"/>			V7 : 9	C6a	<input type="text"/>				V55 : 61
A7	<input type="text"/>			V8 : 10	C6b	<input type="text"/>	<input type="text"/>			V56 : 62
A8	<input type="text"/>			V9 : 11	C7a	<input type="text"/>				V57 : 64
A9	<input type="text"/>			V10 : 12	C7b	<input type="text"/>	<input type="text"/>			V58 : 65
A10	<input type="text"/>			V11 : 13	C8a	<input type="text"/>				V59 : 67
A11	<input type="text"/>			V12 : 14	C8b	<input type="text"/>				V60 : 68
A12	<input type="text"/>			V13 : 15	C8c	<input type="text"/>				V61 : 69
A13	<input type="text"/>			V14 : 16	C8d	<input type="text"/>				V62 : 70
A14	<input type="text"/>			V15 : 17	C8e	<input type="text"/>				V63 : 71
A15	<input type="text"/>			V16 : 18	C8f	<input type="text"/>				V64 : 72
A16	<input type="text"/>			V17 : 19	C8g	<input type="text"/>				V65 : 73
A17	<input type="text"/>			V18 : 20	C8h	<input type="text"/>	<input type="text"/>			V66 : 74
A18	<input type="text"/>			V19 : 21	C8i	<input type="text"/>	<input type="text"/>			V67 : 76
A19	<input type="text"/>			V20 : 22	C9	<input type="text"/>	<input type="text"/>			V68 : 78
A20	<input type="text"/>			V21 : 23	C10a	<input type="text"/>	<input type="text"/>			V69 : 80
A21	<input type="text"/>			V22 : 24	C10b	<input type="text"/>	<input type="text"/>			V70 : 82
A22	<input type="text"/>			V23 : 25	C10c	<input type="text"/>	<input type="text"/>			V71 : 84
A23	<input type="text"/>			V24 : 26	C10d	<input type="text"/>	<input type="text"/>			V72 : 86
A24	<input type="text"/>			V25 : 27	C10e	<input type="text"/>	<input type="text"/>			V73 : 88
A25	<input type="text"/>			V26 : 28	C11	<input type="text"/>	<input type="text"/>			V74 : 90
					C12	<input type="text"/>	<input type="text"/>			V75 : 92
B1	<input type="text"/>			V27 : 29						
B2	<input type="text"/>			V28 : 30						
B3	<input type="text"/>			V29 : 31						
B4	<input type="text"/>			V30 : 32						
B5	<input type="text"/>			V31 : 33						
B6	<input type="text"/>			V32 : 34						
B7	<input type="text"/>			V33 : 35						
B8	<input type="text"/>			V34 : 36						
B9	<input type="text"/>			V35 : 37						
B10	<input type="text"/>			V36 : 38						
B11	<input type="text"/>			V37 : 39						
B12	<input type="text"/>			V38 : 40						
B13	<input type="text"/>			V39 : 41						
B14	<input type="text"/>			V40 : 42						
B15	<input type="text"/>			V41 : 43						
B16	<input type="text"/>			V42 : 44						
B17	<input type="text"/>			V43 : 45						
B18	<input type="text"/>			V44 : 46						
B19	<input type="text"/>			V45 : 47						
B20	<input type="text"/>			V46 : 48						
B21	<input type="text"/>			V47 : 49						