

# The Media: Assessment of Media Relations Strategie of Metronetwork Online Limited, Port Harcourt

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**Abstract**—The study examined the media relations strategies of Metro Network Online Limited, Port Harcourt. The study was anchored on Systems Theory, Framing Theory and Resources Dependency Theory. Survey design was adopted for the study using 12-item questionnaire administered on a total sample of 100 respondents purposively selected from Metro Network Online, Port Harcourt, while 3 senior management staffs were intervriwed. Data obtained were analyzed and presented using frequency tables and simple percentage. It was found that the media relations strategies employed by Metro Network Online Limited, Port Harcourt includes analysis of strength and weakness, consultation with stakeholders, audience analysis, media mapping, development of clear and simple message. The study also showed that, media relations strategies adapted by Metro Network Online Limited, PortHarcourt was favorable on its overall performance.The organization build-up a good corporate reputation, promote goodwill between the organization and it's stakeholders. The study concluded that, media relations strategies have been effective in building corporate reputation, goodwill and it helped to enhanced their operational performance and saw a very cordial relationship between the media and the organization. It recommended the introduction of an effective monitoring system that can closely look into the activities of the Media relations department at Metro Network Online, Port Harcourt for easy evaluation of it's activities and recommended for further improvement and expansion. And at the end,and different critical areas related to this study were surgestedd for futher interogation and study .

**Index Terms**—Assessment, Media Relations, Strategies, Organization . Public Relations, Media, Journalist.

## I. INTRODUCTION

Background to the Study

1.1. Media Relations

The term media relations involve working with media in order to inform the public of an organization's plan, mission, policies and practices in a positive, consistent and credible manner. However, the effectiveness of media relationship strategic asssement of Metronetwok Online Limited is to explore it's approach as regards to social media usage, press releases,media kits, press confrences and media interviews.This means coordinating directly with the people responsible for news production, the news casters and features in the mass media. The goal of media relations of Metronetwork Online Limited, Port Harcourt is to maximize positive coverage in the mass media without paying for it directly through advertising. Many people use the terms public relations and media relations interchangeably. That is incorrect, media relations refer to the relationship that a company or organization develops and enjoys with journalists, while public relations extend that relationship to the general public (the relationship between an organization and the public) Johnston (2013), as it relates to the media assessment and strategy of "Metro Network Online, Port Harcourt". Media relations (MR) is different from public relations (PR), the media is a sub unit of public relations.The contemporary practice of public relations according to Cutlip, Center and Broom (2000), was defined back in 1976 by the pioneer in public relations education, Rex Harlow, who examined close to 500 definitions and concluded that, public relations have a distinctive management function which helps to establish and maintain lines of communication and understanding, acceptance and co-operation between an organization and its publics involves in the management of problems or issues. It helps management to keep informed on, and to be responsive to, public opinion, defines and emphasizes the responsibility of

management to serve the public interest, helps management keep abreast of, and effectively utilize, change, serving as an early warning system to help anticipate trends, and uses research and ethical modern communication techniques as its principal tool. Metronetwork Online Limited is an example of one of the successful media company that have entered Nigerian market by employing a multipronged media strategy (Nwosu & Uffoh, 2005).

#### 1.1.1. Media Relations and Strategies

Empirically, to make an assessment, reviews, examine and analyse how effective the media relations approach deployed by Metronetwork Online Limited Port Harcourt functions, will entail to interrogate the holistic useage of all medium both new and traditional media of the organization called Metronetwork Online Limited, Portharcourt. Interogate how these deployed strategies affects the general media coverage, public perception, public opions and overall organizational brand and reputation such as Practitioner roles and challenges, impact of new and tradional media, reputation management, crisis management, communication and brand building as reputation management depends on these relationships and it's approach. (Grunig & Hunt, 1984).

However, public relations (PR) is seen as an activity that is as old as the creation of man that have evolved through media and media relations. The real meaning and knowledge of public relations (the relationship between an organizations and the publics for mutual benefits ) as well as the promotion of public relations as a profession and career were not very clear until the recent past when public relations practice, programmes and activities were considered as powerful tools for coordinated human and business image, Achison (2005). Public relations management involves all the things that management does or does not do which can affect public opinion. Public relations management emphasizes practical application of public relations principles, strategies and techniques in solving diverse problems in business and non-commercial organizations and settings. This goes to show that it's emphasis is on how public relations can be practiced or applied in these organizations to help them achieve their various missions, objectives and goals. Nwosu (1996).

#### 1.1.2 Key Areas of Strategic Media Relations

Building of relationship, development of networks and contacts with media personalites, journalits and media firms is key to gaining positive popularity, media access and coverage. Strategic communication targetting messages and communication tailored to strategy, specific media outlet and targeted audience is very essential in impact making and maximization. Creation of contents, crafting a headline kind of press releases, media kits and planning a compelling press confrence that are attractive to journalits and as well aligns with the organization's goals is a crucial and key componet. Also having a plan crisis management program in place to always to response to crisis and negative media attention is key in protecting organization's reputation. However, tracking media coverage, evaluting, analysing it's impact and putting measures in place to strategically adjust to improvements, positive and negative changes is key to continous improvement and progress.

#### 1.1.3. Media Relations vs Public Relations

Public relations (PR) is the process of maintaining a favorable image and building beneficial relationships between an organization and the public communities, groups, and people it serves. Media relationship is the process organizations uses, adopt in maintaing their relationship with influceners, media persdonalities, media housesor outlets, for the smooth coverage of their activities, products and news. It could be inform of planned advertisment, press release or press confrence, These are well planned strategy to create favorable impressions through paid messages, public relations does not pay for attention and publicity. Instead, PR strives to earn a favorable image by drawing attention to newsworthy and attention-worthy activities of the organization and its customers. For this reason, PR is often referred to as "free advertising." People have branded their livestock to indicate ownership since ancient times. Artisans and other merchants put their marks on their wares to indicate source, and with that, a level of quality assurance. At first, PR were more aligned with things, then they were applied to services and experiences. After that, they were more about concepts, ideas and images. Increasingly, they focus on values and access. In media relations, companies using integrated marketing communication, use more of public relations strategies and media relations strategy in order to overcome clutter emanating from competition

and also to act as socially responsible organizations especially during product crisis. Today's marketers see media relations as a vital promotional tool that can be used to enhance a company's overall marketing performance. This is because it is more credible and acceptable by consumers because they believe that public relations oriented messages are coming from selfless unbiased personnel. Omolola, Pius and Ibitoye (2017).

Public Relations and Media Relations are two major approaches adopted by organizations to reach out to their customer(s) or audience, by publicising its offerings and brands mission. Although the publicity strategies may overlap in several aspects, there are still many key differences between public relations and media. Additionally, organisations may have detailed public relations plans they rely on frequently to reach customers, while media relations may make up only a small part of an overall public relations campaign. The Internet, which is part of mass media has been used extensively for accessing instantaneous information and communication across geographical boundaries. Due to its characteristics of speed, efficiency and economy, the Internet began to be applied increasingly across various institutions and organizations to enable their presence felt by their customers or audience at every part of the globe. It is beyond doubt that since the last decade, the Internet has evolved faster than any other communication channel and has dynamically changed lives and professions, including information gathering and engagements to various tasks. Public Relations practice and engagement of audience are typical examples of professions that have considerably been affected by this online revolution (Phillips, 2001). To practice public relations the media are necessary to communicate to the publics of an organization. In Nigeria, a couple years in the past, the audience or the publics can only be reached through the old media, now a days, majority of the publics, customers, employees and stakeholders can be reached by the new media, mass media or digital media. The media or media relations refers to the activities organizations use to engage, reach out to, or interact with their audience and press outlets. Businesses and organizations often build relationships with media outlets as part of their public relations strategies considering their accessibility to TV broadcasting channels, radio stations, newspapers and mass media in

order to sustain a positive image with their audience and in the public.

Audience whom are at the receiving side of the media relations or public relations, are the people connected with organization course, care and buy into their brand. They also has a set of characteristics as well as demographics that they share, they have similar behaviour and can be grouped by their personal preferences. "Targeted Audience". Audience are the key concept throughout media studies, because all media contents such as press statement, press release, advertisement, broadcast, social media, internet news and etc, are produced with an audience in mind, thus audience are determinant of media influence. Although mass media are now seen as an aspect of Public Relations practice, many Public Relations practitioners are struggling with the impact of the new media, and especially the use of the Internet.

According to Alfonso and de Valbuena (2006), research has shown that practitioners are not fully embracing the new media, they are ill-equipped to do so and have a fear of the technology. The terrain of public relations practice is also shifting with new media bringing about substantial increases in stakeholder's strength through facilitating communication within stakeholder groups and between different stakeholder groups (der Merwe, Pitt & Abratt, 2005). Stephens (2007) concluded that, information pours out of digital world and news now arrive astoundingly fast from an astounding number of directions and it is often free for everyone. In communication, there is need for the use of appropriate media to reach the audience. And the need for businesses and organizations to determine audience preferences in communication since the contents of communication is driven by audience preference and interest. The overview audience analysis which involves identifying the audience and adopting their preferred media to approach their interests, level of understanding, attitudes and beliefs, knowing fully well that audience helps you to navigate your business or organization from small size, medium size to a progressive and successful business venture.

Organizations and companies need to understand what they are trying to accomplish in order to be successful in reaching the audience or customers with their "Public Relations" message(s) Since public relations is about managing perceptions and what people think about your business and organization,

and as it aims to increase awareness and good public image, organizations should monitor audience knowledge, opinions, attitudes, and behaviors to achieve that. Therefore, a public relations officer should use a popular communication channel (mass media) that is accessible and preferable to its customers, publics or audience. That is to say that the media as an organization and businesses uses media as part of their public relations practice or public relations campaigns in order to strengthen their brand messages and maintain strong relevance.

Metronetwork Online Limited publishers of Metronetwork News with its subsidiaries, Metronetworks Studio, Metronetwork Tv, Metronetwork Radio and MetroNews with news reporting, video coverage/editing, jingle production, social media management, drone coverage, photography and talents training as its core services also engages in media relationship when engaging with her audience.

However, media relations involve 'managing relationship' with the media, script writers, producers, social media influencers and news casters, whom contribute and control what appears in the print, broadcast and online media. According to Biagi (2005), media relations is contacting news media, freelance writers and trade publications with the intent of getting them to publish or broadcast news and features about or originated by the organizations. Hanson (2005) stated that media relations is a two-way interaction with members of the press, broadcast and Online media. Media relations is the systematic, well planned mutual cooperative relationship and company interactions with journalist, reporters of mass media like television, newspaper and internet. According to Chevwick (2018) media relations strategies is the calculated deployment of media to tell an organization story. It is the process of figuring out a message and distributing it to the right media sources so that you can reach your target audience or market. Effective media strategies enable the increase of brand awareness, achieve company reputation and to know consumers preferences and choices. To develop a good media to maintain brand equity, gain brand value and send information to your target market requires a comprehensive understanding of the organization and the brand by its communication team. Media relations strategies are important to increase brand awareness, achieve company reputation and to know the

customers preference and choices as it relates to production, marketing and consumption.

## 1.2 Statement of the Problem

Generally, the media landscape has changed dramatically. With the rise of "new" media (digital and social) and the evolution of "traditional" media has impacted seriously on media and in extension to the term "Media Relations". It means something different than it did just a few years ago, while it remains as an important tactic and strategic component of Public relations. For public relations (PR) practitioners, it is not without challenges, issues and problems. Some of these problems, includes decline of traditional media, like newspapers and magazines which shortens the length of printing, editions and beefing up their digital content, resulting to most publication organisations downsizing their editorial staff, thereby increasing unemployment.

Another problem is working with unethical reporters, that is reporters who for the sake of getting likes, views or subscribers intentionally misinterprets the type of article they are actually writing or their article inaccurately portrays stories. However, acknowledging and studying media relations is the fastest turn around that ever happens in the study and research of communication. Public relations practitioners have always understood the importance of quick response to media requests, today digital content can be posted instantaneously, getting back to a reporter in a real time, timely or immediately with a lighten speed. Hence this study examines, explores, investigate and interrogate the assessment of media relations strategies of Metronetwork Online Limited, Port Harcourt.

## 1.3 Objectives of the Study

The objectives of the study are to:

1. identify the media relations strategies of Metro Network Online Limited, Port Harcourt,
2. determine the extent to which adopted media relations strategies has affected Metro Network Online Limited, Port Harcourt,
3. establish the effectiveness of the media relations strategies in building corporate reputation of Metro Network Online Limited, Port Harcourt, and
4. identify the media used by Metronetwork Online Limited, Port Harcourt and examine their

relationship with Metronetwork Online Limited, Port Harcourt.

#### 1.4 Research Questions

The following questions were formulated to interrogate this study.

1. What are the media relations strategies of Metro Network Online Limited, Port Harcourt?
2. To what extent have adopted media relations strategies affected Metro Network Online Limited Port Harcourt(PH) ?
3. What is the effectiveness of the media relations strategies adopted by Metro Network Online Limited, Port Harcourt in building their corporate reputation?
4. How cordial is the relationship between the media and Metronetwork Online Limited, Port Harcourt?

#### 1.5 Significance of the Study and Contribution to Knowledge

Media relations strategies are the ways and manner a company relates to reporters, news casters, influencers and media personalities of different media organizations and platforms to drive home its communication, information or showcase its products or services to its target customers, stakeholders, audience or the public at large. It would be observed that some companies' products or services are popular on the negative side, some on the positive side, while many even though doing well and quality products, but are not popular household name. All of these, requires good media relation strategies through the input of public relations in the creation, sustenance and maintenance of mutual understanding between an organization and its public and to drive home the message. Therefore, the outcome of this study would serve as empirical evidence towards the media relations profession. This study is significant and relevant to organizations, private or public sectors like ministries and government agencies for effective policy making and service delivery. This study will also benefit stakeholders in manufacturing, commercial and service industries who are employers of labor. It will help practitioners of media relations in their role as the fourth realm of government, image managers and spokesperson of their organizations. Furthermore, the findings of this study will also serve as an available research material to scholars,

researchers and students from communication faculty for academic purposes.

#### 1.6 Scope of the Study

Assessment of media relations strategies of Metro Network Online Limited, Port Harcourt is the focus of this study. Media relations is a planned and organized way of reporters and media platforms grabbing information from public relation officers or organizations in the form of press release, press conference or interview and getting the same message or piece of information across to the right audience or customers. It involves relationship with media practitioners and this is of great significance to public relations practice. The analysis of media and organizational relationship and strategies utilized in Metronetwork Online Limited daily operational management was included in the study's scope. The study specifically looked at the medium of the communications, and the relationship between the media and Metronetwork Online Limited Port Harcourt. In terms of demographics, the survey included all respondents who were stakeholders, such as viewers or consumers.

The stakeholder's demography (groups, viewers or clients) of Metronetwork Online Limited in Port Harcourt, spanning various age groups, sexes, marital statuses, and occupations, these people were selected as respondents. Only Port Harcourt, Rivers state, home to Merto Studio and MetroNews subsidiary of Metronetwork Online Limited, was included in the study's geographic scope. While the ideological scope of this study was predicated on the idea that media are used to convey information and their strategy makes it more effective, the unit scope of this study involved the stakeholders of the organization who live in Port Harcourt, Rivers State as well as their media practitioners.

#### 1.7 Operational Definition of Terms

For better understanding of concepts and terms frequently used in this study, there is need to define them within the context of their usage in this study. The terms are defined as follows:

Assessment: Refers to the act of ascertaining the media relations strategies and the medium of communication use by Metro Network Online, Port Harcourt in reaching out to their audience.

Media: Refers to the agency responsible for carrying Metronetwork Online Limited, PortHarcourt information about it's products, services or it's information to the general public through the use of Television, Radio, Newspaper, all the Social Media platforms and etc,

Media Relations: Refers to relationship between Metro Network Online and the media and it's capacity to relate and use the medium to reach it's publics.

Strategies: refers to the method,ways and plans of Metro Network Online Limited, Port Harcourt applies in communicating with their publics.

Public Relations: This term refers to Public Relations' strategic of communication process that Metronetwork Online Limited, PortHarcourt used to builds mutually beneficial relations between it's organization and their stakeholder or publics.

Organization: This is a businesses such as Metronetwork Online Limited, PortHarcourt that engages media and public relations practitioners.

Corporate Social Responsibility (CSR):This is the process Metronetwork Online Limited, Port Harcourt uses in giving back to it's community. For example, through free workshop trainings of students of the faculty of communication, University of Port Harcourt, Choba, Rivers-Sate.

Approach: Refers to the method Metonetwork Online Limited, Port Harcourt use to access issues, examine, relates and working towards the solution .

Journalist: This is an individual or group of persons reporting, editing news, collecting information and news and that works with Metronetwork Online Limited, portharcourt as media persons and also relates with the organization in disseminating their press release, press confrence news and vital informations to their stak

queries primarily to seek favorable publicity by systematically distributing information subsidies (Waters, 2016). Information subsidy according to Waters (2016) describes the generation of news content and pre-packaged information for the media. By performing some or most of the work that journalists seek, practitioners aim to further organizational objectives and promote organizational agendas and build corporate reputation (Sallot, 2011). According to Manning (2015) media relations refers to the mutually beneficial relationship between journalists and public relations professionals. He added that, media relations and public relations perform quite different functions. While public relations are communication management and aims to make organizations transparent and responsive; media relations is a specialized sub-branch of public relations dealing primarily with the process of recognition (Patterson, 2017). Explaining this Patterson (2017) stated that, media coverage would lead to awareness of any organization.

The more the coverage of particular attributes of the organization, the more the organization communicates its agenda, the more there will be discussion and media coverage of the organization and its attributes, he argued. This would lead to stakeholders' defining and perceiving the organization by these attributes.Stakeholders depend on the media to learn about organizations, argued Einwiller (2015) particularly if they have no direct experience with the organization. Thus, practitioners' influence on news content has consistently been found to be significant (Seletzky & Lehman-Wilzig, 2018). Media relations staff increases public awareness and understanding of organizations' activities by sending information to the media and by inviting the media to see operations firsthand. Media relations is not necessarily the best method of obtaining public recognition, however. Patterson (2017) argues that today, the main challenge of public relations isn't getting noticed, 'it's getting believed and trusted'.

A common historical argument for using media to communicate has been that editorial (anything written by a journalist) has more credibility with audiences than direct communication (such as advertising), because it is seen as coming from an independent third party. However, Hallahan (2014) argued that this may be one of the many popular 'myths' surrounding media influence. Many experienced public relations

## II. LITERATURE REVIEW

This section of the study examines, investigate and deals with the following sub-headings: Conceptual framework, theoretical framework and the review of previous studies in interrogating this study.

### 2.1 Conceptual Review

#### 2.1.1 What is Media Relations?

Media relations encompass all types of initiatives – including maintaining and updating media contacts, disseminating news releases, organizing press conferences, offering content and responding to media

practitioners consider media relations to be less ethical and less effective and trusted than other public relations methods (Grunig & Grunig, 2016). Direct and personalized communication that enables organizations to gather feedback and create dialogue with employees, communities, governments, shareholders, members, customers, trading partners and other stakeholders is increasingly gaining ground (Bartlett, 2018). The media remains, however, too powerful and important for any business to ignore.

### 2.1.2. The Media

The term "media" refers to the various channels through which information is communicated to a broad audience. Media encompasses traditional platforms such as print (newspapers and magazines), broadcast (television and radio), and, more recently, digital platforms such as the internet and social media (McQuail, 2010). Historically, the media has been regarded as the "fourth estate" due to its crucial role in informing the public, acting as a watchdog over the government, and fostering democratic engagement (Habermas, 1989). Today, the media serves a multifaceted purpose, including information dissemination, entertainment, education, and shaping public opinion.

As technology have evolved, so too have the concept of media, expanding to include interactive and user-driven platforms that alter how individuals access and interact with content. One of the core functions of the media is to inform the public by providing access to current events, news, and developments that impact society (Shoemaker & Reese, 2013). The media such as television and newspapers have long been the primary sources of information for the masses. They offer structured, editorially controlled content that adheres to journalistic standards, ensuring accuracy and reliability. This role is critical in democratic societies, where an informed citizenry is essential for decision-making and holding power to account (Norris & Inglehart, 2009). In countries like Nigeria, where media plays a vital role in governance and public engagement, traditional media remains a trusted source of information, especially for older and rural populations (Akinola, 2019).

The rise of digital media, however, has transformed the media landscape. The advent of the internet and social media platforms like Facebook, Twitter, and Instagram has democratized information distribution,

allowing anyone with access to these platforms to create and share content (Kaplan & Haenlein, 2010). Digital media enables real-time communication and provides users with greater control over the information they consume. Unlike traditional media, which is often top-down and one-way, digital media fosters interactivity, allowing users to engage with content, comment, and share opinions, thereby reshaping public discourse (Jenkins, 2006). In Nigeria, where internet penetration is steadily increasing, particularly in urban areas like Lagos, digital media plays an ever-growing role in how people consume news and participate in conversations about social and political issues (Okoro & Odoemelum, 2013).

However, the growth of digital media has introduced challenges, particularly in terms of credibility and reliability. Traditional media institutions, with their professional standards and editorial oversight, are generally regarded as more trustworthy sources of information. In contrast, digital media often lacks the same level of regulation, leading to the proliferation of misinformation, fake news, and echo chambers, where individuals are exposed only to viewpoints that reinforce their preexisting beliefs (Tsifti & Cappella, 2005). This has complicated the media's role as an objective provider of information, with audiences now required to critically evaluate the credibility of their sources, particularly in the digital space. In Nigeria, the rise of social media as a news source has led to increased concerns about the spread of misinformation, particularly during sensitive events such as elections (Okoro & Odoemelum, 2013).

Despite these challenges, digital media has been credited with fostering participatory communication and empowering marginalized voices. Social media platforms, in particular, provide a space for individuals and groups to share perspectives that may not be represented in mainstream media (Shirky, 2011). This has been evident in Nigeria, where social movements such as #EndSARS used social media to mobilize mass protests and draw attention to issues of police brutality (Adegoke, 2021). Digital platforms give people the tools to challenge dominant narratives, hold institutions accountable, and advocate for change. This participatory nature of digital media represents a shift from the passive consumption of information that characterizes traditional media, enabling a more active form of public engagement. The concept of media has evolved significantly over time, from the traditional

formats of print and broadcast media to the dynamic and interactive world of digital media. While traditional media continues to play a critical role in information dissemination, particularly in maintaining journalistic standards and credibility, digital media has introduced new possibilities for communication, engagement, and participation.

The tension between these two forms of media highlights the ongoing transformation on how societies consume and interact with information. As media continues to evolve, its role in shaping public discourse, influencing opinions, and fostering democratic participation will remain central to both national and global contexts. The media have evolved from early cave paintings to today's mass media, facilitating communication on various scales. Significant milestones include the 15th-century printing press, which increased literacy, and the 20th-century rise of radio and television, reaching mass audiences. This evolution has led to "Old (Traditional) Media" and "New (Digital) Media." Reine Hdroj, a marketing specialist, emphasizes that while the future of media is unpredictable, it will continue evolving with new technologies. Embracing change and new innovations is crucial, as anyone could create the next significant breakthrough (Lesley, 1976).

### 2.1.3 Types of media

There are two types of media, namely the New(digital)Media and Traditional (Conventional) Media. Both mediums are used as a communication channel between media / public relations practitioners and their audience. The media plays a very important role in news or information dissemination and shape public views and opinions as regards to politics, sports, current affairs, entertainment, fashion and life style.

#### Traditional / Conventional Media

The Traditional Media (Conventional Media): These are the media of the seventies and eighties before the evolution of digital media, e.g. Radio, TV, Newspaper prints, Magazines prints, Billboards, Books, and etc. In a media environment like our's (developing nation), where these channels continue to have a significant audience, traditional media, such as print, radio, and television, remain an effective media and public relations weapon (Akinola, 2019). Metronetwork Online Limited media and public relations campaigns probably heavily rely on traditional media, particularly in Port Harcourt, where

mass media may reach a wide audience from a variety of socio-economic backgrounds. For example, television advertising is perfect for brand-building and maintenance strategy since it offers visual appeal and widespread coverage. Given the large number of listeners from a variety of demographics, especially those in low-income neighborhoods, radio is another important media in our society (Ojebode & Adegbola, 2017). Radio might be a useful tool for Metronetwork Online Limited's media relations activities, particularly during major advertising campaigns or corporate social responsibility (CSR) projects.

There are several radio stations in Port Harcourt that serve various demographics, giving Metronetwork Online Limited the freedom and leisure to target particular groups, audience and clients according to their listening preferences. However, the emergence of digital platforms, which provide more direct customer connection, is challenging the dominance of conventional media in media and public relations. In order to improve communication efficacy, this tendency has led to a more integrated strategy that combines digital and traditional media (Uduji & Okolo-Obasi, 2019). Therefore, Metronetwork Online Limited capacity to adjust to shifting customer tastes and media consumption patterns must be taken into consideration when assessing the company's ongoing usage of conventional media.

### 2.1.4 Traditional Media Platform used by Metronetwork Online Limited, Port Harcourt

#### a. Print Media

- i. Newspapers: This is mostly daily publication that Metronetwork Online Limited uses in passing information news to her stakeholders or medium of circulating information or news for her clients.
- ii. Magazines: This is usually a weekly or monthly print where special information are circulated to the targeted group or audience.
- iii. Books: Long-form narratives or information texts
- iv. Billboards: out door big stands or hangs for the purpose of advertisement

#### b. Broadcast Media:

- i. Television(TV): It is used to deliver news, entertainments, sports and information in a visual and audio act or content
- ii. Radio: It's only use for the transmission of audio contents such as news, sports, music and adverts.

iii. Cinema: Uses for audio and visual block boster movies in the theaters.

#### c. Other forms of Traditional Media

i. Person to person sells : This door to door or street sales of information /campaign.

ii. Direct Telephone calls: Also known as cold calling is a means of direct contact with audience.

### 2.2. Traditional Media vs New Media

The pros and cons or the relationship associated with Traditional and New media involves the followings:

a. Cost Effective: New media is cheaper to produce, create or distribute contents than traditional media, and it's also affordable than traditional media.

b. Reaching/ Range: New media can easily reach a wider audience outside once environment than traditional media which is more limited or restricted due to culture or tradition.

c. Engagement Style: Usually limited to one way type of communication for traditional media, while new media engages with audience and consists of two ways communication style.

d. Delivery medium and Format: traditional media is programmed to function mainly through physical, prints like newspapers, magazines and flyers or over the air as a broadcasts like radio and TV, while new media is digital technology like smart phones, laptops, tablets and computers.

e. Accessibility: New media is easily accessible through internet, traditional media is mainly physical dependence of subscribers.

f. Real Time: New media reaches the audience within seconds and in real time, while traditional media do not .

g. Impact on Audience: Traditional media usually have a more lasting society effects or impact on it's audience as regards to public opinion, because of the lasting advantage it have over new media

h. information Credibility: Traditional media follows ethics and standards more than new media since it's

more of organised entity or corporation than new media influencers or content creators.

i. Audience/Targets: Traditional media audience or marketing target is not as broad as that of new media.

2.2.1 New Media (Digital Media) : In recent times, in the digital age, online media have become the cornerstone for media relations strategies. Companies such as Metronetwork Online Limited Port Harcourt engage digital platforms to build brand awareness, engage with stakeholders, and manage their public image. With the assessment of modern and digital communication Metronetwork Online Limited Port Harcourt, a prominent player in the communication industry, has effectively utilized online media to enhance it's media and public relations practices. The new media includes social media (Facebook, Twitter, linkedin, Instagram and etc.), official website, online press release and etc,

#### 2.2.2 Online Media Platforms Used by Metronetwork Online Limited, Port Harcourt .

##### 1. Social Media

Metronetwork Online Limited utilizes several social media platforms, including Facebook, Twitter, LinkedIn, and Instagram to engage with her audience. Each platform serves distinct purposes whether directly to her audience or on behalf of her customers or clients.

a. Facebook: Used for community building and customer interaction. Metronetwork online Limited posts updates on new products/services, company events, advertises for clients and behind-the-scenes content.

b. Twitter: Focuses on real-time engagement and customer support. It is also used for sharing news articles and quick updates.

c. LinkedIn: Primarily for professional networking and B2B communications. Metronetwork Online Limited, Port Harcourt shares industry insights, job postings, and corporate announcements for her activities and engagement for her and her clients or customers.

d. Instagram: Metronetwork Online Limited leverages on visual content to showcase her products, services,

events products, company culture, and employee stories. The company also uses the same platform to promote her clients and customers business and brand.

e. Official Website: The company's official website serves as the central hub for all media relations engagement and activities. It features a newsroom section with press releases, media contacts, and corporate announcements and adverts. The blog section provides thought leadership content and industry news, contributing to Metronetwork Online's reputation, creativity, professionalism and competence in the industry. as an industry .

f. Online Press Releases: Metronetwork Online Limited, Port Harcourt regularly publishes press releases through it's various online platform and distribution services. These releases cover significant corporate events, new product launches, workshop and talent training programmes. The strategic timing and distribution of these releases help in maintaining a consistent and positive presence to her stakeholders

### 2.2.3. Assessment of New Media Strategies

a. Consistent Branding: Metronetwork Online Limited Port Harcourt maintains a consistent brand voice across all online media platforms. This consistency reinforces brand identity and ensures that all communications align with the company's core values, advocacy and messaging.

b. Engaging Storytelling: The Company employs storytelling techniques to make its content more engaging. This includes sharing customer success stories, employee experiences, and detailed case studies. Storytelling not only humanizes the brand but also builds an emotional connection with the audience.

c. Visual Content: High-quality visuals, including images, infographics, and videos, are a staple in Metronetwork Online's content strategy. Visual content is more likely to be shared and remembered, increasing the reach and impact of media and public relations messages, values goals and strategies.

2.2.4 Effectiveness of New Media Strategy: Engagement Metrics, the effectiveness of Metronetwork Online Limited's real time online media

strategies can be assessed through her various engagement metrics, such as:

a. Social Media Metrics: Likes, shares, comments, and follower growth on social media platforms.

Website Analytics: Page views, average session duration, and bounce rate for the official website.

b. Media Coverage: The extent and tone of media coverage resulting from online press releases. As the two case studies illustrate the effectiveness of Metronetwork Online Limited 's online media strategies, such as Product Launch Campaign. A multi-platform campaign involving teaser videos on Instagram, detailed product information on the website, and real-time updates on Twitter. The campaign resulted in significant media coverage and a 30% increase in website traffic.

c. Crisis Management: During a product or service recall or scandal, Metronetwork Online Limited used its online media channels to provide timely updates, address customer concerns, and demonstrate transparency. The proactive approach helped in mitigating negative publicity and maintaining customer trust.

Metronetwork Online Limited's use of digital media for media and public relations is comprehensive and strategically sound. The company's ability to leverage different platforms for specific media relations objectives, combined with engaging content strategies, has proven effectiveness in building and maintaining a positive public image. Continued adaptation to emerging digital trends and audience preferences will be crucial in sustaining this milestone and success.

### 2.2.5 Relationship between Traditional Media and New Media

The relationship between the traditional media (conventional media) and new media (digital media) is characterized by both competition and convergence. Traditional media, such as newspapers, television, and radio, historically dominated the communication landscape, providing information to the public through one-way channels (McQuail, 2010). In contrast, new media, particularly internet-based platforms like social media and online news sites, offer more interactive, real-time communication. While there is a clear distinction between the two, they often complement

one another, and new media frequently builds upon the foundations laid by traditional media (Jenkins, 2006). This complex interplay reflects how technological advances and shifts in audience preferences have transformed the media environment.

One of the most significant changes in the media landscape is the influence of digitalization on traditional media operations. Traditional media outlets have increasingly adopted digital platforms to remain competitive in a media ecosystem that prioritizes speed and accessibility. Newspapers now have online versions, television networks offer live-streaming services, and radio stations broadcast via podcasts and digital platforms (Avery et al., 2010). These digital adaptations illustrate how traditional media has embraced new media technologies to extend their reach and meet the demands of digitally-savvy audiences. The integration of social media in traditional media's content dissemination further exemplifies this convergence, as news organizations use platforms like Twitter and Facebook to share breaking news and engage with audiences or clients.

However, the relationship between traditional and new media is not without challenges. Traditional media faces growing competition from new media, especially in terms of immediacy and accessibility (Kaplan & Haenlein, 2010). Digital platforms allow users to access news and information in real-time, often faster than traditional media can report. This shift has led to a decline in the audience for traditional news sources, particularly print newspapers, as consumers increasingly turn to online platforms for information (Fenton, 2012). Additionally, new media has disrupted traditional media's revenue models, as advertisers allocate more resources to digital platforms where they can target specific demographics more efficiently. This has forced most traditional media to rethink their business strategies in an increasingly fragmented media landscape.

Despite these challenges, new and traditional media are interdependent in many ways. While new media has introduced greater competition, it also relies on traditional media for credibility and in-depth reporting. Much of the news that circulates on social media originates from traditional news outlets, which provide the investigative reporting and editorial oversight necessary for credible journalism (Tsfati & Cappella, 2005). Social media users often share links to established media organizations, demonstrating that

traditional media remains an essential source of reliable information. This interdependence highlights the complementary nature of the two media types, with traditional media providing the depth and new media offering rapid dissemination and user engagement.

Moreover, the convergence of traditional and new media has led to the emergence of hybrid models of communication. Many traditional media outlets have integrated user-generated content, such as comments, blogs, and social media posts, into their reporting (Jenkins, 2006). This convergence allows traditional media to benefit from the interactive features of new media, creating a more participatory model of communication. For example, television news programs now often feature live social media feeds, where audience members can react to events in real-time, adding an element of interactivity to the traditionally one-way broadcast format. These hybrid models demonstrate how traditional and new media are evolving together, blending their strengths to create more dynamic forms of communication.

Finally, the relationship between traditional and new media is shaped by demographic factors. Different age groups and social strata tend to prefer one medium over the other, although this is beginning to shift as more people adopt digital technology (Akinola, 2019). Older audiences may prefer traditional media due to familiarity and trust, while younger, tech-savvy individuals are more likely to consume information via new media platforms (Ojebode & Adegbola, 2017). However, this divide is narrowing as traditional media becomes more digitally integrated, and new media incorporates more professional, curated content. The future of media consumption will likely see further blending of the two, as audiences increasingly demand a seamless experience that combines the credibility of traditional media with the interactivity of new media.

The relationship between traditional and new media is both competitive and collaborative. While digital platforms have disrupted traditional media's dominance and revenue models, they also rely on the credibility and in-depth reporting of traditional outlets. The convergence of both media forms has led to new, hybrid models of communication that blend the strengths of each. As the media landscape continues to evolve, understanding the dynamic interplay between traditional and new media will be crucial for adapting to future changes in how people consume and interact with information.

Despite their perceived competition, traditional and new media can work together to strengthen advertising campaigns. For example, Metronetwork Online Limited Port Harcourt, targeting men and women aged 18 and above in urban areas, currently spends its entire advertising budget on print, radio, and TV, seeing some returns. To increase their reach, they could diversify their advertising budget. Imagine the budget as a pie with two pieces: one for print and one for radio/TV. By cutting the pie into six pieces and incorporating new media, which is generally more affordable, while more funds are invested into targeting mobile adverts, thus increasing their customer reach.

#### 2.2.6 Role of Media Relations in an Organization

The media are extremely influential social agents. According to Griffin (2016) media power can range from discrediting political leaders, to toppling governments and even to starting or stopping wars. For businesses, negative media coverage can decrease sales, reduce financial standing and destabilize trading relationships. Conversely, media have the power to disseminate information rapidly, which can be invaluable when organizations need to reach mass audiences cheaply and quickly, such as during product recalls. Media relations, therefore, deals both proactively and reactively with the risks and opportunities of media power. Proactive media relations build positive reputation by communicating good behavior. Typical tasks include running events and collating media information kits, along with creating a media policy and media risk management plan.

Reactive media relations respond to damaging coverage, usually by launching and adapting a pre-prepared response plan, including key messages that demonstrate the organization's concern for the safety, wellbeing and interests of all its stakeholders. Reactive media relations communicate evidence that the organization is behaving appropriately, and can only be effective if that evidence is available and accurate. Media relations, then, takes a strategic view that any publicity is not necessarily good publicity. Even positive media exposure is wasted effort if it does not reach audiences connected with the organization, such as politicians who make laws regulating the relevant industry, customers who buy products, donors who respond to fundraising requests, competitors who

adapt to news about strategies, or shareholders who base investment decisions upon financial news. Media relations' key consideration is the nature and number of audience members reached, not the nature and number of media stories.

The role of the media relations in any organization is very important in the building Corporate Reputation. In describing media relations as one of the most critical areas within any corporate communication function, Argenti (2013) supports this claim by explaining that the role of the media in any organization cannot be over-stressed. According to him, the media is both a constituency and a conduit through which investors, suppliers, retailers and consumers receive information about and develop images of an organization. He added that the media's role as disseminator of information to organizations' key constituencies have gained increasing importance over the years. Given this crucial role, Argenti says that almost every organization has a media relations department, either manned by a part-time consultant or a large team of professionals.

Argenti (2013) further elaborates that although the media relations sub function started off as a flaking service for managers in response to requests from news Organizations, today the best corporate communications departments actively set the discussion agenda for the organization in the media. Jackson (2017) links the agenda-setting role of the media to the main power of the media which is to provide information and create awareness about products, services, companies and ideas. This, according to him is vital as the first step in the decision-making process; because only when there is knowledge about something, can action follow. Media influence is cumulative and long-term, especially when many media cover a subject over the years. Wilcox (2018) explains that the media enable millions of people to receive a message at the same time. In addition to this Wilcox stated that the media are gatekeepers' who serve as filters of information and though not everyone is happy with their decisions, they are generally perceived as more objective than public relations people who represent a particular client or organization.

This however, is important to public relations as the media serve as third-party endorsers of information, giving information credibility and importance by deciding that it is newsworthy. Given the credibility

factor, there is little doubt that much value is attached to media publicity. According to Seitel (2011), publicity is regarded as more credible than advertising. Therefore, Seitel states that to attract positive publicity, establishing a good working relationship with the media is essential. Seitel (2011) states that a primary responsibility of a public relations professional vis-à-vis the media, is to help promote the organization in good times and help defend the organization in times of attack, which requires a working knowledge of what drives the media. He suggests that the practitioner in media relations must know how each media outlet works. Similarly, Jefkins (2014) says that the skilled public relations practitioner will be a master of the media, knowing what is available, how they differ and how to use them to the best advantage. Sriramesh (2013) stated that most public relations practitioners spend a significant portion of their time on media relations because of the media's ability to generate mass publicity. In addition to benefiting from this, Sriramesh states that practitioners also serve the media by providing them with information subsidies, thus creating a symbiotic relationship. Supporting the above position, Goodman (2010) stated that the media depends on business for information related to the organization, and as such, an atmosphere of mutual benefit emerges.

### 2.2.7 Media Relations Strategies in Context

Essentially, a strategy is one overall plan of action that specifies the 'when, how and to whom' of engagement with the media. Each of these components is critical to ensuring an effective strategy. A media relations strategy is a roadmap for media relations (Adler, 2016); it is a result of a variety of crucial considerations, namely: analysis of strengths and weaknesses; consultation with a range of stakeholders; charting the electoral cycle / phases; audience analysis; media mapping; tools and techniques; and message development. These will be elaborated below:

#### 1a. Analysis of Strengths and Weaknesses

An effective media relations strategy is based on a realistic assessment of the strengths and weaknesses of the media relations department (Anderson & Lowrey, 2017). These strengths and weaknesses will obviously include the attributes and resources of the media relations department itself such as its level of funding

or access to trained and experienced staff. Just as important, however, is an evaluation of how the media relations department is perceived by the world outside; and how it perceives other stakeholders (Anderson & Lowrey, 2017). Does the media relations department have a high profile? Is it trusted by the public? By the media? Is it perceived as professional and competent? Is it seen as being independent of the government of the day? Conversely, what is the perception inside the media relations department about the media? What are current relationships like? How is the general public perceived and understood by the media relations department? These are all important questions that should be answered honestly. If there are negative perceptions of the media relations department these need to be addressed. If the media relations department perceives the media as an adversary to be avoided at all cost, or the public as ignorant or hostile, these attitudes also need to be addressed (Patterson, 2017). Any media relations plan will need to include strategies for dispelling mutual misinformation, misunderstanding and mistrust. One common tool for evaluating strengths and weaknesses is to chart them out using SWOT analysis (Bagin & Fulginiti, 2011). SWOT stands for: Strengths, Weaknesses, Opportunities and Threats.

#### 2a. Consultation with Stakeholders

Media relations strategy works much more effectively if media and other relevant stakeholders are involved (Adler, 2016). Consultation with media may happen naturally through the course of a media relations department's normal activities (such as at press conferences or through one-on-one meetings), but there are other, perhaps less obvious, stakeholders who should also be considered as valuable contributors:

- i. Political parties and candidates;
- ii. Non-governmental organizations, especially those responsible for defending media freedom or monitoring media output, or will be directly involved in election administration or support;
- iii. Donors;
- iv. Representatives of voters themselves, such as community organizations.

b. The media relations process would benefit from a consultation process that takes place prior to the establishment of a media strategy (Adler, 2016).

However, to be most effective, the media relations organization may want to consider continuing these consultations through the entire process of the electoral cycle. There are a number of reasons why consultations (both pre-operations and during-operations) can be beneficial:

c. To develop media related regulations: Consultations offer a chance for the media relations department to sit down with stakeholders to develop media related regulations and codes of conduct. These legal frameworks will work best when all those affected, particularly in this instance the media and political parties or other organizations, are involved in the planning process.

d. To establish open and trusting relationships: It is impossible to overstate the importance of dedicated time to establishing open and genuine relationships between the media relations department and media (and stakeholders). Consultations can help overcome mistrust and establish these relationships, which in turn can be crucial for troubleshooting problems and paving the way for smooth relationships when press coverage heat up.

e. To become familiarized with the media profiles and personalities: This is a good opportunity to get to know who you are dealing with, the media organizations who show intent to be involved in coverage, the personalities and relationships between media organizations.

f. To establish a media monitoring plan: This is a good opportunity to establish a media monitoring plan as well as to discuss access to media, if this is something that is within the mandate of the media relations department.

### 3. Audience Analysis

Defining the audience is an essential step in developing a media relations strategy (Adler, 2016). This step lays down much-needed groundwork for the entire media relations strategy. The media relations department must know whom they want to target in order to be effective in their outreach. This might seem too obvious to need doing. However, there are three reasons in particular why defining the audience is indispensable:

a. In practice many media relations department do not follow the logic of tailoring their media strategy to their audience. Instead, they take the easiest or familiar opportunities to communicate their message through the media, without considering whether they are really reaching the people they want to speak to, or whether the intended audience understands the message;

b. Equally, many media relations department tend to talk not to their primary audience but to many secondary audiences political parties, the media themselves who are more demanding and often easier to reach;

c. The audience is not a single undifferentiated mass. Breaking it down into its component parts will help media relations departments to devise the different messages that are required by these different sections and identify the different media that should be used. It is easy to make assumptions about which media are the most 'important' in a given context. But audiences have markedly different levels of access to media, and taste for media, depending on their geographical location, gender, age, and other factors.

### 4. Media Mapping

A resource of substantial benefit to any media relations department's endeavor is a comprehensive and up-to-date "map" of the media layout in the country (Seitel, 2011). Without a clear grasp of this layout, outreach will be stunted at best. Media mapping is not only a process of charting geographical locations of media outlets or even their coverage footprints (although these are critical elements of it); it is also an in-depth look at aspects such as: Media ownership; Media usage, particularly at different levels of society or within different target groups; Types of programming; Listener trust in media sources; Media policies (perhaps different locations have different policies); and media contact information.

All of this information will enable any the media relations communications body, but specifically for the purposes of this discussion the media relations department, to make informed decisions on the nature and reach of outreach to media. It also provides the department valuable insight into how media ownership and trust might impact messages. A media relations strategy might change, for example, if it

becomes clear that only opposition newspapers are attending media relations department press conferences, or if only the government broadcaster, which is biased towards the ruling party, is accessible in rural areas.

Media mapping can be a time-consuming activity and requires a fair degree of specialized skill and experience. For example, any credible gauge of media usage or trust would involve surveys and sample analysis (Seitel, 2011). Mapping coverage requires special software and knowledge on how to use it. A media relations department may be in a position where they do not have the resources or necessary staff skills to conduct a complete a media mapping exercise on their own. It might also be the case that the media relations department does not have the funds to outsource this activity to an external research organization. However, it can often make use of what has come before, combining a collection of research results so as to get the most complete picture as possible.

In many countries, media audience data is now captured for a range of different purposes (Seitel, 2011). Media development organizations, behavior change communications projects, advertising agencies, opinion polling outfits, government information departments, media peak bodies, international and domestic civil society organizations and others surveys which are quite often available Online, or sometimes purchased. If this type of data is currently not being collected, the media relations department may want to consider encouraging a partner organization to collect it as part of their programming, as this information has multiple uses. Media relations departments can also carry out their own smaller research projects to get a sense of audience reach of different media, including the extent to which their material is reaching its intended public.

### 5. Message Development

It is necessary for the media relations department to define a clear and simple message, reducible to a single slogan (Jackson, 2017). This works for many organizations, from a company selling a product to a group lobbying for policy change. Electoral managers, by contrast, have a large number of different messages that they need to communicate to different audiences at different stages in the campaign through different mediums. While a media relations department will

need to devise a schedule of key messages, most of these will not be deliverable as brief ‘sound-bites’; primarily due to the nature of direct engagement with media rather than outreach through advertisements or media spots (which is what voter education would utilize for example)

### 2.2.8 Media Relations Tools and Techniques

There is a diverse range of techniques and tools that the media relations department can utilize to reach audiences through media and ensure that messages are on target, accurate, and effective (Jackson, 2017). This portfolio includes media briefings, press conferences, press releases, websites and so forth. It is important to emphasize these points about developing and implementing such techniques:

In any organisation, media relations should be handled by a media relations department or, failing that, by a specialist media officer, preferably with experience of working with the media. The techniques of media relations are part of a larger media strategy that the media relations department develops. The media relations department is a component, albeit a vital one, in a larger effort of outreach to the target audience. It is therefore essential that a media relations department remain closely coordinated with other departments involved. Not only will many of the questions that a media relations department will face be about the activities of the department, but lack of coordination can also lead to conflicting messages that will undermine the media relations department’s credibility in the eyes of the public.

While the media relations department needs to have the capacity to react quickly to events, most techniques of media relations can be prepared in advance and their use planned carefully.

In addition to staying informed about activities of the media relations department, a media relations department will benefit from closely watching political and social happenings in the country that are of relevance to, or might influence, their operation. This will ensure that media relations staff members are not caught off guard when media brings issues to their attention and requests a comment (whether or not the questions warrant comment). Staying informed will also allow a media relations department to predict questions or concerns which might arise and devise responses to potential scenarios.

2.2.9. Various techniques and tools available to media relations

a. Pre-recorded audio and video material: A media relations department is one that is proactive rather than reactive. This means that staff not only stay informed of events and trends, but also pre-equip themselves with messaging for outreach. Preparing audio, video, and print material in advance is one way of ensuring that a media relations department gets its own message across and exactly the way that it chooses.

Pre-recorded audio and video material as well as print hand-outs that are media relations specific is also a way for a media relations department to ensure that media receives accurate messages promptly. This technique goes back to the need to be ahead of the game. For example, if a media relations department has been informed that the EMB management body has decided not to open a polling location due to security concerns, the media relations department might consider crafting a video clip, audio clip and press release that explains the reasoning behind the decision as well as any efforts to remedy or compensate for the decision.

This is an example of being proactive, and may safeguard the media relations staff from being caught off-guard by media questions or unable to adequately explain the situation. A common way of distributing pre-recorded material is to put it on the public relations department's website along with a written statement. It can also be given out on CDs or in other recorded formats.

b. Press releases and press statements: Press releases and statements are an example of pre-prepared material, but warrant discussion of their own due to their specific nature and frequency of output. Press releases/statements are essential tools of media relations. These easy-to-use documents allow media to run accurate and timely news. Some media organizations will publish or broadcast a press release/statement in its entirety, or publish large sections of it intact. This is an advantage for the media relations department as it guarantees that its message is transmitted as intended.

There is a subtle difference between a press release and a press statement, although organizations often use the two terms interchangeably. A press release is generally used for new information such as an announcement or update. Press releases are also useful

for conveying information such as statistical data or lists of candidates. A press statement is utilized for a reactionary statement. In other words, if an event has taken place and a media relations department wants to make a public comment on it (such as support, or disapproval), this would be done in the form of a statement. Press releases/statements can be distributed by a variety of means: email, hand delivery, fax, post, or posting on the notice board of a Media Centre. They may often accompany press conferences as a way of ensuring that detailed information is recorded accurately.

c. Websites: A media relations website provides an efficient one-stop location for media and greater public alike. A public relations website will have many different sections, one of which should be media relations and public relations. This is a place to post press releases/statements, pre-recorded audio and video material, news articles of relevance (that are neutral or explain the work of a media relation department), contact information, invitations to press conference and briefings, event footage and so forth. By maintaining a website, a media relations department can create, in effect, a virtual briefing pack. Moreover, it is one that can be constantly updated by the addition of new material as it becomes available.

It will also be possible to run a results service through the web site. In addition, media relation department are increasingly taking advantage of other new media to communicate with the traditional media and the public. Many have active Facebook pages and Twitter accounts. Some will respond to media inquiries and feedback by email, or even SMS. Some opt for announcing press conferences by SMS to their list of media contacts. As access by media and the public to new media grows, so will the need and potential for media relations department to utilize it for media relations. Of course, levels of access to the Internet and other new media vary dramatically from location to location and this should be taken into account.

d. Press conferences: A press conference is a means of conveying more information than can be carried in a single press release. It is also a way providing a venue for all media to gather and ask news questions of media relation department activities during one occasion. As such, press conferences are also good

opportunity to place senior officials in the department before the public (in the form of the media) to explain the media relations process. Broadcasters like press conferences, of course, because a press release will only give them ‘white copy’ - that is, a story with no picture or sound. At a press conference, broadcasters will be able to record and film. If a customized Media Centre is available, then this will make the practical requirements of broadcasters easier to meet. Otherwise, the organizers of a press conference will have to prepare for the needs of television and film crews, radio journalists, and photographers.

e. Interviews: One-on-one interviews allow members of the media to have a more in-depth and focused discussion with media relations staff members or officials. If an interview is with a non-media relations staff member, it is best if it is still scheduled through the media relations department. A media relations interviewee may benefit from reviewing talking points to guide his or her answers, prior to participating in the interview and should be experienced with talking with media. A media relations department may suggest certain topics to focus; a skilled interviewee will know how to redirect conversations back to these topics when faced with questions they wish not to answer, are not authorized to answer, or are not constructive to answer. Interviews can be live or pre-recorded depending on the resources of the media organization as well as the preference of interviewee.

#### 2.2.10. Interactive Use of Media Relations and Public Relations in Corporate Events

Metronetwork Online Limited, Port Harcourt has also made strategic use of corporate events and sponsorships to build brand visibility and foster stakeholder engagement. These events allow for face-to-face interactions, facilitate networking, and provide platforms for the company to showcase its innovations and values. Such interactive sessions are namely:

1. Workshops: One of the most prominent events organised by the company is workshop and training program, a periodic conference that brings together students, lectures, leaders and experts in the communication and media technology space, government officials, entrepreneurs, and academic researchers. The event serves as a hub for discussing the future of digital

communication, media technology and evolution of new media and journalism.

2. Media Exhibitions and Sponsorships: Metronetwork Online Limited, Port Harcourt regularly participates in Media High Tech exhibitions, both within Nigeria and internationally. The company has been involved in forums such as the Africa Media High-Tech Summit and the Nigeria Electronic Fraud Forum (NeFF). Been part of such events not only promotes brand visibility but also places the organisation among key players shaping industry policy and technological direction (Uzochukwu & Ekpenyong, 2022).
3. Thought Leadership and Strategic Influence: Thought leadership involves positioning individuals within a company as experts whose insights are respected and followed. Metronet Work Online Limited has invested heavily in establishing its senior executives as leaders of thoughts .
4. Executive Branding: The chief executive officer (CEO) and founder of Metronetwork Online Limited, is frequently featured in business journals, television interviews, and global conferences. His speeches often focus on issues such as financial inclusion, innovation in African markets, and the digital transformation of journalism, media and economies. These appearances elevate both his personal brand and that of Metronetwork Online Limited, making the company a go-to source for insights on FinTech trends (Chikwe, 2020).
5. Publishing and Advocacy: Metronetwork Online Limited publishes white papers, research reports, and insights on its MetroNews on line website, it’s social media platforms and partners platforms. These publications address important topics such as digital fraud prevention, fake news and the future of media engagement in Nigeria Africa and the globe. By doing this, Metronetwork Online Limited shapes public discourse and policy-making in the digital media sector (Eze & Nwafor, 2021).
6. Strategic Alliances and Partnerships: In addition to individual thought leadership, Metronetwork Online Limited has partnered with international body such Coca-Cola PLC which strengthens its global profile. The alliance, often announced and

promoted through public relations and media channels, signal Metronetwork Online Limited credibility and ambition to be part of a global solution to media evolution and the use of AI technology in communication /media industry.

7. Impact of Public Relations on Metronetwork Online's Leadership Position: The strategic deployment of public relations has contributed immensely to Metronetwork Online Limited's rise as a household name in the media industry. By effectively using digital media, events, and thought leadership, the company has gained trust, visibility, and a positive reputation in the media space.
8. Enhanced Public Image and Trust: Public trust is critical in the FinTech sector where journalism ethics and data professionalism are major concerns. Metronetwork Online Limited's consistent communication and transparency through digital and traditional media channels have helped to build a strong reputation for reliability and innovation (Adeyemi, 2021).
9. Industry Recognition and Awards: The company's robust media and public relations efforts have also led to several national recognitions. Metronetwork Online Limited, Port Harcourt has partnered with the Nigerian Institute of Public Relations (NIPR), University of Port Harcourt (UNIPORT) and has won many awards.
10. Customer Loyalty and Brand Equity: Through engagement, workshop, training and education, Metronetwork Online Limited has cultivated a loyal customer base. Audience see the company as more than a service provider they see it as a solution provider, partner, and thought leader. This emotional and intellectual connection is largely due to strategic public relations activities (Ogunyombo & Oyedeji, 2021). Therefore, Metronetwork Online Limited's success in the Nigeria media industry is not only based on its technological innovations but also on its effective and strategic use of public relations. The company has adopted a comprehensive approach that includes digital media engagement, corporate events, and thought leadership initiatives, all of which reinforce its position as a leader in the sector. By consistently communicating its values, innovations, and social impact, It has managed to build a brand that is both trusted and respected.

For other media companies aspiring to leadership in a competitive market, Metronetwork Online Limited offers a powerful model of how strategic communication can complement technological excellence to create a sustainable and admirable brand.

### 2.3. Empirical Review

In this section, a comprehensive and systematic examination of existing research works carried out by previous scholars using empirical methods were reviewed: Four relevant studies were analyzed, examining their objectives, methodology, findings, and contributions to knowledge.

#### 1. Media Relations Practices. Case: Massey, University by Elspeth (2012)

This research work is about media relations practices and strategies. The aim of this study was to explore the meaning of media, their practices and their strategies. The study did not only discuss the importance of media relations agencies to organizations, but also what the media relations agencies' practices are and what strategies they adopt in their endeavors. The research questions that were used in the study were: What is media relations practice? What strategies do media relations adopt?

The literature review showed that news broadcast to publics via media is still the most common mass communication technique employed by media relations agencies, even though it has slightly lost its purpose. Media relations can have a strong impact on public awareness at a much lower cost than advertising can, because of its trustworthiness. Even though media relations still only capture a small portion of most organizations, companies' marketing budgets, media relations are recognized as a more and more powerful communication tool.

For the methodology used, qualitative research methods were chosen. According to the researcher, interviews with the person in charge of MR in the case of organizations, was the most efficient way to gather the information needed and get deeper and competent answers in order to come to a relevant conclusion. Semi structured interviews were held with the case organizations' MR relations' executives. The researcher performed interviews with two organizations about how they are implementing media relations strategies. The result showed that all two organizations pre-analyzed their audience, did media

mapping and further consulted with stakeholders and that this has been a part of their rapid success. Findings from the work adequately answered the research questions as all two organizations viewed media relations as an important factor in communicating to diverse publics.

2. An Evaluation of Media Relations Strategies in Building Corporate Reputation. Case: Kumasi Metropolitan Assembly by Amorin, Seidu & Alfred (2013)

This research work is about media relations strategies in building corporate reputation. The aim of this study was to explore identify specific media relations functions at Kumasi Metropolitan Assembly; to examine how Kumasi Metropolitan Assembly uses media relations for effective communications; to examine the tools used for media relations strategies at the Kumasi Metropolitan Assembly; and to establish the effectiveness of the media relations strategies in building corporate reputation of Kumasi Metropolitan Assembly. The research questions that were used in the study were: What are the specific media relations functions used at the Kumasi Metropolitan Assembly? How does the Kumasi Metropolitan Assembly use the media relations for effective communication? What are the tools used for media relations strategies at Kumasi Metropolitan Assembly? How effective are the strategies, in building corporate reputation of Kumasi Metropolitan Assembly? The literature review showed that media relations departments strategies and activities have a major role to play in building the corporate image of the Kumasi Metropolitan Assembly. Media relations can have a strong impact on corporate reputation. Media relations strategies are effective in building goodwill of the media relations department.

For the methodology used, qualitative research methods were chosen. According to the researcher, distribution of questionnaires to staff of Kumasi Metropolitan Assembly, was the most efficient way to gather the information needed and get deeper and competent answers in order to come to a relevant conclusion. Questionnaire was designed and distributed to staff of Kumasi Metropolitan Assembly. The result showed that media relations activities and strategies have major influence in building the corporate reputation at the Kumasi Metropolitan Assembly. Findings from the work adequately

answered the research questions as the responses indicated that media relations strategies have major impact in building the corporate reputation at the Kumasi Metropolitan Assembly.

3. A Survey of the Public Relations Strategies of Nigerian Breweries Plc, Lagos state.

This research work by Oyebanjo (2021), is about public relations strategies of the Nigerian Breweries Plc, Lagos. The aim of this study was to determine the public relations strategies employed by the Nigerian Breweries Plc, Lagos; to find out which of the public relations strategies is/are mostly used by the Nigerian Breweries Plc, Lagos; to determine the perception of Lagos residents on the public relations strategies employed by the Nigerian Breweries Plc, Lagos; and to find out the extent to which the public relations strategies employed by the Nigerian Breweries Plc, Lagos have promoted goodwill between it and its consumers. The research questions that were used in the study were: What are the public relations strategies employed by the Nigerian Breweries Plc, Lagos? Which of the public relations strategies is/are mostly used by the Nigerian Breweries Plc, Lagos? What is the perception of Lagos residents on the public relations strategies employed by the Nigerian Breweries Plc, Lagos? To what extent have the public relations strategies employed by the Nigerian Breweries Plc, Lagos promoted goodwill between it and its consumers? The literature review showed that, the public relations strategies basically used by the Nigerian Breweries Plc, Lagos are: Corporate Advertisement, Corporate social responsibility, Media relations, Employee relations, Community Relations to mention a few. It further reviewed that, the mostly used public relations strategies are the Media relations and Corporate Advertisement as they are essential to give the Nigerian Breweries the ability to reach into the minds of their customers and assure them that they have value in exchange for their money. According to the study, public relations strategies of Nigerian Breweries over time have been satisfactory so far.

For the methodology used, qualitative survey research methods were chosen. According to the researcher, distribution of questionnaires and interviews to respondents who are public relations manager of Nigerian Breweries, Lagos, two staff members of the public relations department as well as residents of Lagos, was the most efficient way to gather the

information needed and get deeper and competent answers in order to come to a relevant conclusion. Questionnaire was designed and distributed to the respondents. The result showed that the mostly used public relations strategies are the Media relations and Corporate Advertisement as they are essential to give the Nigerian Breweries the ability to reach into the minds of their customers and assure them that they have value in exchange for their money. Public relations strategies of Nigerian Breweries over time have been satisfactory so far. Findings from the work adequately answered the research questions as the responses indicated that public relations strategies have major impact Nigerian Breweries over time have been satisfactory so far.

#### 2.4. Theoretical Framework

Theories are said to be hypotheses and an explanations of how objects function in relation to the human environment . More simply put, McQuail (2017) asserts that a theory is a collection of concepts with differing statuses and origins that aim to understand or explain certain facts. However, Nwachukwu et al. (2013) argued that theories are generalizations of concepts and explanations or representations of them. Theories are assertions about a principle or notions that are explanatory, speculative, supporting, and hypothetical .Therefore, the following theories were examined in relation to this study:

##### 1. System Theory: An Overview

Systems theory or general systems theory, this systemics is an interdisciplinary field which studies systems as a whole. Systems theory was founded by Ludwig von Bertalanffy, William Ross Ashby and others between the 1940s and the 1970s on principles from physics, biology and engineering and later grew into numerous fields including philosophy, sociology, organizational theory, management, psychotherapy (within family systems therapy) and economics among others. System theory describes organizations as a set of sub-systems that affect each other and simultaneously interact with the external environment. The external environment is always changing; in turn the organization must adapt and evolve. Organizations form part of a social system that consists of individuals and groups (publics). Generally, system theory looks at organizations as made up of interrelated parts, adapting and adjusting to changes in the political,

social and economic environment in which they operate. Organizations have recognizable boundaries, within which there must be a communication structure that guides the parts of organization to achieve organizational goals. The leaders of the organization create and maintain these internal structures (Lattimore, Baskin, Heiman and Toth, 2009).

The systems theory maintains that all systems exist in an environment within a higher order super system, within a smaller subsystem. These objects are interrelated and interdependent. In media relations, it is essential to have an open system in which the boundaries between subsystems, super systems, and environments are permeable and responsive to feedback. This way, the media relations people will help their organizations proactively adjust and adapt to ever-changing environments in order to make strategic plans to maintain relationships, manage its reputation and, ultimately, to survive. There are two dominate systems within the systems theory: Closed systems and Open systems. ‘Closed’ systems, operate within set parameters to meet pre-determined goals whilst maintaining equilibrium. Not adaptable to change, they focus on managing a unit with limited considerations of relationships with other units or the external environment. On the other hand, ‘Open’ systems, are responsive to environmental change and continual adjustments occur in order to maintain balance and survive. The units involved are affected by and affect each other. Media relations is a subsystem of an organization itself is part of an organization’s purposive and managed behavior to achieve goal states (Cutlip, Center, and Broom, 1994). Therefore, the systems theory can be applied to many facets of media relations. According to the social systems perspective, media relations is an organization-public system that deals with the relationships organizations build and maintain with their publics (Cutlip et al., 1994). Media relations people can be thought of as “boundary spanners” (Lattimore, 2012), straddling the edge of an organization, looking inside and outside of it (Lattimore, 2012). The essential role of media relations is to act as an open system and to help organizations adjust and adapt to change in their environments, so they must monitor and interpret environmental factors and work with management to develop strategic plans of organizational change and responsiveness (Cutlip et al., 1994). After media relations practitioners identify

their problem, they spend much of their time researching and interpreting environmental factors such as public opinion, social change, political movements, economy, cultural shifts, technological developments, and the natural environment as well as forces within organizations (Cutlip et al., 1994).

If practitioners find conflicts with mutual interests of organizations and their publics, they change or eliminate the conflicts before they become an issue (Cutlip et al., 1994). Mackey (2004) cited by National Open University (2006), notes open system theory proposes that we can draw a picture of communication which can help us map the media relations and other information process of an organization. The map will show the routes of inputs, throughput and feedback messages and opinions which will affect understandings and relationships. He opined that the knowledge of the theory will equip the practitioner to appreciate that his/her organization is first an organic part of the larger society in which it exists and must conduct its business activities in a manner compatible and consistent with the laws and norms of the society. The organization is also a whole in a way with publics as organic parts.

Therefore, official communications must be fashioned in a manner that would not unnecessarily hurt any of the publics of the organization regardless of whether such publics is internal or external; engaging in effective monitoring of communication arising from parts [publics] of the organization that may affect the interest and reputation of the whole and fashion out proper media relations response or strategy that would properly address it before it gets out of hand. In relevance of this theory to the study, the basic tenets of the system theory model can be drawn upon, which is effective in achieving favorable media relations strategy of the Metro Network Online, Port Harcourt.

## 2. Framing Theory

This theory examines and interrogates how the approach and manner information is presented in the media can shape the narrative, public understanding and attitudes. The idea of framing the thinking or perception of news consumers was first posited by Gregory Bateson in 1972. He defined psychological frames as a “spatial and temporary bounding of set of interactive messages” (Bateson, 1972, p. 197) that operates as a form of metacommunication (Hallahan, 2008). Framing theory went on to describe the

practice of thinking about news items and story content within familiar context. Framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning.

Framing theory concluded that the approach used in presenting something to the audience or listener (called “the frame”) have an advantage over the choices people make about how to process and use that information. This study explores how Metronetwork Online Limited, Port Harcourt’s abstraction to organize or structure message meaning works. How the organization’s media relations strategy is connected to framing theory. Framing theory can be designed to enhance in understanding or, are used as cognitive shortcuts to link stories to the bigger picture. While there is a clear conceptual intersection between concept of framing (Weaver, 2007), the idea of framing is similar to the ‘second level’ of agenda setting which “examines the relative salience of attributes of issues, as McCombs (2005) and Ghanem (1997) as described in detail.

Another relating agenda to framing, the second level differs from the first level that has traditionally focused on objects or issues. Notwithstanding that the term “level” implies that attributes are more specific than objects” (Weaver, *ibid*). (Mass Communication Theory (Online), Iso (2017) is of opinion and understanding with (Weaver, 2007) that, the theory could be construed as a form of second level agenda-setting, that they do not only tell the audience what to think about (agenda-setting theory), but also how to think about that issue (second level agenda setting, framing theory, (Mass Communication theory (Online), 2017). However, (Goffman, 1974), with another title called “Frame Analysis” argued that people interpret their environment and it’s happens through their primary framework.

A frame in a communication “organizes everyday reality” (Tuchman 1978, p. 193) through the provision of “meaning to an unfolding strip of events” (Gamson & Modigliani 1987, p. 143; 1989) and promoting “particular definitions and interpretations of political issues” (Shah et al. 2002, p. 343). Over the last decades, identifying of frames in communication study as the key considerations that is emphasized in a speech act has become the corner stone of

communication studies and industries. Scholars now track and link frames to identification of trends in issue definitions, compare coverage across media outlets, and examine variations across all kinds of media (e.g., Semetko & Valkenburg 2000). Although there is no uniform measurement standards, the most compelling studies tend to take the following steps. First, an issue or event is identified (Entman 2004, pp. 23–24). A frame in communication can only be defined in relation to a specified issues, events, or to political actors. For example, the frames for social security reforms is different from the frames for immigration reforms and so on so forth.

In conclusion Framing is in all ramification of communication linked and tied very closely to Agenda Setting theory. Both theories examines on how media attracts the public's attention to special and specified topics, thereby setting the agenda. But Framing advanced this approach further so that news presented forms and creates a base or a frame for that pices of information. This approach is usually a choice conscious by journalists and media practioners Generally, a frame refers to the way media as the custodians of news and information organize craft the news, the idea behind it and present the ideas, events, and news headlines they cover. In interrogating and assessing the media relations strategy of Metronetwork Online Limited Port Harcourt, Framing is the way a communication source defines and constructs any piece of communicated information. Framing is an unavoidable theory or approach to use in the study. As a comonate of human communication we all bring our own frames in our every day communications.

### 3. Resources Dependency Theory

Resources dependency theory suggests that organizations rely on external resources, including media attention to achieve their goals. According to Glaser and Strauss (2009), theories are important tools to lens through how to analyze various issues, as well as deeping arguments. The organizational theories have many implications in different disciplines, such as information and it's systems as demonstrated in classic works (De Loff, 1995). Also, certain theories can enable the support of findings and discussions as relates to the implications of huge data in organizational contexts, such big data has implications in organizational performance. Therefore, considering

the importance of the theories to understand better the implications of big data in organizational context in relation to it's performance, using this theory to investigate the assessment of media relations strategies of Metronetwork Online Limited, Port Harcourt is technically and accedemically sound both in practical and theory context. Resource dependence theory sees the organizations as an open system entity, dependent on contingencies of the external environment (Pfeffer & Salancik, 1978). According to RDT, firms engage in collaborations with external stakeholders in order to manage their dependency on funds and resources.

It proposes that organizations that lack certain resources will develop relationships with other organizations with the aim of obtaining those required resources or funds (Ulrich & Barney, 1984). IRDT further argues that organaztion's dependence on external resources haave a reflection on the organizational networks exchange, actions and media raltions strategy relates and the outcomes (Aldrich & Pfeffer, 1976; Emerson, 1962; Pfeffer & Salancik, 1978). Hallmark to these actions will be the concept of power, that is the control over assets, funds and resources (Ulrich & Barney, 1984). Organizations attempt to reduce other firm's power over them and simultaneously trying to increase their own power over others. Although constrained by laws and external factors, businesses often act or can act to reduce environmental uncertainty and dependence (Hillman, Withers, & Collins, 2009). Resources Dependency Theory has show that external resources can influence the out come of the organiztional performance.

Thus, Metronetwork Online Limited port Harcourt have stratigies and postion their media partners base on their relationship (media relations) to act sa a lens and indicator to such interference. Resource dependency theory is based on the principle that aa organization such Metronetwork Online Limited, PH must engage in transactions with other businesses or organizations in it's industrial enviroment in order to access, raise and acquire resources or fund to keep it's firm in business. Although such business transactions might look good and attractive intially, it might also enable a situation where Metronetwork Online Limited, PH might not be able to be independent in her police making or strategic media relations.

To avoid such dependencies, Metronetwork Online Limited, PH developed a good media relations strategies as well as in it's internal and organogram structures that is richly designed to enable their bargaining powers in resource and related transactions. Such strategies include taking political actions, economic actions, media publicity action and corporate social responsibility actions in order to elevate the organization's scale of production, brand reputation, networking and in developing strategic relations with the media and other organizations. Strategies such as diversifying in services, products may dramatically decrease an organization's dependence on other businesses and also increases it's power and leverages in the industrial environment. However, companies normally adjust their business strategies in order to be able to adapt to changes in relation to power with other firms. One of the assumptions of resource dependency theory is that resources control of an organisation is not certain and that lays the foundation of its choice of dependence, lessening on it's strategic imperatives. The need for networking increases because of uncertainty. For example, a decline in profit's margin may lead to quick expansion of business activities through the diversification and strategic alliances with other sister firms. This researcher explores resource dependency theory that sought to technically follow the trends of organisational approach to dependencies. One of the approach entails aligning internal organisational system with economic and social pressures. Thus, businesses adapt by trying to modify it's business environments.

These strategies are in opposite direction with the classic conception of organisations and in contrast with it's stands, which sees and handle organisations as closed operational systems. Closed operational system's frameworks holds that the rational resources use, personal motivation, and individual capabilities determines organisational development, growth and that the other economic actors in the industrial environment often figures out very little. While open-systems frameworks intends to stress the impact of the industrial environment, that are made up of other firms, businesses, the state, institutions and the professional bodies. Accordingly, the open-systems perspectives indicates that, an organisation will be effective to the extent that it recognizes changes in it's immediate surroundings and adapt to them.

### III. METHODOLOGY

This section deals with the method of research employed by a researcher. Research methodology refers to the systematic way to solve research problem employed by the researcher in order to achieve the research objectives, and these includes the research design, the population of the study, sample size and sampling technique, research instrument, methods of data collection and analysis and etc .

#### 3.1 Research Design

The techniques and protocols used to collect the data and information required to address issues are outlined in the research design. In order to explore, interrogate and gather data, information, and response from the respondent, this study explored a descriptive survey research design. The descriptive approach allows for the collection of quantitative and qualitative data from the staffs. A survey is "the collection of information from a sample of individuals through their responses to questions" (Check & Schutt, 2012). A survey is a "means for gathering information about the characteristics, actions, or opinions of a large group of people," according to Pinsonneault and Kraemer (1993). Three qualities set survey research apart, according to Kraemer (1991). Survey research, which frequently looks at the correlations between variables, is used to statistically define particular elements of a given community. Second, the information needed for survey research is subjective since it is gathered from individuals. Lastly, survey research employs a subset of the population from which the results may then be extrapolated to the full population.

#### 3.2. Population for the Study

The population of this study comprises senior and junior staffs of MetroNetwork Online Limited, Port Harcourt, including the freelancers. An estimation of current staff strength of the Metro Network Online, Port Harcourt is 210. The management, staffs and adhoc staffs were considered appropriate for this study because not only are they directly involved in media relations, they are in a better position to answer the questions because of their familiarity and involvements with MetroNetwork Online Limited in Port Harcourt which is their employer.

### 3.3. Sample Size

The sample size of this study consists of 103 respondents who are official junior staffs of Metro Network Online, Port Harcourt. 100 addhoc staffs and 7 management/senior staffs, the people interviewed are human resources (HR) manager, managing director (MD) & chief accountant. Purposive sampling was deployed in which official staffs and addhoc staffs of Metro Network Online Limited, Port Harcourt are picked including the management staffs that are aware of their media relations strategy.

### 3.4. Sampling Technique

Purposive sampling for qualitative data (interviews) and multi-stage cluster sampling for quantitative data were the sampling strategies deployed in this research. The researcher conducted one-on-one interviews (oral interviews) with senior/management staffs of Metronetwork Online Limited, with selection of interactive research subjects. This approach made sure that the people who were chosen were familiar with the medium and relationship that exists between the media and their organisation. Krejcie and Morgan's Table was applied.

### 3.5. Instrument for Data Collection

The measuring instruments deployed for this research work are questionnaire and interview guide. The instrument for data collection for this study is 12 items questionnaire. The 12-items copy of questionnaire was designed with multi-choice format to enable the respondent to respond to the items appropriately. The questionnaire was divided into four sections A-D. Section A focused on the bio data of the respondents. Section B looked at the media relations strategies of Metro Network Online, Port Harcourt. Section C examines the extent to which adopted media relations strategies have affected Metro Network Online, Port Harcourt. Section D examine the effectiveness of the media relations strategies in building corporate reputation of Metro Network Online, Port Harcourt.

### 3.6. Validity of Research Instrument

The instruments (questionnaire and interview guide) was carefully constructed by the researcher and was presented to the supervisor and other experts. This study took the construct validity form, based on face-to-face validity, the supervisor and two experts in the field of media relations confirmed that the items were

proper and are adequately defined and included in the instrument. As a result of this, the items were marked out as valid and all corrections spotted were affected accordingly. It had both substance and face legitimacy. The study achieved Content validity index of 0.83 (CVI = 0.83).

### 3.7. Reliability of Research Instrument

The researcher conducted a pre-test of the questionnaire and interview guide on 20 participants within the working facility of Metronetwork Online Limited to determine the reliability of the research instrument. The. Twenty people were given copies of the questionnaire, which was re-administered after two weeks using the test-retest method. The results showed that there were no significant differences in the replies. The Pearson Product Moment Correlation Coefficient (PPMCC) was taken into consideration. Additionally, a credible index of 0.82 was displayed. Four dependable research assistants assisted in administering the questionnaire, while the researcher performed the interviews in person.

### 3.8. Method of Data Collection

The primary data for this study were sourced from the questionnaire which was distributed to respondents online because of the duration of this research and retrieved with the help of three field assistants. The study also obtained data using interview guide, which was conducted face-to-face considering the fact that the respondents scheduled for interview were few in number. The interview session was a task solely executed by the researcher and within possible duration.

### 3.9. Method of Data Analysis

Data collected for this study were analyzed using descriptive statistics in data presentation and analysis. Frequency distribution/simple percentages was employed in the presentation and analysis of data in the questionnaire retrieved from the respondents and presented in Tables. In analyzing data from interview, notes taken during the interview sessions were examined and all observations made were analysed qualitatively.

### 3.10. Presentation and Interpretation of Data

The data collected and collated in this study were presented and interpreted with the aid of frequency

tables and simple percentages. The frequency tables were used to provide pictorial representations of the data in a simple form which makes the data easy to comprehend by even persons without good knowledge of statistics. Simple percentages were used to analyze the responses of the respondents. For the purpose of analysis, items 4, 5 & 6 in Section B of the questionnaire were used to answer research question one, “What are the media relations strategies of Metro Network Online Limited, Port Harcourt?”. Research Question 2, “What is the extent to which adopted media relations strategies affected Metro Network Online Limited, Port Harcourt?” is answered by items 7, 8 and 9 in Section C of the questionnaire. Research Question 3, “To what extent have adopted media relations strategies affected Metro Network Online Limited, Port Harcourt?” is also answered by items 10, 11 and 12 in Section D of the questionnaire.

IV. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Out of the 100 copies of the questionnaire administered, the researcher recorded 100% return from the selected staff of Metro Network Online, Port Harcourt. The questionnaire was divided into four sections while the interview guide was a three-format question. Therefore, this section comprises analysis of data meant to answer research questions that are of relevance to the research.

4.1 Analysis of Demographic Data

Table 1: Showing the Demographic Data of the Questionnaire Respondents

Items	Response	Frequency	Percentage (%)
Age	Below 20 years	9	9.0
	21-30 years	37	37.0
	31-40 years	28	28.0
	41-50 years	24	24.0
	51 years and above	2	2.0
Education	SSCE/WAEC/GCE	-	-

Table 2: Showing the Media Relations Strategies used by Metro Network Online, Port Harcourt

Items	Response	Frequency	Percentage (%)
1. Are you aware of any media relations strategies being used by Metro Network Online Limited, Port Harcourt?	Yes	92	92.0
	No	8	8.0

Qualification	Diploma (OND/HND)	33	33.0
	B. Sc./B. A./B.Ed.	57	57.0
	Others	10	10.0
Gender %	Total Each Item	100	100%
	Male	39	39.0
	Female	61	61.0

Source: Field Survey, 2025

Table 1 above revealed the demographic data of the respondents. Concerning the age of the respondents, 9 representing 9.0% of the respondents were below 20 years. 37 representing 37.0% of the respondents were between 21-30 years. 28 representing 28.0% of the respondents were between 31-40 years. 24 representing 24.0% of the respondents were between 41-50 years. Only 2 representing 2.0% of the respondents were 50 years and above. This indicates that majority of the respondents were between the age of 21-30 years.

On the gender of the respondents 39 representing 39.0% of the respondents are males; while 61 representing 61.0% of the respondents are females. This indicates that majority of the respondents are males.

Regarding the educational qualification of the respondents; none of the respondents are SSCE/WAEC/GCE holders. 33 representing 33.0% of the respondents are Diploma (OND/HIND) holders. 57 representing 57.0% of the respondents were B.Sc./B. A/M. Ed holders; while 10 representing 10.0% were holders of another certificate.

4.3 Analysis of Research Data

4.3.1 Research Question One

What are the media relations strategies of Metro Network Online Limited, Port Harcourt?

To answer this question, items 4, 5 and 6 in Section B of the questionnaire as well as item 1 on the interview guide were used. Data gathered from the respondents are presented in Tables 2 below and analyzed accordingly.

2. Which of the following the media relations strategies are you aware of?	Analysis of strength and weakness	6	6.0
	Consultation with stakeholders	37	37.0
	Audience analysis	28	28.0
	Media mapping	17	17.0
	Development of clear and simple message	12	12.0
3.How often does Metro Network Online use these media relations strategies?	Very often	72	72.0
	Most often	20	20.0
	Rarely	8	8.0
4.The relationship between the media and Metronetwork Online Limited, Port Harcourt is very cordial	Agree	90	90.0
	Disagree	6	6.0
	Undecided	4	4.0
	Total Each Item	100	100%

Source: Field Survey, 2025

From Table 2 above, 92 respondents representing 92.0% of the respondents were aware of the media relations strategies being used by Metro Network Online, Port Harcourt. 6 respondents representing 6.0% are aware of analysis of strength and weakness; 37 respondents representing 37.0% are aware of consultation with stakeholders; 28 respondents representing 28.0% are aware of audience analysis; 17 respondents representing 17.0% are aware of media mapping; 12 respondents representing 12.0% are aware of development of clear and simple message strategy used by Metro Network Online, Port Harcourt. From the large amount of respondents who claim they are aware of the media relations strategies of the Metro Network Online, Port Harcourt, it can be deduced that the Metro Network Online, Port Harcourt actually employ media relations strategies.

#### Analysis of Interview Data

Respondent I was a male, the Managing Director of Metro Network Online, Port Harcourt and has been working there for about 2-5 years. According to Respondent I, the media relations strategies basically used by the Metro Network Online, Port Harcourt are: analysis of strength and weakness; consultation with stakeholders; audience analysis; media mapping; and development of clear and simple message to mention just a few.

Respondent II was a male, the Human Resource Manager of Metro Network Online, Port Harcourt and

has been working there for about 2-5 years. Respondent II also affirmed that, the media relations strategies basically used by the Metro Network Online, Port Harcourt are: analysis of strength and weakness; consultation with stakeholders; audience analysis; media mapping; and development of clear and simple message.

Respondent III was a female, the Chief Accountant of Metro Network Online, Port Harcourt and has been working there for about 6-10 years. Also corroborating the above opinions of Respondent, I and II, Respondent III, stated that, the media relations strategies basically used by the Metro Network Online, Port Harcourt are: analysis of strength and weakness; consultation with stakeholders; audience analysis; media mapping; and development of clear and simple message.

The media relations strategies basically used by the Metro Network Online, Port Harcourt were stated by Respondent I, II and III of the Interview guides and were further backed up by the staffs as they all had their opinions on the different types of media relations strategies employed by the Metro Network Online, Port Harcourt.

#### 4.3.2 Research Question Two

To what extent have adopted media relations strategies affected Metro Network Online Limited, Port Harcourt?

To answer this question, items 7, 8 and 9 in Section C of the questionnaire as well as item 2 on the interview guides were used. Data gathered from the respondents

are presented in Tables 3 below and analyzed accordingly.

Table 3: Showing the Extent to which adopted Media Relations Strategies affected Metro Network Online Limited, Port Harcourt.

Items	Response	Frequency	Percentage (%)
1.How do you consider the effect of media relations strategies on the overall performance of Metro Network Online Limited, Port Harcourt?	Favorable	91	91.0
	Adverse	3	3.0
	None	6	6.0
2.Media relations strategies of Metro Network Online Limited, Port Harcourt have been satisfactory so far.	Agree	89	89.0
	Disagree	5	5.0
	Undecided	6	6.0
3.Metro Network Online Limited, Port Harcourt need to do more on media relations.	Agree	95	95.0
	Disagree	3	3.0
	Undecided	2	2.0
4. The relationship between the media and Metronetwork Online Limited, Port Harcourt is very cordial.	Agree	94	94.0
	Disagree	4	4.0
	Undecided	2	2.0
	Total Each Item	100	100%

Source: Field Survey, 2025

From Table 3 above, 91 respondents representing 91.0% of the respondents considered that the media relations strategies of Metro Network Online, Port Harcourt has been favorable on its overall performance. 3 respondents representing 3.0% considered that it has had adverse effects on the performance of Metro Network Online, Port Harcourt. 6 respondents representing 6.0% were of the opinion that it didn't have any effect on the performance of Metro Network Online Limited, Port Harcourt. 89 of the respondents agreed that, the media relations strategies of Metro Network Online Limited, Port Harcourt has been satisfactory so far. However, a majority of the respondents 95 representing 95.0% affirmed that Metro Network Online, Port Harcourt need to do more on media relations.

From the data presented above, it shows that a large number of the respondents has been pleased with the media relations strategies of Metro Network Online Limited, Port Harcourt and consider that it has had

favorable impact on the performance of Metro Network Online Limited, Port Harcourt. Almost all of the respondents also believe that the media relations strategies of Metro Network Online Limited, Port Harcourt has been satisfactory so far. Notwithstanding, majority of the respondents were of the opinion that Metro Network Online Limited, Port Harcourt need to do more on media relations.

Analysis of Interview Data

Respondent I was a male, the Managing Director of Metro Network Online, Port Harcourt and has been working there for about 2-5 years. According to Respondent I, media relations strategies of Metro Network Online, Port Harcourt has been favorable on its overall performance. Respondent II was a male, the Human Resource Manager of Metro Network Online, Port Harcourt and has been working there for about 2-5 years. Respondent II also stated that, media relations strategies of Metro Network Online Limited, Port

Harcourt has been favorable on its overall performance. Respondent III was a female, the Chief Accountant of Metro Network Online, Port Harcourt and has been working there for about 6-10 years. In the opinion of respondent III, media relations strategies of Metro Network Online Limited, Port Harcourt has been favorable on its overall performance. The effect of the media relations strategies used by the Metro Network Online, Port Harcourt on their performance were stated by Respondent I, II and III of the Interview guides and were further backed up by the staffs as they all had their different opinions on the effect of the employed

media relations strategies on the performance of Metro Network Online Limited, Port Harcourt.

4.3.3 Research Question Three

What is the effectiveness of the media relations strategies adopted by Metro Network Online Limited, Port Harcourt in building their corporate reputation?

To answer this question, items 10, 11 and 12 in Section D of the questionnaire as well as item 3 on the interview guide were used. Data gathered from the respondents are presented in Tables 4 below and analyzed accordingly.

Table 4: Showing the Effectiveness of the Media Relations Strategies in Building Corporate Reputation of Metro Network Online Limited, Port Harcourt.

Items	Response	Frequency	Percentage (%)
1. Media Relations Strategies of Metro Network Online Limited, Port Harcourt have been able to build good Corporate Reputation.	Agree	90	90.0
	Disagree	4	4.0
	Undecided	6	6.0
2. The corporate reputation on Metro Network Online, Port Harcourt is satisfactory so far.	Agree	86	86.0
	Disagree	10	10.0
	Undecided	6	6.0
3. Media Relations Strategies of Metro Network Online Limited, Port Harcourt have promoted goodwill between it and its publics.	Agree	92	92.0
	Disagree	2	2.0
	Undecided	6	6.0
4. The relationship between the media and Metro Network Online Limited, Port Harcourt is very cordial.	Agree	94	94.0
	Disagree	4	4.0
	Undecided	2	2.0
	Total Each Item	100	100%

Source: Field Survey, 2025

From Table 4 above, 90 respondents representing 90.0% of the respondents considered that media relations strategies of Metro Network Online, Port Harcourt has been able to build good corporate reputation. 86 representing 86.0% of the respondents agreed that, the corporate reputation on Metro Network Online Limited, Port Harcourt is satisfactory so far. 92 respondents representing 92.0% considered that the media relations strategies of Metro Network Online Limited, Port Harcourt has promoted goodwill between it and its publics.

From the data presented above, it shows that a large number of the respondents consider that, the media relations strategies of Metro Network Online, Port

Harcourt is effective and has been able to build good corporate reputation of Metro Network Online, Port Harcourt. Almost all of the respondents believed that the corporate reputation on Metro Network Online, Port Harcourt is satisfactory so far. Majority of the respondents also affirmed that, the media relations strategies of Metro Network Online, Port Harcourt has promoted goodwill between it and its publics.

Analysis of Interview Data

Respondent I was a male, the Managing Director of Metro Network Online, Port Harcourt and has been working there for about 2-5 years. According to Respondent I, the media relations strategies of Metro

Network Online Limited, Port Harcourt has been able to build good corporate reputation and is satisfactory so far. Respondent III affirmed that the media relations strategies of Metro Network Online Limited, Port Harcourt has also promoted goodwill between it and its publics.

Respondent II was a male, the Human Resource Manager of Metro Network Online, Port Harcourt and has been working there for about 2-5 years. Respondent II also confirmed that, the media relations strategies of Metro Network Online Limited, Port Harcourt has been able to build good corporate reputation and is satisfactory so far. Respondent III added that, the media relations strategies of Metro Network Online Limited, Port Harcourt has also promoted goodwill between it and its publics.

Respondent III was a female, the Chief Accountant of Metro Network Online, Port Harcourt and has been working there for about 6-10 years. Respondent III stated that, the media relations strategies of Metro Network Online, Port Harcourt has been able to build good corporate reputation and is satisfactory so far. Respondent III affirmed that the media relations strategies of Metro Network Online Limited, Port Harcourt has also promoted goodwill between it and its publics.

The effectiveness of the media relations strategies in building corporate reputation of Metro Network Online Limited, Port Harcourt was showed by Respondent I, II and III of the Interview guides and were further backed up by the staffs as they all had their different opinions on the effectiveness of the media relations strategies in building corporate reputation of Metro Network Online, Port Harcourt.

#### 4.3.4 Discussion of Results

From the foregoing, research question one is therefore answered thus: From the large amount of respondents who claim they are aware of the media relations strategies being used by Metro Network Online, Port Harcourt. It can be deduced that Metro Network Online, Port Harcourt actually employ media relations strategies. The media relations strategies employed by Metro Network Online Limited, Port Harcourt were stated by Respondent I, II and III of the Interview guide as analysis of strength and weakness; consultation with stakeholders; audience analysis;

media mapping; and development of clear and simple message and were further backed up by the staff of Metro Network Online Limited, Port Harcourt as they all had their opinions on the different types of media relations strategies employed by the Metro Network Online, Port Harcourt

From the aforementioned analyses, research question two can be answered as follows: According to the analysis of the data received from the 100 copies of the questionnaire distributed, it is shown that a larger number of the respondents believe that the media relations strategies of Metro Network Online Limited, Port Harcourt has been favorable on its overall performance. Since Respondent I, II and III of the interview guides also believes that the adopted media relations strategies have had favorable impact on the performance of Metro Network Online Limited, Port Harcourt and from the results of the Questionnaire, it can be deduced that the media relations strategies of Metro Network Online Limited, Port Harcourt has been satisfactory so far.

From the data presented, it shows that a large number of the respondents are pleased with the media relations strategies of Metro Network Online Limited, Port Harcourt, almost all of the respondents also believe that the media relations strategies employed by Metro Network Online Limited, Port Harcourt has been favorable so far.

According to Respondent I, II and III, the media relations strategies of Metro Network Online, Port Harcourt has been able to build good corporate reputation and is satisfactory so far. Respondent III also mentioned that the media relations strategies of Metro Network Online, Port Harcourt has also promoted goodwill between it and its publics. Respondent II also mentioned that “Metro Network Online, Port Harcourt would not have come so far if not for its media relations strategies, there is no dispute that the media relations strategies that we’ve implemented has been successful in continually fostering goodwill between Metro Network Online, Port Harcourt and its publics”.

#### 4.3.5. Research Question Four

How cordial is the relationship between the media and Metronetwork Online Limited, Port Harcourt?

To answer this question, items 10, 11 and 12 in Section D of the questionnaire as well as item 3 on the interview guide were used. Data gathered from the

respondents are presented in Tables 4 below and analyzed accordingly.

Table 5: Showing the cordial is the relationship between the media and Metronetwork Online Limited, Port Harcourt?

Items	Response	Frequency	Percentage (%)
1. Media Relations Strategies of Metro Network Online Limited, Port Harcourt have been able to build good Corporate Reputation.	Agree	90	90.0
	Disagree	4	4.0
	Undecided	6	6.0
2. The corporate reputation on Metro Network Online, Port Harcourt is satisfactory so far.	Agree	86	86.0
	Disagree	10	10.0
	Undecided	6	6.0
3. Media Relations Strategies of Metro Network Online Limited, Port Harcourt have promoted goodwill between it and its publics.	Agree	92	92.0
	Disagree	2	2.0
	Undecided	6	6.0
4. The relationship between the media and Metronetwork Online Limited, Port Harcourt is very cordial.	Agree	94	94.0
	Disagree	4	4.0
	Undecided	2	2.0
	Total Each Item	100	100%

Source: Field Survey, 2025

From Table 5 above, 90 respondents representing 90.0% of the respondents considered the media relations strategies of Metro Network Online, Port Harcourt has been able to build good corporate reputation for Metro Network Online, Port Harcourt. 86 representing 86.0% of the respondents agreed that, the corporate reputation on Metro Network Online Limited, Port Harcourt is satisfactory so far. 90 respondents representing 90.0% considered that the media relations strategies of Metro Network Online Limited, Port Harcourt has promoted goodwill between it and its publics. 94 respondent representing 94.0% considered the relationship between the media and Metronetwork Online Limited, Port Harcourt to be very cordial.

From the data presented above, it shows that a large number of the respondents consider that, the media relations strategies of Metro Network Online, Port Harcourt is effective and has been able to build good corporate reputation of Metro Network Online, Port Harcourt. Almost all of the respondents believed that the corporate reputation on Metro Network Online, Port Harcourt is satisfactory so far. Majority of the respondents also affirmed that, the media relations strategies of Metro Network Online, Port Harcourt has promoted goodwill between it and its publics. While almost all respondent (94%) indicated that the

relationship between the media and Metronetwork Online Limited, Port Harcourt is very cordial and satisfactory.

Analysis of Interviewed Data

Respondent I was a male, the Managing Director of Metro Network Online, Port Harcourt and has been working there for about 2-5 years. According to Respondent I, the media relations strategies of Metro Network Online Limited, Port Harcourt has been able to build good corporate reputation and is satisfactory so far and the relationship with the media is very cordial. Respondent III affirmed that the media relations strategies of Metro Network Online Limited, Port Harcourt has also promoted goodwill between it and its publics and also added that the media relationship is very satisfactory. Respondent II was a male, the Human Resource Manager of Metro Network Online, Port Harcourt and has been working there for about 2-5 years. Respondent II also confirmed that, the media relations strategies of Metro Network Online Limited, Port Harcourt has been able to build good corporate reputation and is satisfactory so far. Respondent II went on to say that the relationship between the media and Metro Network Online Limited, Port Harcourt has enabled to promote their brand. He added that the media relationship is at

it's best,"I can say this with a full chest assurance as the human resources (HR) manager".

Respondent III was a female, the Chief Accountant of Metro Network Online, Port Harcourt and has been working there for about 6-10 years. Respondent III stated that, the relationship between the media and Metro Network Online, Port Harcourt has been very cordial and satisfactory so far. Respondent III also affirmed that the relationship between the media and Metro Network Online Limited, Port Harcourt has also promoted their brand and reputation.

The relationship between the media and Metro Network Online Limited, Port Harcourt was showed by Respondent I, II and III of the Interview guides, whom all positively indicated the cordial relationship and were further affirmed by the staffs as they all had their different opinions on the effectiveness of the media relations strategies in building corporate reputation of Metro Network Online, Port Harcourt.

#### 4.4 Discussion of Results

From the foregoing, research question one is therefore answered thus: From the large amount of respondents who claim they are aware of the media relations strategies being used by Metro Network Online, Port Harcourt. It can be deduced that Metro Network Online, Port Harcourt actually employed media relations strategies. The media relations strategies employed by Metro Network Online Limited, Port Harcourt were stated by Respondent I, II and III of the Interview guide as analysis of strength and weakness; consultation with stakeholders; audience analysis; media mapping; and development of clear and simple message and were further backed up by the staff of Metro Network Online Limited, Port Harcourt as they all had their opinions on the different types of media relations strategies employed by the Metro Network Online LTD, Port Harcourt.

From the aforementioned analyses, research question two can be answered as follows: According to the analysis of the data received from the 100 copies of the questionnaire distributed, it is shown that a larger number of the respondents believe that the media relations strategies of Metro Network Online Limited, Port Harcourt has been favorable on its overall performance. Since Respondent I, II and III of the interview guides also believes that the adopted media relations strategies have had favorable impact on the

performance of Metro Network Online Limited, Port Harcourt. Also from the results of the Questionnaire, it can be deduced that the media relations strategies of Metro Network Online Limited, Port Harcourt has been satisfactory so far, including the very cordial relationship between the media and Metronetwork Online Limited, Portharcourt.

From the data presented, it shows that a large number of the respondents are pleased with the media relations strategies of Metro Network Online Limited, Port Harcourt, almost all of the respondents also believe that the media relations strategies employed by Metro Network Online Limited, Port Harcourt has been favorable so far.

According to Respondent I, II and III, the media relations strategies of Metro Network Online, Port Harcourt has been able to build good corporate reputation and is satisfactory so far. Respondent III also mentioned that the media relations strategies of Metro Network Online, Port Harcourt has also promoted goodwill between it and its publics. Respondent II also mentioned that "Metro Network Online, Port Harcourt would not have come so far if not for its media relations strategies, there is no dispute that the media relations strategies that we've implemented has been successful, continually fostering goodwill between Metro Network Online, Port Harcourt and its publics" including the relationship between the media and Metronetwork Online Limited Port Harcourt said to be the organization.

Notable from the data above is the answer to research question number four. Data from table 5 shows that a huge percentage of the respondents are extremely satisfied with their organization's relationship with the media. Their positive and satisfactory response was backed up by the interviewee answers to the interview. In their answers, they all affirmed to the data collected from table five.

#### V. SUMMARY

5.1 This study assessed the media relations strategies of Metro Network Online, Port Harcourt. The research was aimed at identifying the media relations strategies of Metro Network Online, Port Harcourt; determining the extent to which adopted media relations Strategies has affected Metro Network Online, Port Harcourt; and establishing the effectiveness of the media

relations strategies in building corporate reputation of Metro Network Online, Port Harcourt.

To achieve this, the study was anchored on the System theory. The basic tenets of the system theory model can be drawn upon, which is effective in achieving favorable media relations strategies of the Metro Network Online, Port Harcourt. The theory was used to show the importance of communication between the media relations strategies of Metro Network Online, Port Harcourt and its publics

The research covered 100 staff and 3 management staff of Metro Network Online, Port Harcourt comprising of male and female staffs. The population was drawn in dealing with the research question of this study, the perceptions or views held by these individuals played a major role when carrying out the study. Invariably, the purposive sampling technique was used for the study with questionnaire and interview guide as the main research instrument. The researcher administered written interview via email and online questionnaire through the company group WhatsApp. This was made possible by the human resources manager. All response from the respondents were copied and pasted

#### 5.2. Findings

1. The media relations strategies employed by Metro Network Online, Port Harcourt is analysis of strength and weakness, consultation with stakeholders, audience analysis; media mapping, and development of clear and simple message.
2. The media relations strategies adopted by Metro Network Online, Port Harcourt is favorable on its overall performance and has been satisfactory so far.
3. The media relations strategies of Metro Network Online, Port Harcourt has been able to build good corporate reputation and is satisfactory so far.
4. The media relations strategies of Metro Network Online, Port Harcourt has also promoted goodwill between it and its publics.
5. Organization's cordial relationship with the media is very important and the key to good reputation building, brand building and management.

#### 5.3. Conclusion

Based on the findings of this work, it is worthy to note that media relations strategies are essential for the good performance, improvement in reputation building, brand loyalty and brand trust enjoyed by

Metro Network Online, Port Harcourt as well as achieving its set goals and building a good and well structured corporate organization. Furthermore, they (the respondents) are of the view that media relations strategies play a significant role in promoting goodwill, especially between Metro Network Online, Port Harcourt and its publics including building a good relationship with the media.

The study has a picture of the centrality of media relations strategies of Metro Network Online, Limited, Port Harcourt. Based on this, media relations managers are urged to keep up their job, as regards to performing better in building the corporate reputation and image of their organization. This is important because the more satisfied the publics are, the more the strategic it becomes in achieving the organization's goal, branding, reputation building and good image.

#### 5.4. Recommendations

The following are the recommendations made by the researcher in order to enhance the use of media relations strategies in Metro Network Online, Port Harcourt:

1. There is need to introduce an effective monitoring system that can closely look into the activities of the media relations department of Metro Network Online, Port Harcourt. This will help to easily evaluate the activities of the department for further improvement.
2. There is need for better collaborations between Metro Network Online Limited, Port Harcourt and other media outlets, especially in Port Harcourt for easy access to its public audiences. The study recommends proper choice of medium, channels and appropriate tools for message dissemination to get to the target audience or publics.
3. There is need for Metro Network Online Limited, Port Harcourt to improve on their formal communication channels at all levels, through out all the appropriate media channels for further transmission to the target audiences.
4. Also, partial information based on rumors should be minimized to ensure effective flow of information to the target publics and at the right (real) time.

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