

**THE ROLE OF THE MEDIA IN IMAGE –BUILDING OF AN
ORGANISATION. A CASE STUDY OF TASO-MUHIMBILI.**

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DECLARATION

I FAUDA ORONDI do hereby declare that this research project is entirely and exclusively my original work.

It has never been submitted in for any degree award from any institution and by any other person.

Name signature

Supervisor *Sylvia Byamukama* signature *[Signature]*

DEDICATION.

This work is first dedicated to my Dad, Alhaji Hassan B. Orondi. Thanks Dad for all the financial support rendered to make this work ready.

To Mum Aisha Ramadhan, sisters, my young brother as well as relatives and friends.

I dedicate it to Chitungu Said. Thanks Said for the tolerance and advice you gave me throughout my research. You also persevered the loneliness during my absence. You are special in my life.

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I wish to portray my sincere thanks and appreciation to first of all my supervisor Ms. Sylvia Byamukama whose kind guidance, encouragement and fair criticism enabled me to overcome the task.

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Lastly of all, Kampala International University students especially mass communication students 2003-2006 and whoever has contributed to my academic excellence right from Nursery School to University level.

ABSTRACT

The positive aspect of media in building an organization's image, has been misunderstood and misinterpreted by many people. Infact some business owners, directors and managers have not yet been able to draw a line between the role of Public Relation Officer, marketing executives and relation managers.

In this project paper, I basically focused on the role the media has played in the corporate image building of a company or organization. This research also explains what such companies miss without the functional role of information and communication/public relation manager department.

Theories from literature and practices have shown that public relations practitioners have had a pivoted role in selling a company to its publics and the general public.

LISTS OF ABBREVIATIONS

TASO The Aids Support Organization

PRO Public Relation Officer

CSR Corporate Social Responsibility

PRSA Public elation Society of America

BIPO British Institute of Public Opinion

PIP Public Information Programmes

CEO Chief Executive Officer

ACBO Advocacy and Capacity Building Officer

SECTION ONE.

INTRODUCTION

Mass media as a course has of recent sought recognition in the field of corporate image building. Research shows that it's taken to be an area with special skills of communication.

Laura Mazur (1995), *Strategic Communication Management*, looks at public Relational practitioners as sources of research, information and intelligence in the communication era and communication between an outside organization and the outside environment. It is also communication within the organization itself

According to Haywood (1984) in his book, *All about Public Relations*, managers, directors and company owners should not under utilize the role of public relations practitioners because they have a pivoted role in bringing their company nearer to its publics and even to the general public.

1.1 Background to the study.

According to Dennis L. Cox (1999), in his book *Public Relations strategies*, before the introduction of public relations in the business sector, there was shortage of communication and miscalculations due to lack researchers. He says all this is attributed to limited or absence of skilled personnel in the field.

Cutlip M. Scott (1999), *Effective Public Relations*, attributes the losses in business to misallocation of work within the company especially in the marketing and advertising fields.

“Public relations is an essential supplement to the marketing effort, particularly in the consumer products. Marketing communication is effectively integrated in

*the hands of public relations practitioners”, says Scott M. Cutlip (1999),
Effective Public Relations.*

Research puts it that the introduction of the course relatively eases the communication channels in organizations and this sets a foundation for the route to image building.

James L. Etang (1996), in his book *Critical Perspectives in Public Relations*, comments that the introduction of public relations restores the goodwill promoting the benefits of a company and its stakeholders.

“The public relation practitioner is helpful in targeting the appropriate audience using the process of planning and evaluation” says Etang.

The CEO-TESO Dr. Brown Anderson said during the annual meeting, 2nd September, 2005 that since the creation of the department, there has been an increase in the number of Aids patients (clients) going for counselling and other services.

The study therefore focuses on extracting and identifying the special areas where public relations/media relations has played a role in building the organizations image.

1.2 Objectives of the study;

1. To find out the contribution of the media in the image building of an organization.
2. To find out the difference perception of what should be the position of the media.
3. To find out the importance of image building to an organization.
4. To assess the extent of media contribution to the organization.

SECTION TWO

STATEMENT OF THE PROBLEM

This chapter brings out the controversy and debates from different people on what they consider to be the role of media in an organization.

Research from the report of world vision prepared by the public relations department of Oxford University showed that many people around the world still misinterpret and misunderstand the role of the media in an organization and that too many company owns the question of whether the media contributes to the image building is still big.

In Tanzania for instance its true that many organization work without the services of the public relation practitioner. For example few schools or hospitals have a communication and information department. Where the department is employed, some directors and managers use it as a tool for winning favor for themselves and to act as defense when they misuse their offices.

From personal observation, in Muhimbili, the public Relation officer is in most cases used to deliver information from the top management functions within the organizations.

Frank Jefkins (1989), *Public Relations Techniques*, perceives public relation as having its role limited to counseling organization leaders and implementing already planned programmes by the management. Other roles like marketing and advertising are left in the hands of the salesmen and advertising sections respectively.

In most of the organizations where media is employed in Tanzania, its role is more influential in communication and handling reports within the organization for instances the role of the PRO is mostly making monthly and annual reports and then

communicating to visitors. Roles like program planning, media relations, budgeting and other major functions of public relations are either nonexistent in the department or exist on a few occasions.

Other companies like Vodacom, Mobitel and many other business institutions highly separate and isolate the public relations from other departments. Vodacom has a public relations Manager and his work is limited to a spokes person of the organization. The marketing department has nothing to associate its activities with the Public Relation Department.

In relating public relations to other questions of the Corporations, Andy Green (1999), *Creativity in Public Relations*, emphasizes the complementary role of the department with the others in building and sustaining the goodwill of the people.

“Public Relations complements other marketing functions like promotion, advertising and sales distribution. Organizations rely more on public relations role in the advertising wing as it has the power of influencing perceptions of the customer” says Andy Green, the author of the book Creativity in Public Relations.

SECTION THREE.

LITERATURE REVIEW THEORY

This chapter endeavors to give a brief origin of public relation, views on what media is all about, concept of image building and the role of media in image building.

1.0 Origin of Public Relations;

According to James E. Grunig (1990) in his book *managing public relations*, it existed as early as the time of Julius Caesar.

Dennis L. Wilcox (1999), *Public Relations Strategies*, says it existed as soon as the existence of human communication. That it started with civilization in Babylon, Greece, and Rome.

The motivation on the field of public relations was more spotlighted in the public relations society of America (PRSA). It was later spread to the rest of the world originating from the agreement that any communication that aims at establishing a mutual understanding between the sender and the receiver should be considered public relations practice.

3.1 Defining the media;

Different scholars and institutions define mass media differently depending on the context in question. Some scholars believe that in order to understand the role of the media, one needs to define it first.

John S. (1998) *The Oxford guide to writing and speaking* defines mass media as all means of communication used to disseminate information by technical means to a large audience at once. The media encompasses the process of collecting and publicizing

information through newspapers, radio, television, or other means to the community by creating awareness and public knowledge on issues, problems, challenges and opportunities.

M. V. Kamath (1980), *Professional Journalism*, looks at journalism as a professional with skills to deal professionally with all categories of people and their vicinities. Kamath may be driving home the point that relations is a day to a day process of receiving and giving out views about you as an individual or group with issues of public interest.

The British Institute of Public Opinion (BIPO), an institution dealing with research defines public relation as a management function through communication of perceptions and strategic relationships between an organization and its internal and external stakeholders.

Rex Harlow, pioneer of Public Relations Society of America defines Public relations as a distinctive management function which helps to establish and maintain mutual lines of communications, understanding, acceptance and cooperation between an organization and its publics.

Don R. Pember (1992), *Mass Media in America*, takes it to mean action of a corporation organization, store, government or industry in promoting good will between itself and the public, the community, employees among others.

Whereas in my personal knowledge in the study of public relations, it may be taken to refer to the total communication effort and understanding of public attitude and policies of the clients all by the organizational skilled, personnel.

Frank Jefkins (1999), *Public Relation Techniques*, defines public relations as an art and social science of analyzing and evaluating public attitude, identifying policies and procedures of an individual or group with the public interest.

The above and other definitions tend to have a common agreement of public interest. Public relations is a two way process of communication and its good result produces consequently what is taken to be corporate image.

3.2 Corporate image;

Literature review shows that corporate image is a reward for an organization for it has the ability of recovering the costs incurred during production *Cantor* (1989).

An image identified differently by different people, but with a general agreement of seeking recognition.

According to the Oxford Dictionary, an image is a form of a mental picture of something to be executed and accepted by others. Its other words means drawing a plan, intended to make a presentation of external picture.

The dictionary of communication and media studies (DCMS) defines it as a likeness or visualization of reality seen in the work of an individual or group by the public.

Colin Fraser (1998) *Communication for Development* defines an image as mental or imaginative conception of an individual by others. He may be taken in his definition to mean the interpretation a person picks from the action done by another.

In the personal view, image may be taken to mean anything we do and present at our best as way of seeking recognition from the public. Its in other words a reflection of our actions as perceived by the people and in their vicinities.

The concept of corporate image takes a long time to exist but more than less time to tarnish up. William (1976: 130).

James L.'Tang (1996: 69), *Critical perspective in public relations*, Corporate image is gained partly from the explicit, controlled ways in which an organization communicates

with its various public through visual design and verbal tones of its advertising and print material including its corporate logo.

Colin Faser (1998), *Communication for Development*, believes that by using the corporate Social responsibility (CRS) tools, public relation practitioners have the ability to build the good will with the community. By doing this, they promote the benefit of any organization to the rest of the people.

Corporate Social Responsibility or community relations is an initiative intended by the organization to seek public support and acceptance through doing community services like sponsoring education, public service programs among others.

“Community service acts as an investment in case a crisis happens in the organization. It entails the public tolerance and sympathy, and there after preserving the image which would otherwise have been lost” says Green, Creativity in Public relations.

Image building requires good media relations. This relation must be motivated by experts in the field of information technology and communication. According to Bob Franklin (1991), *Social Work, the Media and Society*, public relations as a profession is entrusted with skills such as of handling all categories of people including the media.

Dennis L. Wilcox (1999), *Public Relations Strategies*, approves that working upon the public image is the first stage to community acceptance. This helps people with difficulties to be presented in the organization.

“Such people with difficulties also have alright to be there and they need not first to be invited but doing it at their disposal time”, Says Dennis Wilcox, Public Strategies and Tactics.

Colin Fraser (1998) in their book, *Communication for Development*, maintains that communication is the major determinant of image building, that its effectiveness scores a lot for the owners. It therefore require clear objectives, identification of the groups,

quality research, careful message design and the choice of channels appropriate for the message.

Colin Fraser argues that organization directors and owners to entrust their public relation practitioners for they have the skills of affecting the above tools for whatsoever.

Edwin Emery (1973), *Introduction to Mass communication*, attributes good image to good ascertaining and evaluating public opinions. He therefore argues for the two way communication process. It puts the public relation wing on the task of giving out and receiving public views.

From the personal understanding of policy formulation in an organization, there must be the effectiveness of public opinion or public views. This helps in making adjustments or maintaining the system.

Jean Ward (1987), *Search Strategies in Mass Communication*, points out those public Relations practitioners have a list of functions to effect in their daily work but these functions must in all ways be connected and initiated in building good will with the people. He called these functions the components of public relations and they include among others counseling, research, media relations, publicities, employer-employee relation, public information programmes, issue management, fundraising, special events, advertising and market communication.

Public relations is therefore not a man's initiative but a collective decision making and an interrelation of other elements.

Andy Green (1999), *Creativity in public Relations*, puts it that image building is not a "bullet shot" result but a gradual process meaning it does not come abruptly but through working hard over a long time.

SECTION FOUR

METHODOLOGY

This chapter contains the different methods used in collecting the data. The data collected using these methods was helpful in analyzing the role played by the information and communication in the image building for the Aids support Organization (TASO).

4.0 Interviews;

These mainly targeted the administration of the Aids support organization. The following people were interviewed from their offices and from different intervals. The CEO Dr. Brown Anderson, Manager Mrs. Shija Lillian, the Advocacy and Capacity building director Mr. John Paul Moses and the Public Relation Manager Miss. Christine Mega.

4.1 Questionnaires;

Two types of questionnaires were prepared. One type was distributed to the administration of TASO to assess the role played by the Public Relation Department in building relationship with the rest of the community. The other type was distributed to a sample of 210 people, randomly selected from Ilala and Temeke Divisions, 100 copies were distributed in Ilala division and 110 copies were distributed to the people of Temeke division including University of Dar-es-salaam, Dar-es-salaam.

4.2 Observation;

This method was chosen because of the documents I was able to access. The three months I spent in TASO Muhimbili during my internship, was enough period to access the journals, reports, booklets and witnessing the daily activities done by the department.

SECTION FIVE.

FINDINGS

This chapter identifies the structure of TASO, specific roles played by the media (Information and communication) department and the position of the same department in establishing a good relation with the rest of the community.

5.0 Background of the organization;

TASO stands for The AIDS Support Organization. It's a non governmental organization, founded in 1987 by a group of volunteers including people living with HIV/AIDS in Uganda. Their mission statement was restoring hope and improving the quality of life of persons and communities affected by HIV infection and disease.

5.1 Structure of TASO;

The organization consists of the CEO at the top, heading the whole head quarter. Below him is the center manager heading the center section, following below is the public relations department headed by the Public Relation Officer. At the bottom is the counseling, medical, and training sections with correspondent employees.

5.2 Public Relations Department;

The department operates under the advocacy of and capacity building office. It was created mainly to deal with the outsiders including the donor community, the government and the general public. However the department has got specific roles in the organization together with other minor internal functions.

5.3 Specific roles done by the department;

The major role played here is the information exchange with the rest of the community. This is done by organizing workshops, community service days-days for visiting very sick in their respective homes, sponsorship of programmes and organizing parties to bring together people and TASO employees.

The department handles both national and international visitors coming to get information on HIV/AIDS. There is an open door policy which allows all categories of people to visit the organization for education, information and support.

They prepare monthly and annual reports for both internal and external programmes. These reports are printed in form of magazines, journals, brochures, calendars among others.

It's also the work of the department to win donor support and other kind of financial assistance. This is done by explaining the achievements and challenges in the organization.

5.4 Public organization programmes;

Through workshops, the public relations department heads a group of other members from the counseling section. They educate the community on how to avoid the contrast of the diseases and how to handle people with the disease especially in their families.

The department in conjunction with the Your Life Society (YAS) heads a group of the youth between 15-24 years to educate fellow youths in schools. They give straight talk to students. These are educative materials about HIV/AIDS and early pregnancies.

Many public information and education programmes have been sponsored by the organization. For example through the department of the Public Relations, the organization spends 250,000 Tshs. Annually to fund the Youth Alive Society meeting in schools and Universities of Tanzania.

The world Aids Day is always in the budget of the organization. The ministry of health together with the Aids Support Organization organizes written documents for the people of Tanzania on this day, 1st December every year. The Public Relation department was given 1.2 million by the ministry to prepare both manual effort and written materials intended for public sensitization on the HIV/AIDS.

Client meetings are organized every last Friday of the month. In these meetings, clients' representatives are elected and their work is to further the sensitization campaigns deep in the villages. The representatives are funded by the organization through the department of public relations.

Through the public relations department, the organization sponsors radio programmes aimed at sensitizing the public about the HIV/AIDS. For example there is the Clouds doctor, a popular program on Cloud FM and it's on air every Sunday 7:30-9:30. These programmes have assisted many people to live positively well with the disease and others to stay away from risks of AIDS contracting.

There is also sponsorship of events by the organization through its Public Relations department. For example an officer from the department led a delegation of the youth conference. This trip was sponsored by the organization. All this is intended to create a good image of the organization beyond borders.

Corporate Social Responsibility (CSR). This is a public relation initiative sponsored by organizations or companies to engage in public activities by helping sections of people as a means of thanks giving motive for consuming and accepting the organization's goods or services.

TASO does a lot of public activities to win public sympathy. For example under the guidance of the Public Relation Officer, the organization sends a group of youths to villages. They engage in washing clothes, cooking food and fetching water for the windows, orphans and the aged. They also donate to them clothes, food and other items.

Another CSR programme is the recent AIDS awareness campaign. It started in January 2006 under the guidance of Mwipopo. This campaign is still going on but is sponsored by the AIDS Support Organization and the Ministry of Health in the Tanzania government.

SECTION SIX.

ANALYSIS OF THE FINDINGS

This chapter elaborates in details the findings from the different interviews, questionnaires and observation method. It veils both the qualitative and quantitative results from the findings.

6.0 Analysis of the interviews;

The CEO Dr Brown Anderson said that since the creation of the department there has been a tremendous increase in the number of people reporting and registering with TASO as clients. All these people are either HIV positive or they have been affected by the HIV infection.

Since the creation of the department, the organization has now 100,000 clients in the seven districts so far covered. He said the organization has expanded its activities in the seven district of Tanzania and these include Dar-es-salaam (main branch), Ilala, Temeke, Kinondoni, Kibaha, Kisarwe, and Chlinze districts.

About the relation with the rest of the community, Dr. Brown Anderson said that the department has done and is still doing a good job. It was created mainly to win public sympathy and recognition and that the big and ever increasing number of clients registering with TASO shows that the department is doing well.

The center manager said that the department since its initiation has managed to win donor support and assistance from the government and individuals.

Mrs. Shija Lillian stipulated it further that TASO now gets financial assistance and other donor support materials from United States, Norway, and Canada among others. For example during the visit of George W. Bush to Tanzania, he promised to send money to help in the fight against HIV/AIDS and TASO was to get a share of the money.

Lillian said the organization gets support from the government every financial year to fight against the disease. The government sends approximately 20 to 50 million shillings on the national budget every financial year.

The public relations manager, Miss. Christine Mega said in an interview that the organization currently has 30 members in the drama group. All of these men and women are HIV positive and their work is to share experience with the rest of the community.

She said that the community days on Mondays and Fridays of every week are set for meeting with people under the leadership of the Public Relation Officer. All this is intended to convince the community that getting the infection is not the end of their lives.

TASO receives local and international visitors every day. The Public Relations department receives at least 10-15 people coming for information, education and sharing experiences everyday.

In an interview with the advocacy and capacity building director, John Paul Moses, it was found that the organization has not got any negative reputation from the public for the last 10 years. He said that the organization has existed for 16 years now and work is just progressing in the organization.

In general analysis of the interview method, it was evident that the organization has achieved a lot since the creation of the department and avoiding its services may mean losing public attention and acceptance.

6.1 Analyzing the questionnaires;

Administrative view: The information from various administrators of the organization indicated that the department is doing well in relating the organization with the rest of the community. There has been the open door policy, initiated by the department. This policy allows people to go and seek assistance from the organization at any time.

The assistance at the organization includes the counseling, medical, and social support. These are mainly for registered people.

The department initiated various programmes to establish and maintain good will with the government, clients and the rest of the community. It organizes concerts to raise money for more support. In this concert various local artists are invited to attract the attention of the people and a government official is invited. The previous concert took place on 21st September, 2005 at Bunge Primary school Dar-es-salaam.

Other programmes are organized for public information. For example workshops sponsorship, community days, annual meetings among others are all attended for establishing a good will with the rest of the community. Most of these programmes are aired through different radio stations.

The two methods (questionnaire and interviews) almost produced similar results because same people were contacted. The whole administration view indicated that the organization cannot survive without the public Relation Department. Its work is highly recognized and this is usually manifested in the ever increasing number of people going to TASO, monthly and annually reported by the department.

Public view; This mainly focused on the views of the various people in Kisumu district about the image of TASO. 210 people were randomly selected from the divisions of Tembeke and Ilala. 100 people were chosen from Mchikichini, Mnazi, Umoja, and Kariokoo in Ilala division. 110 people were gotten from Kurasini, Chingombe and Tandika in Tembeke Division.

The collected information included that 150 people recognized the good work of TASO. This number of people was mainly from Tandika, Chingombe and Kariokoo. This is geographically these places are near TASO Center at Muhimbiri Hospital and Kariokoo is nearest to the AIDS Information Center at Kariokoo, an affiliate of the AIDS support Organization.

Research from the Public Relation Officer indicated that the organization receives clients mainly from Temeke and Ilala divisions. 50 people on the other hand recognized the popularity of the organization but expressed their disappointment in the expansion of TASO services in the most parts of the country. These were mainly the students of University of Dar-es-salaam and residents of Buguruni in Ilala division. This is the furthest area from the head quarters of TASO at Muhimbili Hospital. University of Dar-es-salaam has not received any Aids awareness programmes for the last 15 years of TASO existence. The awareness programmes started in January 2004, being an effort by the students' guild president Chitungu Said. 10 people do not seek service neither do they have anything to identify with TASO and its activities.

Table representing the selected divisions and areas in Dar-es-salaam region.

Division	Areas Selected	Nos. of people/Samples chosen
Temeke	Changombe	37
	Kurasini	38
	Tandika	35
Ilala	Mnazi Mmoja	40
	Kariokoo	30
	Buguruni	30
Total		210

Results from the analysis

The information below indicates those who recognize TASO with a good image, those who are less convinced with the good work o TASO and those who neither seek TASO services nor associate with its image.

Perceptions	Division	Area	No. of people
Those in favor of TASO work	Temeke	Changombe	16
		Kurasini	33
		Tandika	27
	Ilala	Mnazimmoja	23
		Kariokoo	30
		Buguruni	21
			50
Those with lee favor of TASO's work	Temeke	Changombe	22
		Kurasini	2
		Tandika	0
	Ilala	Mnazimmoja	17
		Kariokoo	0
		Buguruni	9
			50
Those who neither seek TASO services nor associate with TASO image.	Temeke	Changombe	3
		Kurasini	2
		Tandika	
	Ilala	Mnazimmoja	3
		Kariokoo	1
		Buguruni	1
			10
			210

From the general analysis of the method, it is evident that 77.42% of the total number of people chosen has recognized the good image of TASO. 23.8% portrayed less favor towards TASO and 4.78% did not have anything to associate with TASO and do not even seek TASO services. However research indicate that the organization has got ability of winning the confidence and acceptance of those not yet convinced by TASO through the various strategies. The Public Relation office/information and communication has put in place long term strategies for the year 2005/2006.

6.2 Challenges faced by the department;

The biggest challenge is the shortage of finances to meet all the obligations. Many programmes have not been fulfilled because of the failure to get through funds.

The work of the publications officer in the organization is at times interfered by the top management. Almost all public information and public education programmes are conducted by the top management. The public relation officer only does the role of delivery of the information without physically involving himself in the planning and evaluation. This is a big problem because many programmes have backfired. The negative result is always put on the public relations department.

In fact the relation officer is at the bottom of TASO structural programmes. The power and enforcement of public relations activities is influenced by the advocacy and capacity building officer at the top. This becomes another challenge to the department, because of lack of independence in planning, implementing and evaluation of activities within and outside the organization.

Another challenge is the limited personnel in delivering the programmes. The department has only five people and it finds a problem of getting manual support from other sections.

The public relation Officer is also a counselor. She was recruited fro the counseling sections and sometimes she is called upon to do the counseling. This becomes hard to balance the two kinds of work

6.3 Challenges in the research;

The biggest challenge was the limited finance. Many things needed money to be effectively ascertaining for example transport, producing printed document and at times information from people.

People were not that co-operative especially in Buguruni, Mnazimmoja and Kariokoo. Some were asking for money and others just refused to disclose any information.

Balancing lectures and collecting data in the field at the same time was another challenge. I had to attend to both sessions which were not an easy thing.

6.4 Recommendations;

I would like to recommend that the organization recruited a permanent professional in the department of the Public Relation with recruiting someone from the counseling section.

The organization should expand its services to include other district of Tanzania from the only 7 districts. This will help grab much attention to increase the image.

TASO has only one training center at Upanga Dar-es-salaam. This limits the capacity personnel. The organization should create more training centers to produce more people, who will deep inside in the other 45 districts of Tanzania.

Through the department of Public Relation/Information and communication TASO should convince the government of Tanzania to have some shares so as to increase more financial earnings for the organization. TASO is a non-governmental organization.

There is no specialization in the public relation department. The department has only one public relation officer who does all the work. I would suggest that the organization expand the department to have more public relations practitioners handling different activities in the department.

The organization is doing a voluntary service which is highly appreciated locally and internationally. However the public service advertising is not enough on broadcast and in print media. I would therefore advice the public relations officer to increase on the public service advertising since they are always for free in the media.

The AIDS Support organization needs to seek more international recognition through international publicity engineered by the department of public Relations. This is because few countries have been convinced about TASO activities much as the problem of AIDS is worldwide spread.

I would also recommend the department of public relations to increase on the awareness programmes so that more people are brought close to the organization. Their public information and public education programmes are limited to workshops, community days and organizing events.

ADMINISTRATOR'S VIEW

Questionnaire;

I am Fauda Orondi, coming from Kampala International University, Mass communication Department. I am doing an academic research project for an award of the degree in Bachelor of Mass Communication.

I request for your assistance Sir/Madam on the topic about, "The role of Media in the organization's image-building". Case study TASO Muhimbili. The assistance needed from you Sir/Madam is to fill in the appropriate answer to the questions below. The information given will be treated with the highest degree of confidentiality and is only for academic purpose.

1. Is there a Information and communication Department in TASO?

.....
.....

2. What are its specific roles in the organization?

.....
.....

3. Has the department done any good job in selling TASO to the community and general public?

.....
.....

4. What is the major reason for your answer?

.....
.....

5. Is there a good relationship between TASO and the rest of the community?

.....
.....

6. What role has the Information and Communication Department played in creating this relationship?

.....
.....

7. What have you achieved so far as an organization since the creation of the Public Relation/Information and Communication Department?

.....
.....

8. Do you think TASO can survive without the Public Relation/Information and Communication Department?

.....
.....

9. Give reasons for the answers in 8 above.

.....
.....

Thank you Sir/Madam

PUBLIC VIEW

Targeting the people of Temeke and Itala.

Questionnaire;

I am Fauda Orondi, coming from Kampala International University, Mass communication Department. I am doing an academic research project on the relationship between TASO and the rest of the community. The topic is “The role of media in the image-building of an organization”, case study TASO Muhimbili.

Your assistance Sir/Madam is to simply fill in the appropriate answer of the following questions. Any information is to be kept confidential and is for academic purpose only.

1. What do you know about the AIDS Support Organization (TASO)?

.....

2. What do you think TASO does for the people of Tanzania?

.....

3. Does it work well according to you?

.....

4. If Yes or No give reasons for your position above.

.....

.....

5. Has TASO done any community service activities in your area?

.....

6. If Yes please specify some of the activities.

.....

7. Do you think the people of Tanzania can live without TASO and its activities?

.....

8. If Yes or No give reasons for your position above.

.....

9. What else would you comment on TASO and its services to the people?

.....

Thank you Sir/Madam

SECTION SEVEN

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