

THE EFFECTIVNESS OF PUBLIC RELATIONS IN THE MANAGEMENT OF CRISIS:

A CASE STUDY OF SAFARICOM

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STUDENT NO. K/50/7292/2006

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**A Project Submitted in Partial Fulfillment for the Requirements of the Award of a
Degree in Master of Arts in Communication Studies, School of Journalism
University of Nairobi.**

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November , 2009

ABSTRACT

This study sought to examine how effective was Public Relations used while handling a Crisis at Safaricom Limited, by first identifying the types of crisis the organization has encounter in the past, examining what strategies were used during the crisis and what was the effect of the strategies. Specifically intended to investigate the effectiveness of Public Relations in the management of crisis, identify the type of crisis that affected the company subsequently, establish strategies that were used to contain the crisis at Safaricom.

A survey was conducted among Safaricom employees, the management and customers. Findings indicate that Safaricom used Public Relations to handle crisis. A crisis communication strategy at Safaricom involved the procedures for internal and external communication in the event of a crisis. Safaricom plans for any expected or unexpected crisis that may affect the company, though the Initial Public Offer crisis may have not been anticipated however, the issue was handled properly by the company seeing that the company has continued to thrive. Media was the most used strategy as it is a major Public Relations tool.

Chief Executive Officers have a great role in dealing with organizational crisis as well as maintaining a good relationship between the stakeholders, the organization and on the other hand the internal employees and the organization in order to be able to use the employees as the a tool for Public Relations.

It is recommended from the research findings that an organization may analyze the situation that they are confronted with and from this they may learn how to develop a strategy to handle the issue such as a situational analysis under the major category that affects it at that given time even when crisis has not been anticipated.

