FACTORS AFFECTING THE EFFECTIVENESS OF PUBLIC RELATIONS FUNCTION IN STATE CORPORATIONS IN KENYA:
Case Study of Kenyatta International Conference Centre

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DECLARATION

This is my original work and has never been presented for any academic award in any other University.

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CHAPTER ONE

1.0 INTRODUCTION

The business world of today is extremely competitive. Organizations need to have an edge that makes them stand out from the crowd, something that makes them more appealing and interesting to all their publics, who are the consumers of their products and services. While in the early days Public Relation was seen as publicity or a propaganda machine in organizations to cover the wrongs, the Public Relations Function has emerged in the recent past as one of the most important functions in achievement of Organizations objectives. This shift in mindset has been occasioned by the dynamic business environment that is pushing firms towards globalization.

The trend towards globalization is therefore making organizations move away from a reactive management style to a more proactive one through reaching out to different publics of the Organization. In more advanced economies, many organizations have their public relations function represented at the strategic apex. In less developed countries, integration of the functions at the strategic apex has been rather slow save for a few large organizations that have taken cue from more developed economies and placed their fully fledged public relations function at the strategic level.

In Kenya, companies like East African Breweries, Kenya Airways, Safaricom have fully fledged Public Relations departments headed by staff at the top management levels. In Public Institutions, the shift towards raising the profile to top management level has been slow and in cases where this has been done the effects have not trickled down to the publics of these organizations.

This chapter endeavors to achieve a deeper understanding of the public relations function, its role and level of application in State Corporations and in particular at the Kenyatta International Conference Centre. It is divided into the background of the study, statement of the problem,