

**THE PRACTICE OF PUBLIC RELATIONS IN
THE CATHOLIC CHURCH
(A STUDY OF SOME SELECTED CATHOLIC
CHURCHES IN ENUGU URBAN)**

BY

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**BEING A RESEARCH PROJECT SUBMITTED TO
THE PUBLIC RELATIONS PROGRAMME**

**DEPARTMENT OF MARKETING
FACULTY OF BUSINESS ADMINISTRATION,
UNIVERSITY OF NIGERIA
ENUGU CAMPUS**

**IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF MASTER
OF SCIENCE (M.SC) DEGREE IN PUBLIC
RELATIONS**

APRIL, 2009.

CERTIFICATION

I certify that **OKOYE, EDITH I.** a Post Graduate student in the Department of Marketing (Public Relations Unit) with **Registration Number PG/M.Sc/02/36918** completed this research work for the award of a Master of Science (M.Sc) Degree in Public Relations under my guidance and supervision. To the best of my knowledge this work is original.

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DEDICATION

Dedicated to God the father, son Jesus Christ Saviour of Mankind and Holy Spirit the paraclete from whom all knowledge, wisdom, and understanding come.

ACKNOWLEDGEMENTS

I am very grateful to God Almighty who in his infinite mercy and inspiration I have been able to complete this study despite all the difficulties encountered while carrying the research work.

My immense gratitude to Hon. Okey Nweke of Ministry of human development, Government House, Enugu who spent sleepless night to see that this research work was successfully carried out. I lack words to express my gratitude may Yahweh Sabbaoth bless and reward his abundantly.

I am highly indebted to my supervisor, Chief C. B. Achison for his advice and wonderful supervision of this work.

My thanks go to Chinedu Ozougwu, now a priest at Bigard Memorial Seminary Awka and Mr. Kindness for their assistance and contributions God bless you all.

My thanks also go to Amaka Ozodigwe, staff at Bigard Memorial Seminary, Enugu for her assistance.

I am grateful to all who contributed in one way or the other to see that the research is completed.

I wish you all God's choicest blessing and may He reward you abundantly in Jesus Name Amen

Okoye Edith .I.

ABSTRACT

This study explores and x-rays the application of Public Relations concepts, principles and practice in the churches especially in the selected catholic churches. The report understudies and identifies the basic ingredients of Public Relations practice and discusses how these components can be effectively utilized for better church management and the attendant positive returns.

The relevant information for this study came from open literature, especially books and journals. Questionnaires were also administered to some enlightened individuals in the churches whose opinions are representative enough to form an objective assessment. The pilot survey was used to select some churches which were considered fairly representative of the catholic churches in Enugu Urban

Sample proportion statistic was used in testing and analyzing the results of the finding. Finally, it was revealed that inspite of the lip service paid to Public Relations in the churches the practice still remains the antidote and pillar for

effective church administration, growth and continued survival.

For clear presentation and flow of work, the study was divided into five chapters.

Chapter one introduces the work giving insight into what role effective Public Relations practice is capable of rendering in the churches. The chapter also presents the statement of problems, the objectives of the study, the research questions, hypotheses formulation, scope and area of study, limitations and significance of the study.

Chapter two reviews the related literature for the study by way of critically examining, analyzing and adopting some ideas, comments, views and feelings of authorities in the field towards revalidating the stand of this study.

Chapter three discusses the research methodology applied in the collection of data for the study.

Chapter four presents the analysis of data and discusses the results of the findings of the study using relevant research tools and instruments. This helps in authenticating the major thrust of this research exercise.

Chapter five drawn the curtain on the study by summarizing the outcome, proffering some pertinent recommendations while drawing up conclusion.

The study establishes that with proper application of Public Relations concepts, principles and practices in the churches the face of the earth will be renewed for better.

However, to ensure that the aforestated goal is achieved, those saddled with the responsibility of Public Relations practice in the churches must arise and push more in the area of awareness creation of the practice. They must improve on their general conduct, policy formulation, and programme implementation. They also need to strengthen their information/publicity system and mechanism. Formal training for those concerned on the rudiments of the practice will also go a long way in enhancing the realization of the set goal. The belief is strong that once the right things are done at the right time in the right manner, the churches will have no option other than to embrace the practice of modern Public Relations.

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CHAPTER ONE

BACKGROUND OF THE STUDY

INTRODUCTION

The church like every other human organization needs the understanding, goodwill and continued support of its operative environment to survive and exist. To accomplish this noble but obviously arduous task, the church ceaselessly seeks to identify and service or meet the needs and aspirations of its patrons, benefactors and even beneficiaries at a most profitable cost. It is more so with the Catholic Church in this era of church proliferation, especially, in Nigeria where church business has turned out to be a lucrative and serious venture. The race for membership acquisition is becoming increasingly hot and the Catholic Church is not left in this art of fishing men.

It is noteworthy that while some churches rewardingly achieve their objectives, others fail woefully. Failure in this regard is often associated with both internal weakness and or external threats. Internal inadequacies are manifested in the issues like employee discontent, poor or total absence of

communication, culture, poor administration/congregation (church council and the rest of the church membership) weak rapport or relationship, unnecessary power tussle for positions in the churches top hierarchy, inadequate conflict management mechanism and general unhealthy organizational/operative climate (industrial disharmony) among others. This is consequent upon the fact that the churches are made up of people with varied behavioural and attitudinal norms. Personal motives and aspirations are sometimes incongruous with the church ultimate goal-salvation for all.

Externally speaking (external threats), certain political, economic, socio-cultural and legal factors also constitute serious bottlenecks to churches progress, especially in the areas of unhealthy church-to-church (inter church) relations, poor financial relations, legal constraints, unsound government, media relations, environmental issues, corporate social responsibility, and so on. All these more often than not, combine and conspire to make the task of managing the churches and other similar human institutions increasingly

complex and overwhelming mostly as they sometimes condense into a more serious corporate image damage.

To avoid such an ugly scenario (serious image crack), the church needs to go back to the drawing board, undertake proper drastic image cleansing and then evoke the most pragmatic persuasive communication strategy towards assuaging the pains and winning back its members. The fact that the church is composed of responsible people makes the task of managing it more demanding and challenging. This is because it is in the nature of man (woman inclusive) to suspect, criticize and oppose any action that seems to run contrary to his held belief and position in any given matter or situation. It, therefore, requires great task, diplomacy and persuasion, through effective communication, which can only be rooted through sound Public Relations practice, in handling such disturbing moments in order to win his support and approval.

Ogunsanya, 1984:21 is of this view when he quoted Haywood thus: "today's public is more demanding and unless we use communication in a positive way, we will not receive

the necessary understanding and support”. They thus need to be informed, pampered, served and carried along at all time if the best is to be gained from them, through a socially responsible and acceptable performance based on mutually satisfactory two-way communication. This development thus places an urgent distress call on the doorsteps of the seasoned Public Relations practitioner on whose shoulder the task of moving the organization (the church) forward rests. This perhaps evokes the opinion of (Baskin and Aronoff, 1988) thus way: “Public Relations is a profession in transition. In an environment of rapid social change, every organization must change or die. Public Relations practitioners must possess the communication expertise and social sensitivity necessary to help organizations adapt to their changing environment”.

The fundamental principles of Public Relations should be founded on the premise of sound relationship with the publics of an organization (the church) through the performance of social functions that are mutually beneficiary to both the church and its publics. This aptly captures the

opinion of Barnays, 1961:55 about Public Relations --- information given to the public, persuasion directed to the Public to modify attitudes and actions, and efforts to integrate attitudes and actions of an institution with its publics and publics of those of that institutions. The driving force in any Public Relations efforts is, therefore, rooted in the support, solidarity, cooperation and blessing of both the specific and general audience who are essential for the growth and development of the organization (church).

Abraham Lincoln in (Nwosu and Idemili, 1992) paints the picture clear thus, "Public Relations is everything, with sentiments nothing can fail, without it, nothing can succeed. He who moulds public sentiments goes deeper than he who executes status or pronounces decision. He makes statutes and decisions possible or impossible to execute. The foregoing embraces the public affairs and social conscience aspects of an organization as demonstrated in its responsibility to the public interest through its various Public Relations programmes. The church, as a dynamic and functional organization, has its numerous objectives which it hopes to

achieve through its various program. Such objectives include among others: Membership mobilization and retention, fund raising activities/launching for projects; award-giving/investiture ceremonies, conflict prevention and resolution, image laundering and management, community relations, corporate social responsibility. However, no matter how laudable these objectives may appear, if they fail to win the desired public support and approval, they are to record no meaningful success. This is because, the success or otherwise of such programmes and objectives are dependent, to large extent on the knowledge, understanding, blessings or commitment of those for whom they are fashioned. Be that as it may, there is, therefore, the need to establish an effective and functional communication mechanism that will not only inform the publics about what is happening, but also the reasons for such actions.

Sound policies and responsible action alone are not enough to gain goodwill. It is through effective communication with the public that the church leadership/administration (council), for instance, can make

the congregation and the other external publics understand and appreciate the needs, policies, programmes, targets and even the problems facing the church. It is also through the feedback mechanism that the church council can monitor the opinions, interests, agitations and expectations of the publics and then be in a better position to formulate acceptable and mutually beneficial policies and programmes.

(More and Canfield, 1973) endorsed this stand in their definition of the concept (Public Relations) this way: "A social philosophy of management expressed in policies and practices, which through sensitive interpretation of events based upon two-way communication with its publics, strives to secure mutual understanding and goodwill. All hands should therefore, be on deck to ensure that all possible impediments to effective communication in the church are eliminated so as to avoid misunderstanding, rumours, suspicion, gossip, grapevine, frustration, inaction and conflicts. It is on this effective podium that this study stands to critically and conscientiously review and assess the role of

effective Public Relations in the church with anchor on few selected catholic churches within Enugu metropolis.

1.2 STATEMENT OF PROBLEMS

It is an undeniable fact that institutional or organizational growth and continued survival is closely tied to efforts at accomplishing three good things- good identity, good image, and goodwill. These three “goods” can be effectively actualized through corporate self realisation which in the opinion of (Black 1989) “involves doing good and getting credit for it”

The need for the realization of Public Relations requisites re-echoes the uniqueness, the indispensability and the urgency of Public Relations practice in Nigerian. Social institutions like the churches, especially when viewed from the functional roles it plays in building, managing and sustaining the corporate image of organizations through its multiple activities in the areas of information generation, dissemination and monitoring, trend analysis, issues prediction, event management, conflict resolution and other

numerous services and oversight functions it plays in organizations. Unfortunately the church especially the Catholic Church is yet to attune itself to the numerous gains of sound Public Relations functions in organisations.

Consequently, this study is faced with the following problems:

1. It is not easy to ascertain the actual existence of Public Relations practice in church administration
2. Public Relations problems not being easily identified for effective church administration
3. Determination of Public Relations effectiveness in the churches is not easy
4. There are obvious and latent risks associated with Public Relations practice in the churches.
5. There is difficulty in pinpointing the contributions of Public Relations practice to church growth.
6. There is obvious lack of professionalism in the practice of Public Relations in the churches
7. It is hard to establish the contributions of Public Relations to church fund raising projects

8. It is hard to ascertain the role of Public Relations in conflict prevention and control in the church.
9. It is difficult to show the impact of Public Relations practice to successful church evangelism.
10. There is no distinct autonomous unit of Public Relations practice in the churches.

1.3 OBJECTIVES OF THE STUDY

The following objectives are formulated by the study

- a. To ascertain the existence or otherwise of Public Relations practice in church administration.
- b. To review and identify the problems militating against effective Public Relations contributions to successful church administration.
- c. To determine the effectiveness of Public Relations practice in the churches.
- d. To identify the obvious and latent risks in Public Relations practice in the churches.
- e. To establish the link between Public Relations practice and church growth.

- f. To identify the bottlenecks to sound Public Relations practice in the churches
- g. To establish the contributions of Public Relations to church fund raising campaigns.
- h. To ascertain the role of Public Relations in conflict prevention and control in the church.
- i. To determine the impact of Public Relations practice to successful church evangelism
- j. To critically analyse and suggest the need or otherwise of a distinct Public Relations department in the churches.

1.4 RESEARCH QUESTION

In line with the aforestated objectives the study will thus be guided by the following research questions:

1. Does Public Relations actually exist in the administration of the selected catholic churches?
2. What are the problems militating against effective Public Relations contributions to successful church administration?

3. How effective is Public Relations practice in the churches?
4. What are the obvious and latent risks in Public Relations practice in the churches?
5. Is there any correlation between Public Relations practice and church growth.
6. What are the bottlenecks to sound Public Relations practice in the churches?
7. What are the contributions of Public Relations to church fund raising projects”
8. Does Public Relations play any role in church conflict prevention and control?
9. What are the impacts of Public Relations practice to successful church evangelism.
10. Is there any need for an independent Public Relations unit in the churches?

1.5 RESEARCH HYPOTHESES

The study formulated the following hypotheses:

- H₀: Public relations practice does not exist in church administration in the selected Catholic Church.
- H₁: Public relations practice exists in the selected Catholic churches
- H₀: Problems to effective church administration cannot be solved by Public Relations practice
- H₂: Problems to effective church administration are better solved by Public Relations practice
- H₀: Public Relations practice in the churches is weak.
- H₃: Public Relations practice in the churches is very effective.
- H₀: Risks in the practice of Public Relations outweigh the benefits
- H₄: Risks in the practice of Public Relations in the churches do not outweigh the benefits.
- H₀: there is no correlation between Public Relations practice and church growth.
- H₅: there is a correlation between Public Relations practice and church growth.

- H₀: There is no problem in the practice of Public Relations in the churches.
- H₆: Public Relations practice in the churches faces a lot of problems.
- H₀: There is no correlation between fund raising activities in the churches and Public Relations practice.
- H₇: Public Relations practice contributes effectively to church fund raising activities.
- H₀: public relations practice plays no role in either preventing or resolving conflicts in the churches.
- H₈: Public Relations practice plays great roles in preventing/resolving conflicts in the churches.
- H₀: Public Relations practice makes no impact in successful church evangelisation programmes.
- H₉: Public Relations practice impacts positively in church evangelism.
- H₀: There is no need for an autonomous Public Relations department in the churches.

H₁₀. There is crucial need for an autonomous Public Relations department in the churches.

1.6 SCOPE OF THE STUDY

The study will focus on the selected catholic churches in Enugu Urban. We will however concentrate on the application, influence and role of effective Public Relations practice in these churches.

1.7 AREA OF STUDY

The study will cover the selected Catholic churches in Enugu Metropolis. Other churches outside this ecclesiastical zone will not be studied so as to make for a more realistic and practical investigation.

1.8 LIMITATIONS OF THE STUDY

Some problems were encountered in the pursuit of this noble project, they include:

Financial and time constraints were the major impediments for though the study revolves around some

selected catholic churches in Enugu urban, the review was broadened to other churches within the area.

More compelling is the fact that the research work still exists as a virgin field, unexplored by previous studies; it suffered greatly from the dearth of relevant materials as a consequence.

Some of the respondents did not help matters as they displayed cold reception outright aggression and unwillingness to divulge use information as a result of our culture of secrecy.

1.9 SIGNIFICANCE OF THE STUDY

Academic research has been very minimal in this area. A research of this magnitude will therefore be of immense benefit to Public Relations practice, and practitioners, the Catholic Church, in particular, and other churches, businesses, other human institutions, and individuals. It is also anticipated that the outcome of this study will help evaluate and identify ways through which Catholic churches can be effectively managed.

The researcher also hopes that the study will arouse the interest of other scholars and researchers in the area of Public Relations practice as they impact on the catholic churches.

The study when completed will serve as a reference point and will be consulted by other researchers in this field.

Be that as it may, the belief is strong that the study will make positive contribution to the existing body of knowledge of Public Relations practice as it impacts on effective church administration and development and the catholic faithful.

Finally, the study is a university requirement for the award of Master of Science (M.Sc) degree in Public Relations.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

PREAMBLE

There is no doubting the fact that many authorities and researchers may have written on some issues either directly or indirectly relating to this topic. The role of Public Relations practice of church administration. Since the greater percentage of the earlier studies seems to center mainly around the theoretical premise of this matter under study. It is therefore the intention of this study to review and evaluate some of these works and see how they could be converted to practical uses.

The areas to be reviewed in this segment include the following: Brief historical overview of the Catholic Church as a human organization. The role of effective administration in the Catholic Church as a catalyst of change. The relationship of the church with its publics. The correlation between effective church administration and Public Relations. Public opinion as the reflective mirror of the church information,

communication, and propagandas as the pivots for effective church administration.

These and more forms the basement for our discussion in the segment of the treatise

2.1 RELATIONSHIPS OF CHURCH WITH ITS PUBLICS

The church could simply and structurally be seen as the Lord's House, a shelter for worship by the people of God. The Greek would prefer to call it, "Ekklesia", meaning the assembly of the citizens of a city who have the full rights and dignity as members of that assembly". Hebrews call the church "kehal" and "Edah", signifying the religious assembly of the Israelites who live in Jerusalem. (Mikinzie, 1968).

The Jews on the other hand view it as a congregation, a convocation, or an assembly of people usually for a religious purpose. Perhaps this informs their usual statement in the Old Testament, "Let us go and worship God at Jerusalem, Dan or Bethel, "thus showing that they have their physical church (building) located at those places. Christ, the founder of Christianity formally established and ordained the church

in time with his promise in the scripture, “and so I tell you Peter, you are rock and on this rock foundation I will build my church, and not even death will ever overcome it.

According to the scripture, in Acts of the Apostles (Acts 2) the visible church began on the Jewish feast of Pentecost when the Holy Spirit descended on the Apostles and confirmed them on their faith.

Historians see the Pentecost as the beginning of the church. Ever since, the church has continued to grow and expand through all nooks and crannies of the globe.

According to (Monsignor J. & E. et al, 1984) “the church is influenced by the world and in turn influences the world. It must continually adapt herself to men of every age. Therefore, throughout history, the church changes in her lifestyle.

The catholic church hierarchy begins with the Pope who stands as the father of the church, the Cardinals, the Arch Bishops, the Bishops, Monsignors, Priests, Seminarians, the Religious and the Lay Apostolate. The head of the Catholic Church is in Rome, down to the Arch Diocese, the Diocese and the various parishes. In this study, we shall be

concentrating our discussion on few of these parishes as representative of the universal Catholic Church.

We take a step further by looking at how these churches can be well, functionally and profitably managed – administration.

2.2 CHURCH ADMINISTRATION

Administration is the management of public affairs – using the management functions of planning, organizing, staffing, directing, supervising, co-coordinating and controlling in order to achieve the corporate goal of an organization. The task is both complex and demanding as it is challenging and, therefore, requires the collective and cooperative effort of all and sundry towards the realization of the set objective. This is perhaps what (Farrel, 1966) emphasized when he said, “most efforts to define administration in general add to the element of cooperation among two or more individuals toward reaching some goals accepted by those engaged in the endeavour”.

Administration is not a free for all dancers. It demands a high level of professionalism for its mastery. It is both enduring and painstaking. Anyone who is not properly trained for it can never make any headway. Even when the training is over, no one can claim to have known it all. It still makes room for on-the-job learning. This is in tandem with (Buchel's 1977) view as he says, "Administration can be and should be a matter of life long learning. It is that complex, that challenging. Even the best managers always have a lot to learn". Similarly, (Person Hunt, 1952) states, "if all things in business were completely rational, all problems would be analyzed and solved by one person or brain having complete access to information from all over the organization, but in reality business decisions are not made by one person but a little brains over time". He further adds, "by directing the opinions and ideas of other people, executives elicit their commitment and involvement as well".

The church being a public service oriented institution places greater challenges on the shoulder of its administrators. It

calls for more commitment and determination on the part of its operators.

(Morsten, 1963) is one of the strong advocates of seriousness in administrative business. He looks at public administration as, presumably an aspect of a more generic concept, administration, the essence of which has been described as determined action taken in pursuit of conscious purpose”.

Another very vital point the Public Relations executive in the administration of churches should note is that administration is a teamwork. It requires the joint effort and cooperation of all concerned in achieving the desired goal of providing the needed services to the ecclesiastical community. (Felix and Lloyd Negro, 1989) propose this view point thus: “Public administration is cooperative group effort in a public setting that is closely associated with numerous private group individuals in providing services to the community”.

It is the ability and capacity to serve the community and humanity better that makes an organization (like the church) socially responsible and this goal is better realized and

enhanced through a sound, seasoned, and effective and efficient management team ably supported and empowered by effective Public Relations practice which forms the next stage of this review.

2.3 PUBLIC RELATIONS IN THE CHURCH

Every organization strives to maintain goodwill, better understanding and mutual acceptance with those it does business and comes in contact with. That is why the new philosophy of modern Public Relations recognizes the validity of the view that an institution exists with the sanction of the community as a whole.

That informs the opinion of (Perriman, 1964) about Public Relations, as a planned action undertaken to gain and keep the goodwill of every section of the public with which the institution or organization comes into constant. This is a must task for top management of organizations, if they are serious in keeping their business afloat. Until businesses begin to appreciate and treat Public Relations as an attitude of

the mind, things will continue to fall apart in their various enterprises.

Hence, Perriman goes further to caution, “for Public Relations to succeed, it must become an attitude of the mind by which management consciously appreciates that its own interest and those of its publics are in the long run identifiable and acts accordingly”.

Some would want to argue, though blindly, that their organization could do without Public Relations and still progress. Such ill-informed opinion only goes to show how shallow their understanding and or appreciation of the concept of Public Relations is. This is exactly what (Norman, 1991) is stressing when he said “some organizations claim quite succinctly that they do know Public Relations. They are mistaken because they have no option. They can choose what they are going to do about Public Relations and they can carry out these intentions more or less effectively”.

“What they cannot choose” he continues “is to have no publics and no relationship with them-if they take that line, that it means that their Public Relations is unplanned, unstructured, unbudgeted and unsuccessful, in a word, unaffordable”.

It is thus unimaginable to conceive of the life of public without Public Relations. According to (Cristford, 1973) “the cardinal point to bear in mind that Public Relations is fundamentally concerned with people and their relationship with each other”.

We wish to conclude the review of Public Relations literature with a look at two of the processional definitions of the concepts. In the words of the Public Relations News, Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest and executes a programme of action and communication to earn Public understanding and acceptance”. According to the Mexican statement, “Public Relations is the art and social science of analyzing trends, predicting their consequences, counseling organizations leaders and implementing planned programmes of actions which will serve both the organizations and the public interest”.

In drawing the curtain on Public Relations discussion, it is apt to trail (Harlow’s, 1976) summary of 472 definitions of

this all – important concept: “a distinctive management function which helps establish and maintain mutual lines of communications, understanding, acceptance, and cooperation between an organization and its public, involves the management of problems or issues, helps management to keep informed and be responsive to public opinion, defines and helps management to keep abreast with an effectively utilized change, serving as an early warning system to help anticipate trends and uses research and ethical communication techniques as its principal tools”.

A critical look at the above condensed literature submissions on Public Relations will easily give one the true picture of the obvious roles the practice plays in repositioning the churches. The researcher goes a step further to look at another important ingredient of Public Relations practice that the church needs to explore and exploit to the fullest.

2.4. PUBLIC OPINION AS A PR TOOL IN CHURCH ADMINISTRATION

This is the conglomeration of the individual opinions on a given issue, a consensus of and among a varying number of persons which crystallizes overtime from all the expressed views that cluster around an issue in debate. It is a very sensitive and powerful weapon for building or destroying a given situation, institution or even individual. It is just like a double – edged knife, which has the capacity to cut at ends, making or marring, restoring peace or creating crisis etc. Hence, (Cutlip and Center, 1982.) timely warns, “the power of public opinion must be first understood and dealt with. It provides the psychological environment in which organization prosper or perish”. (Nweke, 2001) describes it as an invaluable time bomb” which every reasonable mind ought to identify and beware off.

(Baskin and Aronoff, 1988) put it this way:

Public opinion has always been a force in human events. Leaders have courted the sentiments of the people to sustain their power and gain support for their actions. Only those rulers who were believed to be gods, or chosen by gods, could afford to

ignore public attitudes and even they usually took pains to assure their subjects that their faith was well placed. Many despots, believing they held absolute power and were thus immune to public opinion later lost their heads.

The implications of the above is that whatever an organization thinks, says or does must conform with and or contribute to the formation and articulation of favourable opinions (of the publics) towards the organization (Nweke 2001) is of the view that in spite of the fact that public opinion is considered the opinion of people outside the decision-making external to the real power centres and who for some reasons differ greatly from those responsible for decisions, it is still recognized as an integral and vital ingredient in the overall decision making process.

Thus, a proper identification and understanding of the process of public opinion formation and attitude change therefore forms the basis for the success and efficiency of modern Public Relations in the churches. This is so when one considers that the will of the public provides the sure pivot upon which an institution wheel of activities and goals rotate.

Quoting Ginsberg, Awosika, 1986 maintains, “the will of the public has become the ultimate standard against which an organization conduct its activities and sets its goals.

The needs for the identification and recognition of public opinion in a democratically ran human institution as the churches does not call for any form of overstretching since the greater input in decision making process comes from the people. They, therefore, need to be duly consulted especially on matters affecting them directly if the church is to make an headway. It is in the nature of man to complain when his opinion is not adequately recognized and respected. The church pastoral council thus has to be conscious of this so as to carry all and sundry along or else, they should be ready to entertain frustration, misconception, protect, lack of interest, suspicion and other pockets of negative attitudes towards the affairs of the church. (S. O. Idemili, 1990) warns, by ignoring the public view-point, Public Relations communication often fails to correct misconceptions, provide a new information or develop favourable attitudes”.

The church and its leaders must therefore use this weapon of positive change positively or be prepared to fail woefully.

2.5. INFORMATION AS A TOOL OF PUBLIC RELATIONS IN CHURCH ADMINISTRATION

Information is a very vital resource for the effective and efficient running and administration of the church.

In-fact, information remains the chord, the tie and the thread that holds virtually all the functional activities of the churches. Those activities remain paralysed in the absence of information. That is perhaps why information is regarded as the heart, the soul and the life of the church. Starting from membership drive, project lunch, fund raising, conflict resolution, to daily evangelism, accurate, timely and requisite information is needed for the realization of the target objective. Information aids management (church council) in decision-making and the evaluation of result of outcome of job performance. This is where the actual value of information lies – its ability to effect a positive change in decision

behaviour. This perhaps explains why (Odiari, 1977) argues that information has no value in itself; its value derives from the value of the change in decision behaviour caused by information. It may be better information only if it improves the resulting decision, otherwise, it had no value, he add.

For information to be adjudged effective, valuable, and thus able to realize the decision making process function gainfully, it:

- Must be current, timely and frequent;
- Must be detailed, complete, adequate and appropriate;
- Must be relevant for the purpose it is meant to accomplish
- Must be sufficiently accurate for the use for which it will be put, since unnecessary accuracy often times leads to ambiguity and confusion. It should therefore strike at the exact requirement.
- Must be distinctly clear, straightforward and under suitable to the user;

- Must be most reliable such that the user can develop high level of confidence in it;
- Must be effectively communicated to the user through appropriate and credible channel and should not be allowed to blur and becloud essential facts;
- Must be rare by being able to highlight and point out the unusual and unwelcome deviation from the target;
- Above all, the cost of generating the information should not be greater than the value derived from using it (Modum 1995, Odiari 1997: Nweke 1999).

(Nweke, 2001) goes ahead to propose that with these qualities in the available information, the following gains expectedly will be reaped.

- Information is highly needed by corporate entities to carry on with their functions of planning, organizing, staffing, directing and controlling of their operations.
- Information assists business to appraise and evaluate project, investment portfolios and opportunities.
- Business organizations and others (the churches etc) make use of information to evaluate the sufficiency

and reliability of their budget policies, plans and other financial projections;

- Organization (Churches) also depend on accurate information in order to effectively prepare their financial balance sheets;
- Wise management team of an organization makes proper use of available information so as to successfully monitor trend analysis in Public Relations practices);
- Information aids organizations in arraying out self appraisal in relation to environmental opportunities and challenges through SWOT (strengths, weaknesses, opportunities, and threats) analysis:
- Reliable information gives a business (church) an idea of the strategies of its competitors, and how best to handle such a situation;
- Information helps entities (Churches) to critically understudy and have knowledge of the needs, feelings, views, states, preferences, expectations of their various publics (public opinion) and how best to

address those issues towards establishing and maintaining mutual beneficial relationship with them;

- Organizations also get to know more about developments in the financial market (stock exchange etc), the political front, ethical, legal and standard business principles and practices for healthy and more rewarding business climate through effective information.
- Information aids and facilitates sound management decisions, better employees, community government media relations, conflict management, and many more.

From the forgoing submission, it becomes clearer to evaluate and appreciate the invaluable role information plays in shaping the destiny of human organizations. (Modum, 1995) collaborately posits in fact, information is so vital in modern business operations and management that experts in business management have come to agree that in the present complex business environment, where competition has become extremely keen available and effective information can

indeed become a critical factor, which enables an organization to have an edge over its competitors. Modum further quips, it is this high value attached to information that explains why many businesses are eager and ever willing to invest in order to enhance their informative sector in the same way as they invest in order major sectors of their business components.

The nature of the church as a human institution makes it imperative that its organization, functional activities, operative mechanisms, actions and result evaluation is predicated and rooted in effective information system. Effective information is thus a must for churches that want positive harvests.

2.6 COMMUNICATION AS A PUBLIC RELATIONS TOOL IN CHURCH ADMINISTRATION

Aligned to information is another vital ingredient of Public Relations practice in the churches, communication which acts as the bridge, the activator and the mover of all activities in the churches. Everything about church administration, growth, and survival depends so much on the

availability of timely and adequate information which is made possible and available through effective communication network.

In the submission of (Rogers, 1976) communication is defined as the process by which an idea is transformed from a source to a receiver with the intention of changing his or her behaviour. (Chester Barnard, 1938) views communication as the life-wire and focal point of any organizational or Public Relations activity or discussion, and opines thus: in any discussion of an organization or Public Relations activities, communication could occupy a central place (Nweke, 2001) endorses this position and asserts, it is, therefore, pretty difficult to understand, appreciate, and successfully apply Public Relations without proper understanding of the basic principles and processes of effective communication. Hence it presupposes that the proper understanding of the basic principles and process of effective communication provides the strong foundation on which Public Relations is built, utilized and practiced.

(Nweke, 2004) also points out the correlation between effective communication and sound Public Relations practices. According to him, Public Relations and communication are good partners in progress... Just as the PRE needs effective communications to relate properly with his/her numerous publics, so also does the seasoned communicator who must keep to the sound Public Relations principles in order to successfully disseminate and deliver his messages.

Authorities in the field like Cristford, Canfield and Moore would even argue that the two concepts are both the same and complementary; that is to say, Public Relations is essentially communication. In the words of (Cristford, 1973) “the cardinal point to bear in mind is that Public Relations is fundamentally concerned with people and their relationship with each other.

(Canfield and Moore, 1973) similarly regard Public Relations as the life wire of communication, because, it is through communication that Public Relations reveals, explains defends or promotes its policies in order to secure understanding and acceptance. (Sam Black, 1989) equally

highlights the communication (information dissemination) element in Public Relations by defining the concept (Public Relations) as the art and science of achieving harmony with the environment through mutual understanding based on truth and full information.

Since it is rightly believed that lack of effective communication is the main cause of misunderstanding in many organizations, free flow of information (communication) is expected to make people understand, accept and adopt the policies, programmes and activities of the church. It is thus through effective communication that the various publics of the churches (the faithful) can be fully mobilized and motivated toward contributing their quota for their growth and development. Communication is, therefore, a must for all Public Relations efforts in the churches. (Grunig and Hunt, 1984) sum it up this way “public Relations are the management of communication between an organization (the church) and its publics’. However, effort should be made to ensure that communication is not turned into cheap, negative

propaganda. Propaganda used in the right direction can win good results for the churches.

2.7 PROPAGANDA AS A PUBLIC RELATIONS TOOL IN CHURCH ADMINISTRATION

This term first originated from the Catholic Church as a tool for propagating the faith (*propaganda fides*). It was then a powerful weapon for evangelism until the likes of Adolf Hitler bastardized it into negativity, falsehood, showmanship, evasions among others. While quoting Prof. Calvin Coolidge, (Oyeneye, 1997) describes propaganda as “half truth, lies, ambiguities, evasions, calculated silence, red-herrings, unresponsiveness, slogans, catchwords, showmanship, bathos and buncombe. Coolidge further reveals that “propaganda seems to present part of the facts, distort their relations, and to force conclusion on which could not be drawn from a complete and candid survey of all facts”.

(Ubani, 1996) similarly posits, “Propaganda depends on self – praise and puffery, unfortunately it does not achieve

mutual understanding, goodwill and feedback system which public Relations achieves”.

One should however not lose sight of the positive contributions of propaganda if well applied. It is more or less a double – edged sword. In the words of (Jefkins, 1980) and (Nweke, 2001) propaganda may be used for good, bad, indifferent (and some very strange) causes. If well used and applied, turns out to be the most powerful tool of persuasive communication for mass information, mass education, mass sensitization, and mass mobilization. On the other hand, Nweke points out, it uncontrollably leads to unmitigated distortion of facts, calculated deception/ falsehood, and confusion of the highest magnitude whose end result could be irreconcilable hatred, violent crisis and monumental disaster.

(Roetter, 1974) provides a panacea for this by suggesting four main guidelines towards better and more positive propagandizing to include: the proper identification of the target, correctly disseminating the message to be put across in the propaganda, establishing credibility both in the

message and in the methods and sources of its dissemination, and selecting the appropriate means of communication.

The bottom line of what we are saying so far is that all communication activities and or strategies must be well tailored towards meeting the target objective of the user. It must be formulated, designed and used in such a way that the target (the publics) appreciates it and responds in the desired manner.

This now takes us to the terminus of the segment, the review of the publics of the church.

2.8 THE PUBLICS OF PUBLIC RELATIONS IN THE CHURCH

These are the most important elements of this discussion for it is on them that all actions, attentions and efforts are directed. When we talk about the church, we are directly or indirectly referring to these groups – the internal and external constituents of the community. A well-formulated Public Relations programme should thus be aimed at these groups of the desired effect. These groups will, to a

large extent vary from programme to programme. Restraint must however be applied in deciding which of these publics should be reached effectively within the available resources. It would be sound economic modum to direct specific messages to specific publics. The choice of language, the mood, the media of communication and the method of message delivery are usually determined by these publics. The success or otherwise of every Public Relations programme is usually decided by these groups of people.

Each of these groups comprises a set of people united by one common interest, needs, goals, aspirations or even destinies. (Nolte, 1974) points out that, “the publics is every one interested in, or affected by an organization, or whose opinions can affect the organization”.

(Seitel, 1987) categories them as; internal, external, primary, secondary, marginal, traditional and future proponents, opponents and uncommitted publics”.

The publics of the church, therefore, may include: the entire congregation both the clergy and the laity (internal publics), community neighbours, opinion leaders, schools and

colleges, other churches, business organizations, hospitals, the mass media, financial institutions, governments with their agencies and parastatals, trade associations, non-governmental organizations among many others.

The church willy-nilly has to always endeavour to identify the needs and concerns of these varying public and fashion an enduring way of satisfying them. This is a fact the church must not toy with if it hopes to record appreciable return in its Public Relations programmes and activities.

From the foregoing submission, we can see clearly that the church is an organized human institution, an assembly of people who believe in and worship a supreme being (God). As such, it needs to be properly run and administered so as to accomplish the goal of its faithful, and the generality of the publics who depends on it and on whom it also depends on for continued existence and survival. Be that as it may, it demands that the opinions, feelings, expectations, aspirations and problems of these publics have to be met and solved through their association with the church. They need a dosage of accurate and timely information about their

institution so as to have a pride of place. This thus calls for constant supply of almost an overflow of effective communication in virtually all matters affecting them about the church. This is exactly the vision and mission of a sound modern and effective Public Relations practice in the churches. Until, Public Relations is given as pride of place in our churches the centre can never hold.

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CHAPTER THREE

RESEARCH METHODOLOGY

The objective of this study as earlier stated is to critically examine the actual practice of Public Relations and its impact in the running of the churches with particular reference to some selected catholic churches in Enugu Urban. This chapter is therefore designed to discuss the applied methodology in the study.

Research Methodology simply defines how the researcher intends to go about the research project by way of collecting, collating, measuring and analyzing data in a manner that is relevant to the study with economy in procedure. Kumar, 1976 Nworgu, 1991 Osuala, 1982 Sirkmund 1982.

3.1 RESEARCH DESIGN

A research can be simply defined as a plan of study that directs and guides the researcher in collecting and analyzing his data. Luke and Rubbin, 1952 put it succinctly as the determination and statement of the general research approach or strategy adopted for the particular project. It provides the

detailed blue-print for carrying out the project. The design of this study is exploratory and historical

3.2 STUDY SETTING

The study was conducted in Enugu, the capital city of Enugu state, and Nigeria.

3.3 SOURCES OF DATA

Basically, there are two major sources of research data – primary and secondary sources. Both data sources were used for the study.

The primary data were gathered from the respondents through the questionnaire, oral interview, and personnel observations.

The questionnaire was design based on the research questions and hypotheses stated in chapter one of this study. The content and structuring of the questionnaire was corrected and authenticated by the supervisor.

The study intends to adopt the structural type of questionnaire; both open-ended and close-ended format. The

questionnaire was designed in such a way that the respondents could complete answering the questions unaided.

It was also organized in logical sequence to facilitate an easy reply to each question. The questionnaire was administered to the clergy, members of the church council and some selected informed members of the church and outside opinion. The secondary data was gathered from the library, textbooks, newspapers, magazines, journals etc.

3.4 POPULATION OF INTEREST

The population for the study was selected from five catholic churches (parishes) randomly selected among the catholic churches located within Enugu Urban. In order to determine the sample size, the researcher conducted a pilot survey before administering the questionnaire in the five churches under study. This was done to check the applicability of the questionnaires and the entire field operation.

3.5 SAMPLE SIZE

Since it was practically impossible for the researcher to survey the opinion of all the members of catholic churches in Enugu Urban, some few Catholic churches were, therefore, selected using the pilot survey, which is fairly representative of the churches in Enugu metropolis.

To arrive at a sample size, the researcher conducted a pilot survey to determine the proportion of the respondents that agree that Public Relations practice impacts positively on the churches. From a randomly selected 25 respondents in these churches, 23 or 91.6% of the respondents in these churches indicated that Public Relations is a must for the churches, while 2 or 8.4% of the respondents maintained that the churches can do without any form of Public Relations

Based on these findings, the sample size was determined using the following statistical formular

$$n = \frac{Z^2(pq)}{e^2}$$

Where n = sample size to be computed

z = Number of standard deviation for the desired level of confidence.

p = Percentage of positive response (those who say yes)

q = Percentage of negative response (those who say no)

e = The limit of tolerable error at 95% confidence level

z = 1.96% deviation and at 5% tolerable error.

The sample size can thus be determined based on the pilot survey figure

$$\begin{aligned}
 p &= 91.6\% \\
 q &= 8.4\% \\
 n &= \frac{1.96^2 \times 91.6 \times 8.4}{25} \\
 &= \frac{2955.8807}{25} \\
 &= 118.24 \\
 &= 118
 \end{aligned}$$

Based on the computation, the sample size of 118 was used for the study.

3.6 SAMPLING METHOD USED

The sampling method used in selecting the churches in the population was the Simple Random Sampling (the probability procedure).

SAMPLING Design according to Unamka and Ewurum, 1995) refers to the techniques or procedures used to select the sample required for data collection, that is, the procedure or technique used in selecting individual elements that constitute sample

Simple random sample is defined as one in which every possible sample of a certain size has the same chance as any other sample being selected. The five Catholic churches selected for the study are:

1. St. Patrick's Catholic Parish Ogbete
2. Sacred heart Parish Uwani
3. St. Paul's Catholic Church Awkananaw
4. St. Mulumba Catholic Parish New Haven
5. Christ the King Parish GRA

3.7 INSTRUMENTS USED

The nature of the study carried out determined the types and sources of data used. Apart from the primary and secondary data sources, questionnaires, interviews and observations etc were utilized.

3.8 METHOD OF DATA ANALYSIS

The hypotheses shall be tested using a parametric of sample proportion statistic:

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}}$$

Where P_s = Proportion of success in the sample of relevant questionnaire

p = Proportion of success in the population from pilot survey

q = proportion of failure in the population from pilot survey

n = observable sample size which is the total number of variable responses from the relevant questionnaire

A Pilot survey was conducted on some selected twenty five (25) members of five Catholic Churches in Enugu Urban to ascertain the usefulness or otherwise of Public Relations practice in church administration. Fifteen (15) affirmed representing 60% of success in the population with 10 dissenting representing 40% of failure in the population.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

In this segment, data obtained for the study will be presented and analysed with the discussion of the findings. The chapter will also critically review the analysis of data with a view to testing the operational hypothesis already formulated in chapter one of this study.

4.1 QUESTIONNAIRE DISTRIBUTION AND RETURN

The data from completed questionnaires were collected and coded to yield the tables presented in this chapter.

A total of one hundred and twenty (120) questionnaires were distributed to the five selected Catholic Churches in Enugu Urban out of which one hundred and eighteen (118) or 98.33% was duly completed and returned. Thus the researcher worked with one hundred and eighteen (98.33%) as the sample size for analysis.

The analysis of the distribution and return of the questionnaire forms is presented below.

TABLE 1: QUESTIONNAIRES DISTRIBUTION AND RETURN

NAME OF SELECTED CHURCHES	NUMBER OF FORMS DISTRIBUTED	NUMBER OF FORMS RETURNED	PERCENT AGE (%)
St. Patrick's Parish Ogbete	24	23	95.83
Sacred Heart Parish Uwani	22	22	100
St. Paul's Parish Awkunanaw	24	23	95.83
St. Mulumba Parish New Haven	22	22	100
Christ the King Parish GRA	28	28	100
Total	120	118	98.33%

The table above shows the rate of questionnaire distribution and return. Most of the respondent 118 of 120 filled and returned their forms thus showing a high response rate. Hence, the number of questionnaires completed and returned is large enough to lend credibility to the information generated from the data.

The entire data for the study will now be presented and discussed in the following order.

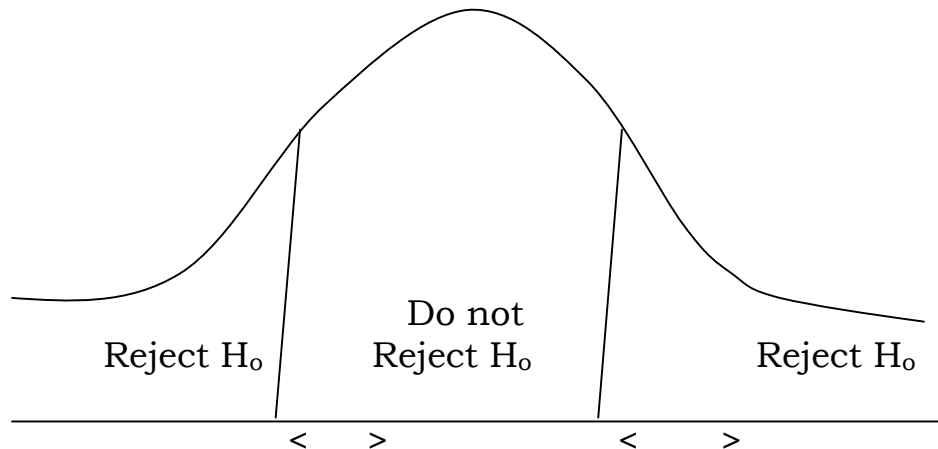
4.2 TESTING OF HYPOTHESIS

The hypothesis earlier formulated study will be tested based on the responses obtained from the questionnaire forms.

The decision rule for accepting a null hypothesis is:

Do not reject H_0 (null hypothesis) if and only if table value is greater than calculated value, otherwise accept.

The graph for the critical region is stated below:



The table value is from normal table for

1. two-tailed test, it is 1.96
2. one-tailed test, it is 1.65

Both values are taken at 5% level of significance.

4.3.1 TESTING OF HYPOTHESIS 1 (H₁)

H_i: There is a relationship between church administration and existence of Public Relations practice.

This is tested from table below:

VARIABLES	RESPONSE	%OF RESPONSE
Very highly	50	42.37
Highly	16	13.36
Averagely	20	8.47
Very Little	32	27.12
None	-	-
Total	118	100

Source: Filed Survey April 2009.

$$P_s = 0.4237 + 0.27.12 = 0.6949,$$

$$P = 0.60, \quad q = 0.40, \quad n = 118$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{0.6949 - 0.06}{\sqrt{\frac{0.60 \times 0.40}{118}}}$$

$$= 2.10$$

Decision:

Since table value 1.96, is less than 2.10 H₀, is rejected.

Thus showing that there is a relationship between church administration and existence of Public Relations practice.

H₂: Problems to effective church administration are better solved by Public Relations practice. This is tested from the responses below.

VARIABLES	RESPONSE	% OF RESPONSE
Highly yes	80	67.80
Averagely yes	30	25.42
Little yes	8	6.78
None	-	-
Total	118	100

Source: Filed Survey April 2009.

$$P_s = 0.6780, + P = 0.60, \quad q = 0.40$$

$$n = 118$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{0.6780 - 0.60}{\sqrt{\frac{0.60 \times 0.40}{118}}}$$

$$= 1.73$$

Decision:

Since 1.65 is less than 1.73, H₀₂ is rejected thus validating the position that the problems to effective church administration are better solved by Public Relations practice.

H₃: Public Relations practice in the church is weak.

This is tested from the responses from the table below:

VARIABLES	RESPONSE	% OF RESPONSE
Highly effective	45	38.14
Averagely	20	16.95
Not effective	16	13.56
Moderately ineffective	-	-
Highly ineffective	37	31.36
Total	118	100

Source: Filed Survey April 2009.

$$P_s = 0.3814 + 0.3136 = 0.6949$$

$$P = 0.60 \quad q = 0.40, \quad n = 118$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \sqrt{\frac{0.6949 - 0.60}{\frac{0.60 \times 0.40}{118}}}$$

$$= 2.10$$

DECISION:

Since 1.65 is less than 2.10, H₀₃ is therefore rejected. It shows that Public Relations practice in the churches is effective.

H₄: Risks in the practice of Public Relation in the church outweigh the benefits.

This is tested from responses in the table below

VARIABLES	RESPONSE	% Of RESPONSE
Very high	51	43.22
High	31	26.27
Low	9	7.63
Very Low	27	22.88
None	-	-
Total	118	100

Source: Filed survey, April, 2009.

$$P_s = 0.43.22 + 0.2288 = 0.661$$

$$n = 118, \quad P = 0.60, \quad q = 0.40$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{0.6949 - 0.60}{\sqrt{\frac{0.60 \times 0.40}{118}}}$$

$$= 1.35$$

DECISION:

Since 1.65 is greater than 1.35, H₀₄ is hereby accepted thus suggesting that Risks in Public Relations practice in the church do not outweigh the benefits.

H₀₅ There is no correlation between Public Relations Practice and church growth.

This is tested from responses below:

VARIABLES	RESPONSE	% OF RESPONSE
Highly	49	41.53
Average	36	30.51
Low	33	27.97
No comment	-	-
Total	118	100

Source: Filed Survey, April 2009

$$P_s = 0.4153 + 0.2797 = 0.6949$$

$$n = 118, P = 0.60, q = 0.40$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{0.6949 - 0.60}{\sqrt{\frac{0.60 \times 0.40}{118}}}$$

$$= 2.10$$

DECISION:

Since 1.96 is less than 2.10, H₀₅ is rejected. Hence, it is established that there is close relationship between Public Relations practice and church growth.

H₆: Public Relations practice in the churches faces a lot of problems.

This is tested from responses in the table below:

VARIABLES	RESPONSES	% OF RESPONSE
Quite certain	60	50.85
Fairly certain	23	19.49
Certain	15	12.71
Not sure	20	16.95
No	-	-
Total	118	100

Source: Filed Survey, April. 2009

$$Z = \frac{P_s - P}{\sqrt{\frac{pq}{n}}} = \frac{0.5085 + 0.1949}{\sqrt{\frac{0.60 \times 0.40}{118}}} = 0.7034$$

P = 0.60, q = 0.40 n = 118,

$$= \frac{0.7034 - 0.60}{\sqrt{\frac{0.60 \times 0.40}{118}}} = 2.29$$

DECISION:

Since 1.65 is less than 2.29, H₀₆ is hereby rejected. This means that Public Relations practice in the church faces a lot of problems.

H₀₇: There is a correlation between fund raising activities by the church and the practice of Public Relations

This is tested from the responses in the table below:

VARIABLES	RESPONSE	% OF RESPONSE
Very highly	47	39.83
Highly	6	5.09
Averagely	30	25.42
Low	-	-
Very low	35	29.66
None	-	-
Total	118	100

Source: Filed Survey, April. 2009

$$P_s = 0.3983 + 0.2966 = 0.6890$$

$$P = 0.60, q = 0.40, n = 118$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{0.6890 - 0.60}{\sqrt{\frac{0.60 \times 0.40}{118}}}$$

$$= 1.98$$

Decision:

Since 1.96 is less than 1.98, H₀₇ is rejected. Thus the alternative hypothesis that there is a correlation between fund raising activities in the church and the practice of the Public Relation holds.

H₀₈: Public Relations practice play great roles in preventing/ resolving conflicts in the churches.

This is tested from the responses in the table below:

VARIABLES	RESPONSE	% OF RESPONSE
Very highly	50	42.37
Highly	32	27.12
Average	16	13.56
Low	20	16.95
None	-	-
Total	118	100

Source: Filed Survey, April, 2009.

$$P_s = 0.42.37 + 0.1695 = 0.5932$$

$$p = 0.60, q = 0.40 \quad n = 118$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{0.5932 - 0.60}{\sqrt{\frac{0.60 \times 0.40}{118}}}$$

$$= 3.35$$

Decision:

Since 1.65 is less than 3.35, H₀₈ is rejected. Hence the assertion that Public Relations practice plays great roles in conflict prevention resolution in the churches.

Ho9: Public Relations impacts positively in church evangelism.

This is tested from responses in the table below:

VARIABLES	RESPONSE	% OF RESPONSE
Highly	82	69.49
Averagely	30	25.42
Little	6	5.08
None	-	-
Total	118	100

Source: Filed Survey, April, 2009

$$P_s = 0.69.49 \quad p = 0.60, q = 0.40, n = 118$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{0.6949 - 0.60}{\sqrt{\frac{0.60 \times 0.40}{118}}}$$

$$= 2.10$$

Decision:

Since 1.65 is less than 2.10 Ho9 is hereby rejected. It therefore shows that Public Relation actually impacts positively in church evangelism.

H_{010} : There is need for an autonomous Public Relation department in the church

This is tested from responses in the table below

VARIABLES	RESPONSE	% OF RESPONSE
Very certain	49	41.53
Certain	41	34.75
Moderate	20	16.95
Little	8	6.78
None	-	-
Total	118	100

Source: Filed Survey, April, 2009.

$$P_s = 0.4153 + 0.3475 = 0.7628$$

$$p = 0.60, \quad q = 0.40 \quad n = 118$$

$$Z = \frac{P_s - P}{\sqrt{\frac{Pq}{n}}} = \frac{0.7628 - 0.60}{\sqrt{\frac{0.60 \times 0.40}{118}}}$$

$$= 3.61$$

DECISION

Since 1.65 is less than 3.61, H_{010} is rejected. This means that there is need for the establishment of autonomous Public Relation department in the churches.

4.4 **DISCUSSION OF FINDINGS**

The findings of the study are discussed hereunder thus:

4.4.1 Existence of Public Relations practice in the administration of the churches

The findings authenticated that there is genuine relationship between church administration and Public Relations practice. None of the respondents opposed the idea as the rest either strongly endorsed the stand or reluctantly did same. This result was further subjected to statistical testing using the chi square statistics to determine if there is any statistical evidence to support the position. The result actually established that is in reality a relationship between church administration and Public Relations practice.

4.4.2 PUBLIC RELATIONS PRACTICE AS A PANACEA TO THE PROBLEMS OF EFFECTIVE CHURCH ADMINISTRATION

The findings reveal that Public Relations practice provides the best option for handling the myriads of the problems facing church demonstration. All the respondents were of

this opinion as none opposed the idea. The statistical test also confirmed that Public Relations practice indeed is an effective tool for handling the problems militating against sound church administration.

4.4.3: STRENGTH OF PUBLIC RELATIONS PRACTICE IN THE CHURCHES

Available facts show that though Public Relations practice in the churches is still strong, a lot still needs to be done for improvement. 31.36% of the respondents called for this overhaul. The result was also subjected to statistical testing after which the same revelation was reconfirmed.

4.4.4: RISKS AND BENEFITS IN CHURCH PUBLIC RELATIONS PRACTICE

The finding revealed that though there are obvious risks associated with the practice of Public Relations, the benefits still outweigh the treats. The result was equally statistically tested and confirmed.

4.4.5: RELATIONSHIP BETWEEN PUBLIC RELATIONS PRACTICE AND CHURCH GROWTH

Greater majority of the respondents are of the opinion that there is strong correlation between Public Relations practice and church growth. However 27.97% differed maintaining that the link is still weak. None dismissed the idea of a bond between the two. Further chi square statistical testing of the finding also buttressed the assertion.

4.4.6: PROBLEMS OF EFFECTIVE CHURCH PUBLIC RELATIONS PRACTICE

All the respondents unanimously opined that the practice of Public Relations in the church has many rivers to cross. None opposed the stand and with further statistical testing, it was clearly confirmed that there are many bottlenecks in the way of effective Public Relations practice in the church.

4.4.7: PUBLIC RELATIONS PRACTICE AND FUND RAISING ACTIVITIES IN THE CHURCH

Available facts from the study unequivocally demonstrated that the success of fund raising activities and projects depends largely on the application of some Public Relations principles and strategies. Majority of the respondents scored the practice so high in this regard. However, 29.66% maintained that the practice contributes next to nothing in ensuring that such projects records the desired result. The finding was further subjected to statistical testing using the chi-square, which also validated the earlier position that Public Relations practice contributes immensely to the success of church fund raising projects.

4.4.8: PUBLIC RELATIONS PRACTICE AND CONFLICT MANAGEMENT

Majority of the respondents opined that effective Public Relations practice provides the antidote to conflict episodes in the church. Non opposed this stand while 16.95% scored the practice low in this area (conflict management). A further statistical test of the hypothesis confirmed the assertion.

4.4.9: PUBLIC RELATIONS PRACTICE AND CHURCH EVANGELISM

The findings reveal an overwhelming endorsement of Public Relations practice as a veritable tool for effective evangelism. All the respondents were unanimous in their opinion that Public Relations provides the needed tonic for effective evangelism in the churches. The result was further statistically tested to confirm that indeed Public Relations practice must form an integral part of evangelisation in the church for meaningful result to or success to be achieved.

4.4.10: NEED FOR AUTONOMOUS CHURCH PUBLIC RELATIONS DEPARTMENT

The respondents also approved the idea that Public Relations department needs to be autonomous for more effective performance. All the 118 respondents were of this view. The result was further subjected to statistical testing using the chi-square statistics to determine if there is any statistical evidence to support this stand. The result actually confirmed that Public Relations department in the church needs to be on its own.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The main objective of this study as earlier stated is to critically examine, identify and discuss the application of Public Relations practice and the resultant input from the practice towards changing the face of the church for better. This chapter is designed primarily to summarize the findings of the study and to offer suggestions by way of recommendations as to the best means of achieving optimization and effectiveness of both visible and latent but often neglected contributions of Public Relations practice to churches growth, development and survival.

First the findings:

5.1 SUMMARY OF FINDINGS

Social research in a society like ours (Nigeria) continues to face the obvious problem of a record accessibility consequent upon the unfortunate culture of secrecy among our people. Positive response to research questions(questionnaires) often are hampered by this lack of

openness and cooperation. As a result vital facts or statistical data need in the study sometimes are found to be lacking.

The findings also show that there is real relationship between church administration and Public Relations practice. The respondents unanimously agreed that church administration will be greatly improved upon with the injection of the right Public principles and strategies.

It was also revealed that with a resolution of the myriad issues facing church administration the practice, will go a long way in enhancing church growth and development.

The study also showed that as the practice strives to clear the huddles on the way of effective church administration, it also has some bottlenecks to contend with. It was however that though there are obvious risks associated with the practice, the benefits still far outweigh the threats. As such, the church administrators should not be tampered by these disturbing challenges facing the practice but should rather explore the numerous benefits and tap from them.

The findings additionally revealed that public relations practice is a positive propellant for fund raising activities in the church.

Similarly, with enough statistically evidence, the study showed that Public Relations practice is a powerful weapon for evangelism in the church. For lasting peace and mutual co-existence within and even among the churches, the study overwhelmingly approves and recommends the application of Public Relations practice as a potent force for conflict resolution, prevention and management

The study also succeeded in revealing a vital aspect of this study which though did not receive enough statistic treatment, that being the major constraints to effective Public Relations practice in the church to include;

- a. Ignorance of the potential powers and contributions of Public Relations practice in reshaping and moving the church forward.
- b. Lack of support to the entronement of effective practice (Public Relations) in the churches occasioned by the factor above.

- c. Lack of professional in the practice of public relations in the churches.
- d. Improper positioning of public relations and its practitioners in the scheme of things – not within the management (Church Council) circle.
- e. Lack of autonomy of existence and operation.
- f. Non-recognition of the need for separate independent unit or department within the churches with the result that its roles are often mixed up, misunderstood and misplaced by other functional activities.

The Findings also show that awareness level of the existence of Public Relations practice among the churches is very high as echoed by majority of the respondents.

It was also established that though the church faithful (community) are aware of the existence of the practice, the level of application is still low showing that much still needs to be done for improvement and performance.

It was also established that recent development in the churches have necessitate the compelling need for the

churches to step up their practice of Public Relations especially among the new breed Pentecostal churches. The Anglican and Methodist churches have also braced the trail. Hence, the level of the application (of Public Relations) is now on the increase among the churches with the drive to retain and increase their membership.

All in all, the response of the churches and the test of hypothesis rising therefrom indicate and demonstrate unequivocally that Public Relations practice with its inherent services helps in effective administration, growth and survival of those churches. The chi-square statistical tool adopted helped in revalidating this position substantially as contained in the study.

However, we cannot end this portion of the discussion without stressing that the realization of the aforementioned positive windfalls from Public Relations application in the churches depends greatly on the proper review, analysis and resolution of the encumbrances highlighted above. Until they are radically handled, the road to efficiency and effectiveness

of the practice in the churches will continue to appear a mirage.

5. 2 CONCLUSION

All human institutions exist and strive to achieve the ultimate goals of their owners and or patrons. The church being a public oriented institution faithfully, and conscientiously serves and benefit from those on whom its existence is rooted. These churches thus need the constant understanding, contact, touch, affinity, goodwill, fraternity and blessing from such groups to forge ahead, for it is from these, the internal and external publics – the clergy, the religious, the laity, the host community, the deanery, the diocese, the other churches, the mass media, the government and their agencies and parastatals, etc, that provide the environment of business. This by all standards is an anormous task, which only an astute professional and especially endowed human activity like Public Relations practice can handle effectively. Of course, this is not surprising if we recall that Public Relations simply means

relating the publics, i.e. the totality of all that an organization, a group or even an individual does or says which is aimed at establishing and maintaining viable, durable and mutually beneficial relationship between it and its various constituencies.

Hence, it is reliably expected that when the right things are done at the right time and in the right manner, the right atmosphere for the right relationship will begin to emerge. It is therefore incumbent on the church to identify the actual needs and expectations of its faithful and fashion out the right modalities for meeting them. Most of the churches especially the orthodox Catholic Churches are yet to embrace the imperatives of effective modern Public Relations practice and in consequences are condemned to poor public image, approval and blessings, internal conflicts and crisis, loss of numerical strength, inept administration, poor returns and in extreme cases, untimely demise. Until church especially the catholic faithful improve (upon) their appreciation, adoption and application of effective modern Public Relations practice and strategies in the entire operational mechanisms, the road

to stardom remains elusive. The churches must do the right things in the right standard to achieve the right goal. It is either Public Relations or it is not. The right thing Public Relations techniques and strategies must be used to achieve the corporate desires of the church. The belief is strong that if the findings, suggestions and other more emerging facts in the study are faithfully addressed and pragmatically pursued, Public Relations practice in the churches and the churches themselves will rise to claim their rightful pride of place in the new millennium.

5.3 RECOMMENDATIONS

Based on the findings of the study, the following recommendations are hereby adduced:

- There should be more public awareness on the issues, principles, and practices of Public Relations by those saddled with the responsibility of seeing that the churches and their publics maintain good accord and harmony.

- Church administrator (Parish Pastoral Council) should be encouraged to attend training, seminars, conferences and workshops on Public Relations. It is also the belief of this researcher that since the churches house a variety of Public Relations gurus, those experts should be motivated to assist in renewing the present posture of the practice in the churches.
- The church should additionally strive to improve and sustain their good image standing, maintain good and healthy community relations, and corporate social responsibility towards increasing their numerical strength. Whatever the church does must be public oriented so as to realize the rich fruits of sound and modern Public Relations practice
- Importantly, the churches must devise a means of protecting and promoting their good cause, programmes and names. The good work done must be properly and well publicized. Sound modern Public Relations techniques and strategies, well focused and

balanced publicity, and genuine positive propaganda need to be deployed in this regard towards optimal rewards. If you don't blow your trumpet no one does that for you.

- Separate, autonomous and well equipped Public Relations department located preferably in the office of the catechist needs to be carved out and empowered to handle public related issues, challenges, and demands. It could act as the information nerve center of the churches, which must be manned by one of the professionals obviously found among the faithful/congregation within the church.

With the submissions above, we wish to draw the curtain on this discussion by way of conclusion.

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APPENDIX 1

Public Relations Programme
Department of Marketing
University of Nigeria
Enugu Campus
5th January, 2009

Respondents

The researcher is a Master Degree student in Public Relations in the above named institution. She is carrying out a research project on **THE PRACTICE OF PUBLIC RELATIONS IN THE CATHOLIC CHURCH: A CASE STUDY OF SOME SELECTED CATHOLIC CHURCHES IN ENUGU DIOCESE (URBAN).**

This project is in partial fulfillment of the requirements for the Award of Master of Science (M.Sc) Degree in Public Relations.

Kindly supply your answers to the questions honestly as possible. All the information will be treated in confidence and will be used exclusively for the research purpose.

Thanks in anticipation of your co-operation.

Yours faithfully,

Edith .I. Okoye

APPENDIX II
QUESTIONNAIRE

Instructions:

Please tick (√) in the boxes where appropriate and offer short sentence answers as required.

1. Sex: Male [] Female []
2. Age: 18-30yrs [] 31-44yrs [] above 45yrs []
3. Marital status: Single [] Married []
4. Educational/Professional qualifications/attainment
 Elementary Six [] School Certificate []
 OND/NCE [] HND/Degree & Above []
5. Where do you reside?-----
6. What is the name of your church-----

7. Do you know what Public Relations (PR) is
 Yes [] No [] No idea []
8. If “yes” can you in a short sentence define the concept?

9. Does Public Relations actually exist in the administration of church.

Very highly [] High []

Averagely [] Very little []

None []

10. Can Public Relations practice be used in solving church administrative headache?

Highly Yes [] Averagely Yes, []

Little yes [] No

11. How effective is the practice in your church?

Highly effective [] Averagely []

Not effective [] Moderately effective []

Highly ineffective []

12. What are the risks associated with church Public Relations practice?

Very High [] High [] Very low []

None []

13. Is there any correlation between Public Relations practice and church growth?

High [] Average [] Low []

No Comment []

14. Does Public Relations contribute to successful church fund raising projects?

Very High [] High [] Average []

Low [] Very Low []

15. Does Public Relations practice useful to conflict resolution/management in the church?

Very High [] Highly [] Average []

Very low [] None []

16. Why do you think so?

17. Can Public Relations practice make any impact in church evangelism?

Highly [] Averagely [] Little []

None []

18. Would you suggest the establishment of a separate autonomous department of Public Relations practice in your church

Very Highly [] Highly []

Averagely [] No comment []

19. If “yes” or “highly” why _____
20. What do you envisage as the likely encumbrances (obstacles) to effective church Public Relations practice. State briefly. _____
21. What do you suggest as the way forward towards a more improved and effective Public Relations practice in your church? _____