

**INFLUENCE OF STAKEHOLDERS IN PUBLIC RELATIONS: A CASE OF  
NATIONAL CEREALS AND PRODUCE BOARD**

**BY  
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**RESEARCH PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT FOR  
THE REQUIREMENTS FOR THE AWARD OF A DIPLOMA IN PUBLIC  
RELATIONS OF THE UNIVERSITY OF NAIROBI**

**2014**

## DECLARATION

This is my original work and has not been presented in any other university for any academic award.

Signed :  Date: 15/07/2014

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This research report has been submitted for examination with my approval as the University Supervisor

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## ABSTRACT

The study was to determine the influence of stakeholders on Organisational Public Relations. The aspects explored were the expectations of the organisation of stakeholders and vice versa and establishing the gaps between the expectations and how these could be addressed through various PR strategies. The researcher obtained the views of respondents drawn from select Management cadre staff of the National Cereals and Produce Board based at the organisation's head office in Nairobi on how various key stakeholders; i.e., the media, the government, suppliers of various commodities, other goods and services, financiers, its employees and customers influenced the organisation's public relations strategy. Upon completion of the study, it was established generally that NCPB's public relations approaches indeed depended upon the various stakeholders' needs and expectations, which required being addressed to enable the organisation to derive optimal outcomes from the relations.