

Public Relations in Electioneering Process for Sustainable Development in Nigeria

Lukman Adegboyega ABIOYE
Department of Mass Communication
Lead City University, Ibadan, Nigeria
gboyegaabioye@yahoo.com
+2348023318934

Abstract

This study examines the roles of public relations in electioneering process in Nigeria, and it explores the various tools of public relations employed by political parties for reaching out to their publics, as well as the role of public relations officers in managing the images of political parties. The study adopted two theories which are Agenda setting and Audience theory. Agenda setting theory can be used by public relations officer managing the party electioneering campaign to set agenda for public debate on political issue, radio and television debate. Audience theory explains how people use the mass media for gratification of their needs and this explain the role public relations strategies adopted by political parties can have effect on their publics. The study concluded by recognizing the importance of public relations strategies in electioneering process by way of image making and management.

The study recognizes that the country's democracy is at risk if the activities of the politicians are not put under serious checks through regular developmental communication that could make them see politics as a call for service and not an avenue for amassing wealth which could have negative implication for sustainable electoral development in Nigeria. It recommends that public relations officers must be given adequate fund and free hand to perform optimally. In addition he must be well-trained and be able to apply public relations skills to address challenges that the party may face, before, during and after election by the party.

Keywords: Public relations, electioneering process, political parties, political campaign, party manifestoes, Sustainable Development

Background

Public Relations play a vital role between an organization, for instance political parties and its public, and it aims at establishing a two-way communication, seeking common ground or area of mutual interest

and establishing understanding based on truth, knowledge and full information (Jefkins and Yadin, 1998). It involves promotion of meaningful discussion between political parties and the electorates using the mass media e.g., television, radio, newspapers and the internet, etc., therefore, public relations have become a vital activity in modern political system without which conduct of peaceful election may be in jeopardy (Igweobi, 2006). Thus, public relations can be described as an attempt aimed at establishing and maintenance of mutual understanding and confidence between political parties and the electorates (Edeani, 2003).

Public relations is a management function that encompasses the following, such as anticipating, analyzing, and interpreting public opinions, attitudes, future trends and issues which might have impact on any section of the corporate world and most importantly establishing and maintaining a two-way communication between the organization and its various publics in order to prevent misunderstanding and conflict (Black, 1990).

Public relations is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, non-profit organizations) and the public (Wikipaedia.org). Public relations may include an organization or political party gaining exposure to their audiences using public relations strategies to gain goodwill. This differentiates it from advertising as a form of marketing communication. The aim of public relations therefore is to inform the public, prospective customers, investors, partners, employees and other stakeholders and ultimately persuade them to maintain certain views about the organization, its leadership, products, or of political decisions. Public relations is an indispensable bridge that fosters co-operation and understanding.

With the increasing activities of public relations departments of Independent National Electoral Commission (INEC) and political parties the civil society is given information by these organs on affairs that concern them, as political parties are more socially responsible in their business undertaking in reference to public opinion. Today's political parties no matter how pretentious they are, are aware that they need to build dependable relationship with their publics which are the INEC, the electorates, the Civil Society Organizations, Security agents, Nigerian Bar Association and the general public among others. Public relations

therefore became relevant by the ever-increasing complexity of economic, social and political problems in the nation and it has been recognized and accepted by Political parties and Electoral Commission as useful tool by any modern society in conducting a peaceful election (Odetoyinbo, 2009).

Political parties strive to win elections, which is a form of competition among various political parties, and these results into campaigns, radio and television adverts, billboard advertisements, giving out gift items such as face caps, food items, cash, debate on radio and television among others (Ejiogu, 2003). The essence is to be in good view with the public so that they will give them mandate to rule. Mohammed (2007) notes that there is hardly any political party in the country that does not engage in public relations activities but the way they practiced it differs. Public relations activities start from party manifestos, which the political parties will present to the public as the cardinal programmes that the party will embark upon if the electorates give the party their mandate.

Macnair (1999) notes that public relations as used by political parties are meant to steer goodwill and absolute loyalty from the electorates. Disposition of the public towards a political party determines the survival or failure of the political party in a general election. The goodwill a political party enjoys is her assurance against failure in an election. In Nigeria for instance, in the last election, we have about 23 political parties that contested for various elective positions. The dominant ones are the Peoples Democratic Party (PDP) and the All Progressive Congress (APC); with Labour, Accord and APGA trying to find relevance from the geo-political zones of the founders.

Independent National Electoral Commission (INEC) is the only body recognized by Nigerian constitution to organize election into various political offices in Nigeria, therefore, the publics of political parties must therefore include INEC, the Press, Non-Governmental Organization and Civil Rights Societies, Organized Labour, Foreign Observers, the Nigeria Bar Association, the Security Operatives i.e. Nigeria Students Union, Department of State Security, Nigeria Army, Police, electorates etc. Political parties must cooperate with all these groups so as to have a free and fair election upon which political and socio-economic problem of the country can be addressed.

Theoretical Framework and Literature Review

It is important to review the contributions of other authors, researchers and mass communication experts in this area of study with a view of drawing from their opinions, observations, and recommendations that can affect this subject matter.

Agenda Setting Theory

Agenda setting theory which was propounded by McCombs and Shaw in 1991 describes the powerful influence of the media on the ability to tell what issues are important and which are not. McCombs and Shaw in 1991 gave an historical background of agenda setting theory where they cited some researches and instances where Agenda Setting Theory was used. In one of the instances, they reported that as far back as 1972, the newspaper columnist, Walter Lippman was concerned that the media had the power to present images to the public.

Furthermore, McCombs and Shaw investigated US presidential campaign in 1968, 1972 and 1976. In their study on the presidential campaign of 1968, they focused on two elements of the mass media: news and information. In their investigation of agenda setting function of the mass media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw quoted by Griffin (1991) transferred the salience of items on their news agenda to the public agenda. The public judge as important what the media judge as important. Media news coverage was correlated to the time on them and helps the audience to judge what issues are being more important than others are. This importance consequently influences the attitudes or decision of the audience towards these subjects on the agenda.

The setting of agenda by the media implies that people look up to them for cues to issues of national importance. The public want the media to assist them to determine reality and influence them. McQuail (2003) posits that the media helps to establish an order of priorities in a society about its problems and objectives. In similar perspective, Burns (1997) remarks that:

"The critique of newspapers and broadcasting see their power as lying in controlling the agenda, in their ability to select certain issues for discussion and decision and to ignore others as non-existent, and in the ability to treat certain conflicts of interests as manifesting proper materials and others as too complex or marginal or unmanageable"

through what Burns (1994) calls "news tasting"- a process of selecting what should count as news and what should not in the media, helps the public to crave for which they already adjudged salient.

Brosins and Weiman (2002) point out that,

"Even though the media may not be very successful in telling us what opinion to hold; they are often quite effective in telling us what to have as opinion or what not to think about" By paying attention to such issues and neglecting others, the mass media will have an effect on public opinion.

Assata and Asante (1978) explain that the agenda-setting theory assumes that a direct but positive relationship exists between media coverage and the salience of a topic in the public mind. The relationship stated in casual terms by conferring status on an issue, the media structure is what is important. This theory is adopted in this paper because it analyze how public relations activities can be used in encouraging the mass media on the kind of information to be passed to the public during and after electioneering campaigns.

Audience Theory (Katz 1970)

Elihu Katz propounded this theory in 1970. The theory is concerned with how people use mass media for gratification of their needs, as it draws inference from Abraham Maslow's Hierarchy of Needs. Audience theory explains how human being digest information transmitted by the media and see how this might influence their behaviour. Basic assumption of Audience theory is that modern audience receives mass information transmitted through the radio or television, process them and use them based on the relevance it holds for them. The relevance of this theory to the role of public relations in electioneering campaign is that while public relations do not assume the absolute power of directing the people

on how to go about their lives, it however has inherent powers to direct the flow of how to act in relations to election.

Review of Relevant Literature

According to the British Institute of Public Relations in Jefkins and Yadin (1998), Public Relations is the planned and sustained efforts in establishing and maintaining goodwill and mutual understanding between an organization and its publics. It consists of all forms of planned communication, outwards and inwards between an organization and its publics for the purpose of achieving specific objectives concerning mutual understanding (Yadin, 1998).

Nwosu et al. (2005) defines public relations as marketing and management functions that focuses on communication that foster goodwill between a firm and its many constituent groups. Nwosu (op cit) further describes public relations as management function that identifies, establishes and maintain mutually beneficial relationship between an organization and the various publics on whom its success or failure depends. Nkwazena (2001) opines that public relations is essentially about positively and systematically using actions and communication to influence people's attitudes, opinions, beliefs, interests and behaviours in a given or desired direction as well as building lasting credibility and reputation for individuals and corporate entities that include profit and non-profit organizations and even nations, states, local governments or communities.

Public relations (PR) have a major role to play in election campaigns or electioneering, because electioneering is aimed at reaching out to voters and convince them to vote for the party and its candidates (Odetoyinbo, 2009). Public relations is one of the major means to attract the voters or constituents. According to the report of 11 September 2016 of The Guardian Newspaper (Public relations Lesson from Nigerian 2015 Presidential Election),

"Any analyst or observer romancing with feeling that Public relations is not yet a strong factor that can tilt election results would promptly divorce this opinion after the last presidential election in Nigeria".

Almost all the major players have recognized the relevance of strategic Public relations in winning the hearts and minds of diverse stakeholders in Nigeria political and public circles. This explains why the ruling Peoples Democratic Party (PDP) had to hire a US Public Relations and lobby firm Levick to provide strategic direction for her image management activities months before the last presidential election. This move was criticized by the main opposition All Progressive Congress (APC).

APC also hired Burson-Marsteller, a London-based Public relations and Public Affairs firm to tackle her perception and reputation challenges. APC also hired another political strategy agency (AKPD) to position the party for the 2015 general election (Guardian Newspaper Report, 11 September 2015). Campaign focus was one very visible spot where blunders and gains were achieved during the last presidential election. Renowned Public relations expert and president of the famous US-based consultancy Ries and Ries, Laura Ries in a book she jointly wrote with her father entitled 'The 22 Immutable Laws of Branding' had stressed that "to be successful at building a brand, you need to think as narrowly as possible. In addition, you need to stay as narrowly focused as possible to keep the brands strong (www.wikipedia.org). Concerning the 2015 general elections, Guardian Newspapers x-rayed the activities of the ruling Peoples Democratic Party (PDP) since the declaration of the party's presidential candidate. Guardian Newspaper accused the party of incessant change of party slogan from "Continuity" to "Forward Nigeria". The slogan kept changing whereas the opposition kept to message of "Change" summarized under two major themes:

- War against corruption
- Insecurity and economic mismanagement

According to Osiniyi in Igweobi (2006 p13), the objective of public relations is derived from its various definitions. But the main objective of public relations is to create a positive image for an organization, to ensure that the organizations' image is projected in its environment to make the public accept and appreciate the existence of the organization in their environment and to ensure that a cordial relationship exist between the organization and its internal and external publics.

Nnaemeka in Igweobi (2006, p.13), posits that one of the major goals of public relations work is to help establish lines of communication for

exchange of ideas among various publics of an organization and its immediate constituency on policies and programmes initiated for the community at large.

Goals of Public Relations

Nnaemeka as cited by Igweobi (op. cit.) listed the following as goals of public relations:

- i. To help the organization to interpret correctly itself, its policies programmes, problems and activities through appropriate communication channels to the members of its various publics including electorates and electoral body whose understanding and cooperation will be depended upon for the effective execution of its policies and programmes.
- ii. To aid the organization in identifying correctly changes in public perceptions and attitudes which would pose serious obstacles to its effort to draw more closely to the publics especially in election periods.
- iii. To assist the organization/party develops appropriate techniques for communication effectively with their various audiences.
- iv. To help the organization build bridges of friendship and good relations with its various publics which is essential for establishing family like atmosphere in its environment and thus facilitating the mobilization of support from these publics in the execution of programmes
- v. To help the organization establish credibility and confidence in the minds of the publics.

Functions of Political Parties

Political parties are group of people joined together with a common purpose of getting political office in an electioneering process. Aboniyi (2010) argues that the fundamental purpose of political parties in most political systems is to provide a stable pattern of expectations, activities and conduct regarding a peaceful transfer of state power or government from one function to the other. The nature and functions of political parties existing in any political system vary with the nature of government and the characteristics of the people it seeks to serve.

Odetoyinbo (2009) notes that the basic reason for the existence of political parties in any political system is of course the existence of diversities in society in terms of political beliefs, attitude and values. In similar opinion, Aboniyi (2010) posits that this diversity is however a by-product of social, cultural, religious, demographic and economic differences. Thus, according to Odetoyinbo (2009), a political party may be described in terms of the purpose for which it is organized to achieve the characteristics of its membership, its structure or the functions it performs in a given democratic institution.

Generally, a political party has the following features; membership, organization and administration which is meant to span the life of its current leaders and members, goals and objectives which include funds, talents, electoral strength and charismatic candidates among others. Ugbaja (2004) argues that political parties nominate candidates for election, carries on campaign to win election and assume the responsibility of piloting the affairs of the state if it achieves success at the polls. In all democratic nations of the world, the party that is successful in the election forms the government while other parties may align with the ruling party or form the opposition.

Election and Political Campaign

Aboniyi (2010) defines election as the process of making choices agreed upon among members of a group who have accepted to co-habit or function as a unit for the purpose of periodically selecting those to lead other members of the said group or those to occupy positions of authority. According to Macnair (1999), election periods are characterized by excitement, intrigue, anxiety and uncertainty. The fears of defeats or electoral loss grip all the contesting parties. No doubt, an election period in Nigeria is characterized by uncertainty, curiosity, and speculation, the possibility of continuity or change as the case may be. Ginsberg (2008) defines political campaign as organized efforts by political parties or their candidates for public office to attract the support of voters in an election. In a democratic country like Nigeria, political campaign can also be referred to as electoral campaigns wherein representatives are chosen for Presidential, Gubernatorial, Senatorial, House of Assembly, House of Representatives or Local Government elections.

Campaign is a multi-disciplinary entity that is of interest to other disciplines, like marketing, political science, economics, education and medicine. Ginsberg (2008) op. cit. argues that political campaigns play an important role in the education and mobilization of citizens in most democracies. He further remarked that until the mid-20th century, political campaign depended heavily on armies of campaign workers assembled by political parties. In Nigeria, political parties present candidates for elective position whereby party manifestos are conveyed to the electorate. The manifesto contains electoral promises the party will execute if voted into power. Rallies and jingles on radio and television, posters, billboard advertisement are part of campaign instruments use by political parties. In the era of Information Communication Technology, campaigns are being done through internet using, SMS, Facebook, Whatsapp, Email and other information communication technology approach rather than relying solely on traditional media of communication of which radio, television and newspapers play paramount role.

Roles of Public Relations in Political Parties Campaign Programmes

Public relations play a significant role in electioneering campaign process. Sorkaa (2007) recognizes the importance of public relations in political process when he remarks that public relations is significant in the area of party formation, political party campaign, membership drive public and private political communication and image building. He remarks further that public relations significantly cover areas such as lobbying, legislative proceeding, harmony between legislature and other arms of government, image building with the publics and other stakeholders. This is what Odigbo (2007) refers to as political public relations which he defines as a specialized kind of public relations concerned with the result oriented management of images, reputations, attitudes, opinions and behavioral problems, issues and crises that impinge upon the enthronement of existence, preservation, sustenance, development or growth of government, constituted political principles, democratic orders and the rule of law. Sambe (2007) emphasizes the importance of public relations programmes in partisan politics thus:

- To overcome apathy and speculations towards party policies and activities and the functions of the political parties in the polity.

- To provide reliable information for the voters seeking to make an intelligent decision.
- To crystallize public sentiment and pave way for non-coercive compliance. This requires persuading the citizens of the need to understand the direction and programmes of the party.

Mordecai as cited by Sambe (2007), conducted a research work on the role of public relations in party politics and concludes that public relations can be beneficial to political parties in many ways and these may be inform of implementing party policies, media relations and reporting to the public; activities and policies of the political group as well as increasing party's sensitivity to its publics.

Osuji (2002) remarks that communicating with the right people at the right place with correct message is essential for public relations game plan in political activities. This of course explains the reason why Odigbo (2007) argues that public relations role in political campaign is mainly concerned with the promotion of mutual understanding, cooperation and healthy relationships between a political party or a politician and their diverse publics.

Odigbo (2007) listed the following public relations roles in political campaign:

- Monitoring of issues that are likely to impact either positively or negatively on the party or its candidate(s)
- Organizing public education and enlightenment programme aimed at dissemination of relevant information on political party policies, programmes and projects.
- Making professional efforts to correct the misperceptions, misinformation, disinformation prejudices and biases against political party or the politicians.
- Regular auditing of areas of negative press report and fashion out public relations initiatives to correct them.
- Promoting public goodwill, acceptance, cooperation and support to the political party's views, policies, programmes and projects.

Summation of public relations activities of political parties is to ensure that their party and their candidates are of good image to the public, which could influence the minds of the electorates in accepting them for public office. Complexities of public relations activities in political

parties call for the emerging role of public relations counselors during electioneering campaigns (paprika.canvas.blogspot.com). The following are the important functional areas for public relations' counseling in any typical election campaign for political candidates.

1. The appraisal of the candidate is the first step in public relations dealing with a political campaign for the political candidate. His/her financial background, assets, history, party, family, structure and social power all should be carefully studied.
2. The appraisal also should indicate the strength of the candidate's exposure to the voters. The strength of the candidate is to be decided by analysis of his/her trustworthiness, compatibility, ability, experience, administrative ability, energy, good judgment and other virtues. It is essential for public relations personnel to work closely with rules and regulations formulated by the electoral commission, potential changes and their implication.
3. To note contribution limits, independent expenditure campaign limits should not exceed the limit.
4. Buying time, booking space, layout and advertisement, how and when repetition language and so on and so forth demanding creative judgment of the public relations counsel.
5. The theme and what is to be said, timing and competitive strategy are to be strongly stressed. Otherwise, the most important campaign element will be lost and a major loss of voters for election. The theme is very important.
6. In any election campaign for political candidates' money raising and fund management is an important function. Public Relations counselors should know that people do not liberally throw away their money, they want to go with winners.
7. One of the functions of the public relations counselor is the identification of voters, the area of jurisdiction, their composition, demographic features, perceptions and expectations.
8. There are several ways of reaching voters by the way of speeches, rallies, door-to-door campaign, street gatherings and assemblies of workers.
9. The campaign should be started well in advance at least one month in advance.

Source: paprika.canvas.blogspot.com;

Political parties and their candidates should operate on the concept of image management by trying to endear themselves in the minds of the electorates. Therefore, it is imperative for political parties to perceive public relations as a social philosophy, which according to Okafor (2003) assigns pride of place to needs and well being of the electorate with the understanding that when first consideration is given to the interests of the electorates in this way, the party's own interest will ultimately and satisfactorily be served. Okafor (2003) notes that one way through which a political party can maintain mutual understanding with the electorates is effective communication between the political party and the electorates. Public Relations activities could influence the formation of public opinion about political parties and their candidates.

In line with this argument, Odetoyinbo (2009) emphasize that political parties should always seize the opportunities availed to them by their statutory function of political education to really identify, study and create avenues for goodwill and mutual understanding with the electorates. They need to inform, enlighten and educate the electorates and other political parties about their ideologies and manifestos. Igweobi (2006) notes that in Nigeria, most political parties engage in sharing of food items, T-shirts, cash, motor vehicles, umbrellas, biros, to the electorates so as to curry their favor. Opinion leaders, party leaders, traditional chiefs, women and youth leaders are given substantial amount of money to share with their party members.

Communication for Sustainable Development

It is very important to take a holistic view of information and communication processes in a developing country like Nigeria instead of the fragmentary approach, policy makers often take at the moment. Open, inclusive, participatory information and media channels also need to be recognized as one of the most important '*res publica*' (public goods) that benefit all citizens and maximize development impact. Communication processes should be regarded as public goods because it contributes to a society's development, governance, peace and prosperity.

Most politicians, business people and everyone working in any kind of collective enterprise intuitively recognize that effective communication is fundamental to their success. Yet it is frequently overlooked in

development projects and policy making. Policy makers often lack sufficient knowledge of what specific steps they can take to strengthen communication processes and even when they know, sometimes the political will to take them is absent.

Build more open, transparent information and political culture

Governments and institutions must accept the reality of a networked world that will shape politics and civil society in ways that are only just starting to emerge and adapt to citizens expectations of transparency and realizing legal rights to freedom of speech and access to information.

Treat information, communication and the media as public good and invest accordingly

Governments should recognize that media and communication are public goods. They should take measures to enable the greater participation of poor and marginalized people in social, economic and political processes and invest in strengthening those areas that the market alone may not provide such as telephone success for poor people or high quality public interest journalism.

Media of Public Relations in Political Parties Campaign Programme

According to Mcnair (1999) public relations through the media is to inform the electorates about the manifestos and programmes of the political party or politicians. It is used as a platform for public political discourse, thereby facilitating the formation of public opinion and feeding that opinion back to the public from where it came. The media serve as channel for the advocacy of political viewpoints. Nkwazema as cited by Igweobi (2006) recognizes the following media outlets, which can be used to inform, educate and entertain the electorates during political or electioneering campaigns.

Radio

Radio is a major instrument of mass communication and it is used by Public relations practitioners to reach the electorates. It is cheap and can be used with batteries or electricity. People in the villages and urban areas have access to it.

Television

Television is another form of broadcast media with audio visual devices. It offers the advantages of pictures, moments and drama. It is not as cheap as radio and cannot be powered by batteries. Ginsberg (2008) notes that politicians use the media to increase their exposure to the public as modern campaigns make extensive use of radio and television in their campaign trait.

Newspapers

This is part of the media strategy used by the political parties because of its permanence more than the electronic media. Newspapers are produced on daily basis and carry news and information about political parties and politicians in the locality and create awareness of their activities within the coverage area.

Magazines

Magazine is another form of print media, which is more often periodical, covering longer time-span than newspapers. Magazines are available to politicians for dissemination of information concerning them and their political party.

Internet

Kombol (2006) remarks that internet offers the opportunity to send e-mail, chat between people or groups that are spatially separated. In support of Kombol's view on the role of internet, Ginsberg (2008) argues that since the late 1990s parties and candidates have begun to make extensive use of the internet as a campaign medium. Internet facilities enables the party flag bearer to host a website, that provide their biographical data, the candidates' positions on major issues, endorsements from opinion and community leaders. Candidates' supporters also sponsor weblogs or blogs, touting the candidate's virtues and they participate in internet chats on behalf of their candidates.

Billboard Posters

This is another medium through which political parties and their candidates reach out to their publics. It is usually mounted in a conspicuous

area majorly on the main road where motorists and passers-by will have access to them.

Conclusion

Based on available literature, the role of public relations in electioneering process in Nigeria cannot be over-emphasized. It is an essential tool for image making and management without which it will be difficult for political parties and their candidates to correct a negative impression held against them by the public. The need for public relations officers of political parties to know how to employ media strategies to inform, educate and mobilize the public is of major importance. Therefore, the personnel managing the image of political parties must be well trained public relations officers who understand party manifestos, organization and mobilization strategies. Ability to use all media available to the public is of major importance and this explains why public relations department must not be under-funded or managed by a non-professional.

Recommendation

It is recommended from this study that public relations officers should be given free hand to operate with little or no interference from the politicians. The handler of public relations programmes should on regular basis organize training programmes for those at the state, party and local government secretariat. He should also organize workshop seminars, symposium on public relations issues for the party leadership on political activities, public conduct, speaking and listening skills and their relationships with other parties and stakeholders. Public relations officer should educate the party hierarchy on the effect of election rigging, ballot box snatching, thuggery, failed electoral promises and he should educate the politicians on their lifestyle, and probably change their views on the motives of some aspiring to go to public office only for self-interest.

Conduct of political party stalwart has serious implication for sustainable political development, in the sense that party politics is not an avenue for self-enrichment but a call for service. National security as well as unity of the country is at major risk if the conduct of politicians is not put into moderation. Therefore the quest for sustainable political development may be a mirage. Public relations departments of political

parties have a significant role to play in organizing series of attitudinal communication workshops aimed at changing the orientation of our politicians right from grassroots level to the national level.

The issue of equating political office with opportunity to steal government fund should be a major concern to the public relation practitioner who, should explain that to mean mis use of public tract which has implication for our growing democracy. Good performance by the party and their representatives in government will make the jobs of public relations officers easy in subsequent elections because Nigeria publics are now politically wiser than in the past years.

Bibliography

- Amajili, C. (1990). *Need for more Emphasis on Public Relations in Government*. In Nwosu (ed). *Mass Communication and National Development*. Aba: Frontier Publisher Ltd.
- Baines, P.R., Levies, B.R. and Yorke, D.A. (2003). *Coordinating Political Campaigns: a Marketing Planning Perspective*. *Marketing Journal of NIMN*, Vol. No. 1.
- Black, S. (1990). *Public Relations Management*. New York: Harper and Row Inc.
- Edeani, D. (2003). *Public Relations in Political Context*. Enugu: Government Printing Press.
- Ejiogu, P. (2003). *Of Political Campaign and Public Relations: the Case of the Politician*. *The Politician* Vol. ix, No. 2.
- Ginsberg, B. (2008). *Political Campaign*. Microsoft® Encarta (2007). Microsoft Corporation.
- Igweobi, C.F. (2006). *The Use of Public Relations in Electioneering Campaign: Strategies, Issues and Prospects*. In a Thesis Presented to Marketing Department UNEC.
- Jefkins, and Yadin (1998). *Public Relations Framework*. England: Pearson Education Limited.
- Kombol, M.A. (2006). *An Assessment of the Pattern of ICT Use among Nigerian Media Practitioners: Implication for Media Relations Practices in Public Relations*. *NIPR Public Relations Journal* Vol. 3, No. June 2006.
- Macnair, J. (1999). *An Introduction to Political Communication* (2nd Edition). London: Rutledge.

- Meyer, I. (2002). *Media Democracy: How the Media Colonize Politics*. Cambridge: Polity Press.
- Mohammed, S.A. (2007). *Public Relations and Political Power*. Nigeria Perspectives in Public Relations NIPR Management and Practice Series, No. 2.
- Ngwoke, O.U. (2008). *Strategies for Enhancing the Success Rate of New*
- Nkwazema, G. (2001). *Public Relations in Public Relations Efforts. Issues in Public Relations* (ed.). Lagos: Talkblack Publishers.
- Nwosu I.E. and Uffoh, V.O. (2005). *Environmental Public Relations Management: Principles, Strategies, Issues and Cases*. Enugu: IDS UNEC.
- Nwosu, I.E. (1996). *Public Relations Management: Principles, Issues and Application*. Lagos: Dominican Publishers.
- Nwosu, I.E. (2001). *Marketing Communications Management and Media: an Integrated Approach*. Lagos: Dominican Publishers.
- Nwosu, I.E. (2003). *Managing Small and Medium Scale Enterprises in a Competitive and Depressed Economy*. In J.O. Onah and I.E. Nwosu (eds). *Empowering Small Medium Scale Enterprises in Nigeria*, Enugu: ECCIMA.
- Nwosu, I.E. (2006). *Effective Media Writing: Mass Media, Advertising, Public Relations and Promotions*. Enugu: Mason Printer and Publishers.
- Obeta, C.E. (2008). *Corporate Identity Management: Implications and Applications for Nigeria's Development*. The Biannual Journal of the Nigeria Institute of Public Relations Journal Vol. 5. Nos. 1 and 2.
- Odetoyinbo, A. (2009). *Political Offices Candidature: the Public Relations Perspective*. In Image Maker Public Relations Journal, Occasional Public Relations series Vol. 2, No. 8 of Ogun State NIPR Publications.
- Odetoyinbo, A. (2009). *Public Relations Principles: a Panacea for Appropriate Political Behavior among Political Parties*. In Image Maker Public Relations Journal Occasional Public Relations Series vol. 2, No 8, Ogun State NIPR Publications.
- Odigbo, B. (2007). *Conflict Management in Nigeria Political Environment: Public Relations Strategies*. Nigerian Perspective in Public Relations NIPR Management and Practice Series No. 2.

- Onah, J. (2001). *Managing Public Relations in the University System: The Nigeria Experience*. The Nigerian Journal of Communication Vol. 1, No. 3.
- Oso, L. (2007). *The Internet, Public Sphere and Democracy in Nigeria*. In *Communication in Global, ICT's & Ecosystem Perspectives Insights from Nigeria*, Enugu: Precision Publishers Ltd.
- Osuji, D. (2000). *Public Relations Management*. Owerri: Pinewood Publishing Co.
- Sambe, J.A. (2007). *Public Relations and the Challenge of Democracy in Nigeria*. Nigeria Perspective in Public Relations NIPR Management and Practice Series, No. 2.
- Tench and Yeomans, (2006). *Exploring Public Relations*. England: Prentice Hall.
- Uduji, J.I. (2007). *Public Relations and Corporate Image/Reputation Building and Management*. In *Public Relations Journal* Vol. 3, No. 2.
- Ugbaja, C.O. (2004). *Getting to the Electorate through Effective Public Relations Practice*. The Politician, Vol. ix, No. 6.
- Ukwu, I.U. (2007). *The Challenge of Public Relations in Nigeria's New Democracy*. Nigeria Perspectives in Public Relations NIPR Management and Practice Series, No. 2. Internet Materials
- Wikipedia (2008). *Political Campaign*. mhtml:file:///f:nddc/political Campaign, Retrieved June 3, 2010.