

GHANA INSTITUTE OF JOURNALISM

RESEARCH PROPOSAL

**PUBLIC RELATIONS AS A MECHANISM FOR IMPROVING POLICE
COMMUNITY (A CASE STUDY OF DANSOMAN)**

BY

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**A LONG ESSAY SUBMITTED TO THE GHANA INSTITUTE OF JOURNALISM IN
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DECLARATION

I, Nana Darkwah Yiadom, do hereby declare that this work is the result of my own research and has not been presented by anyone for any academic award in this or any other University. All references used in the work have been fully acknowledged.

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Date

CERTIFICATION

I hereby certify that this long essay was supervised in accordance with procedures laid down by the University.

Dr Ebo Afful
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Date

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CHAPTER ONE

1.0.INTRODUCTION

1.1.Background to the study

Community relation is an important tool in every establishment, Public relations is very paramount to the community. It seeks to introduce a friendly atmosphere for organization and community to work together as partners in progress. Any establishment situated in a community owes the community cordiality and vise-versa. It should be the situation if the two are to exist in a conducive atmosphere. Good public relations an save an organization from liquidations in terms of crisis and poor public relations may result to the fold up of a healthy organization. Full information of police public relations in Dansoman and its relations with the community can bring regards to the police administration for it good work to the community. Once this positive impression is not registered in the minds of the people in the community, the police organization's reputation is bound to be dented. The measure of successful public relation will be indicated by the regards which people have for an organization. Regards based on the knowledge and understanding that has been created within the community.

1.2. Statement of the Problem

Public relation practices is a concept which is meant to use mutual understanding towards individuals to organizations and for an organization like the police service to operate successfully in any community with its attendants, political, religious, economic and socio-cultural problems a necessity for such police organization and who should own policies. On the other hand, a public relation is a deliberately planned and sustained effort which is geared towards maintaining mutual co-operation between organization and its policies. Every

organization operates on a particular area which it owes some social responsibilities. If the organization comes out of its duties effectively on the community it operates on, there is likely to be a mutual understanding in them.

1.3.Objective of the study

1. To investigate the extent the public relations have improved the police community relations
2. To determine how the service of the policies are understood and appreciated by the community it is being supported to serve
3. To examine if the activities of the policies accord with the provisions of the law establishing it
4. To access the categories of officers qualified for the action

1.4.Scope of the Study

The research will be conducted in Accra specifically in Dansoman police station community. The enclave is ideal owing to the diverse commercial activities ranging from stores, lorry parks, the Dansoman main market, Hawkers, and potters activities. Across the mentioned there is a high diversity across the enclave with people from different backgrounds. The researcher will focus on the publics who deal directly and indirectly with the police situated in the enclave

1.5.Significance of the study

This study would help to establish if whether the contradictory position held by the public about police public relation in Dunukofia local government area in Nigeria can be applied to the Dansoman market police station in Ghana as both countries are neighbours and members

of ECOWAS countries in West Africa. There is this perception that policies use in the using their office to intimidate the public, this project aims at investigating that concept.

In the field of academia it would aid for further study. It will equally aid government to set policies promoting good police and public co-existence.

1.6.

CHAPTER TWO

LITERATURE REVIEW

2.0. Police Public Relation

The major expectation would be people friendly police, cordial police public relations and community policing and more shades on this theme. In the absence of good police public relations, the fundamentals that goes into understanding the public concern is missing and the masses are not likely to report crime to the police or provide leads or even volunteer as witnesses and would not even consider to be in a jury trial. Good police public relation empower the people to believe in the police as a proactive institution and understand their core mandates when there are poor police public relations, the police is not well equipped with information and understanding of community problems, desires, goals and that portion of citizenry who are experiencing constant criminal invasion poverty, homelessness. The bracket perceive police as an out of touch institution that does more harm than good.

Records show that policing started in the year 1831 in the then gold coast policy, law and order were executed by the traditional authorities such as local heads men who employed the services of youth in the communities.

These individuals serving the community as watchmen were reorganized in 1844 and named the Gold coast militia serving the law enforcement agency for the then gold cost government and later became the Gold Coast police force. In 1902 the Gold Coast police force was divided into Escort and general police. The General police was literates who were given proper civil police training while the Escort police comprised of illiterates and semi – illiterates who were primarily on guard duties. As the service underwent metamorphosis, In

1949 a wireless division was established in the force, the railways; Mines and harbour and the Marine police were also established.

In 1970 the police service act, 1970 (Act 350) was enacted. It can be argue that with the advent of mobile phone internet and social media, there has been tremendous increase in domestic violence, fraud, sexual activities leading to crimes, gambling etc. the nature of crime has become very complex. This is also due to changed priorities of political parties bureaucracy in administrative processes, lack of sensitivity by professionals in fields such as education, medicine, finance etc. These have compounded the work of the police service and they find it very difficult to combat crime thereby unable to retain its image.

Police is an integral part of all states authorities and has the independence to operate but the policing has become extremely difficult in Ghana owing to the increase in violence and disruption in some part of Ghana.

Economic situations which are unfavourable coupled with political crisis have also made policing very difficult in Ghana. The police service in Ghana has failed to fulfill the need and aspiration of its people. This has denied the police service that cordial relationship that should co-exist between the police and the public. The masses aspire to enjoy a different type of behavior from the police rather than cherished as the agents is of the ruler. The public has to trust, understand the police service instead of being arrogant and the lack of co-operation attitude. A healthy police-public relationship is integral to secure the desires measure of the involvement of the public in the operations of police to make it acceptable to society. The public support to police activities is the sun bet to the success of police activities. Hence to maintain law and order in the society, there should be that police and public cohesion. People approach the police station only when there are the victims of a crime when individual feel

cheated or abused and they seek justice, they turn to the police unfortunately, most people in these category do not get their complains addressed as they wished. People are against the police and that is understandable because they do not understand the difficulties in the process of investigating, ie from the report of the crime to its prosecution.

The delays are as a result that most of our police officers are given general training and lack the skills for authentic detection and the thorough investigation. This eventually leads to the numerous cases dragging over the years. Sometimes officers get transferred by design, evidence is destroyed and prosecution loses out in the process up attrition. Police-public relations weakness in most part of Ghana today is indeed on obstacle to effective policing. Policing mostly should be a discretionary activity hence the discretionary functions and the powers of police should not be perceived by the masses as threatening. This perception by the people brings difficulty to policing. Most important regulation factors is that the police must secure public approval for their actions (Pike 1985)

2.1. Meaning of Public Relations Police.

Police public relations is a subject matter that seek to address the interaction between the police and the people. The interaction that exist between a people and its police is a barometer that can be used to measure the potency of the government of the state. The community and the police co-exist and that is the more reason why a good police public relations play a vital role in a democratic dispensation like ours. The police activities would be successful if there is utmost participation by the community in which they find themselves. For the community to cooperate with the police in this regards, there is the need for the establishment of an apt community police relations programe which would aim at deepening mutual interdependence of both parties in the maintenance of law and order and

also strive to prevent crime. This would go a long way to create natural respect towards both parties and eventually promote a conducive atmosphere for greater public corporation leading to police effectiveness.

2.2. Concept of police public relation

Police public relation is a concept that should be welcomed by all. The law enforcement agencies are working for the public and especially in a democratic dispensation that is operative in Ghana; the operation of the police must be understood by the people so that they can in turn give their maximum support to the police course. According to London School of public relation, Public relation is “the discipline which looks at the reputation with the aim of earning understanding and support and influencing opinion and behavior. it is planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and it publics”. The powers vested in the police is not enough to solve problems on their own, there is the need to involve the community and public relations for a better results.

Order maintenance is the central function of the police and courts. To be able to effectively maintain order, the police and courts must be able to bring the behavior of most of those within society into compliance with the law and the directive of legal authorities such as police and judges. Unless the authorities can secure compliance from most members of society, most of the time it is difficult to effectively maintain social order (Tyler, 1990) in other words it is not enough to comply with the law, they also need to actively aid the efforts of the police to fight crime (Sampson, Rauden bush, and Earls, 1997) Hence effective order maintenance depends upon compliance and co-operation on the part of the general public.

2.3. Historical Background of Police Public Relationship

Police set-up today is dated back to colonial days and early independence days. The structure of the police set-up has not seen any major changes in its procedures operation. The basis for the police public relationship as we know it today are the Ghanaian police Act of 1861, which was enacted as a result of the recommendations made by the Ghanaian police commission of 1860. The police primarily was set up to provide services for the elite to the detriment of the rural dwellers. Rural policing had even been abolished by ruler at every given point. It therefore becomes a situation where the police protect the rulers more than the public. This eventually may lead to the use of the police against the public. This eventually leads to lack of cooperation between police and the public in maintaining law and order. The mistrust for the police by the public still lingers on. This mistrust resulted in delays in the registration of cases and further investigation. There was no mutual trust and confidence between police and the public. Every act of the police was usually seen by the public as suspicious.

2.3.1. People Friendly Police

It is absolutely difficult for public and private to deal with their public without the presence of the police at one stage or another. The police man meets political figures, big ceremonies national or for individuals, thieves, drunks and a host of people patronizing various activities. For these reasons, our society has to pay very good attention to a friendly police and make available the necessary equipments with which they would need in the line of their duties. People friendly police is not a concept cast in stone but the fundamentals would be that a people friendly police would have to operate with the public in a friendly manner. It is

participative in approach and involves the people in its operational working. Since it is a democratic approach, it should be corroborative in nature. People friendly police is non discriminatory and fair in nature.

It shows clarity to the people in need by extending prompt help, thereby standing through to the message people friendly police.

Characteristic of People Friendly Policy

Apart from the traditional criteria such stable employment history and a clean police records other factors prone crucial for people friendly police.

- 1) People friendly police must have a good communication skills including verbal and nonverbal communication abilities.
- 2) Impartial treatment is meted out to all section by people friendly police.
- 3) People friendly police must require civility characteristics including tolerance, kindness, consideration and understanding.
- 4) People friendly police responds promptly to citizens complain and comes into action very swiftly.
- 5) Ethics legality, responsibility and trust.

2.3.2. Community Policing

There are a wide range of views reflected in the academic and policy literature, extending from Goulstein's (1990: 23) broad formulation that community policing refers to any activity where by the police develop closer relationship with the community and responds to citizen need's. A member of scholar examining community policy in divers contexts have noted the

need of the police to see their primary objectives as an information gathering tool for effective crime fighting.

Fereira (1996) for example write ‘once the citizens trust the polices they will provide the police with information and assistance to help prevent crimes and to arrest more criminals. Sir Robert Peel established the London metropolitan police in (1829). One of the outlining principles was ...” the police are the public and the public are the police” This could be considered as a summary of the community police concept. This concept has been adopted by countries across the globe including Ghana who started these initiative graduating from the local. Police station, district and state level and have made a lot of success in that direction. The success of the community policing largely depends upon the partnership between police and the community hence the police must develop a positive attitude towards the community.

Bureau of Police Research and development (PR&D)

This institution has referred to community policing as “normal policing of a society in consultation, cooperation and partnership with the community at large” it goes further to establish that the main objectives of the community policing are “to minimize the gap between police and public to such and extent that the policeman become an integrated part of community they serve and they earn the acceptance and trust of the community leading to impulsive cooperation from people in crime prevention and security in local area and resulting in a lasting partnership between the police between the police and the community”

2.3.3. Community policing scenario of state police organization

1. Community policing in Pakistan Community policing has attracted increasing attention and popularity in Pakistan in recent years. Although community policing is not legally obligatory for the police in Pakistan, the prevailing legal apparatus of policing does not hinder and is supportive to this modern policing approach.
2. Community Policing-Indian perspective
Section 17 of the police act of 1861 in India provided for appointment of special police officers from among members of public during riots and other similar situations. The citizens have been known to organize 'peace committee meeting' to render helping hand to police even in the olden days. These activities can be broadly termed as community policing.
3. Kerala: The crime prevention committee were formed at the police station level in 1998. These committees provided platforms for the local public and police discuss crime problems locality-wise to control crime. The volunteers are called for monthly meeting with the police in Trivandrum city to devise strategies to control crime and to foster good police-public relations. The Karela police has also launched a program named students Traffic Education. The people can call the police on toll free telephone number and share information about crimes and criminals without disclosing the caller identity on crime stopper facility of Kerala.

2.3.4. Police Public relations present scenario

Presently, the policies public relations can be ascertained with the help of the following analysis made on the basis of information collected from the police and the public with the help of interview schedule under the present study.

Public expectation verse police style

Police is more likely to influence the public view of them and hence demand policing from them if the police have a strong working relationship with the public. The policies already have some good working relationship with a section of the public including politicians and will established agencies but others particularly the young and ethnic minorities believers that the police has failed to address the concerns and threats in members perceive.

2.4.Public Relations in Ghana

According to Sriamesh (2009) are of the view that public relations (PR) has transformed in several areas and is gaining grounds as a profession. Gruning (1992) adds that PR has moved from simply focusing on dissemination information without feedback to relationship building between organisations and their public. In as much as PR is breaking grounds, much literature by way of academic published have not been realized hence other Jurisdictions knowledge on the subject matter would be discussed and tied to police public relations in general. PR has been in existence for thousands of years. For example, systematic Western style PR was introduced in Saudi Araba in the late 1930s when international oil companies started to explore the Saudi desert (Alanazi 1996). Hiebert (1991) noted that withouth smart public relations techniques. On the part of the Arab alies America's "Smart bombs" would not have achieved their objectives. Another example is the Assyrian usage of the bulletin, sent from the battlefield home in order to inform the public of a victory (Fakhri, Alsheckly and Zalcala 1980). Egyptian Pharaoh's applied the same idea using different methods such as recording messages on stones and leaves from special types of tress (Fakhri, alshecky and

Zalzala 1980, P.36) in practice, Arab PR practices seeks to disseminate public information (AliEnad, 1990, Kirat, 2005)

Ghana has a fair share for public relations in a strong economy but is still in her infant stages as far as public relations is concerned (Musallam, 2004) Shrowder also argues that the biggest obstacle faced by locally based PR firms is the general lack of public relations talent available for recruitment in Ghana (OBG, 2007) According to an interview with Al-Rjeeb, conducted by Al-Musallam (2004), the modern Western practice of PR in Ghana comes from two sources:

- 1) The arrival of immigrant workers from countries such as Egypt, Syria and Palestine (Musallam, 2004)
- 2) The arrival of Western oil companies to invest in Ghana Oil fields

2.4.1. Police Public Relations

The public relations has been part of the Ghana police service since 1969. The first officer even appointed as the head of the unit (then Public Relation Officer) was superintendent Mr. Arthur in the year 1973. Over the years it was rebranded into public affairs directorate with Mrs. Seila Kessi Abagie – Buckman as the Director Public Affairs. Structure of the Directorate

The head is usually assisted by a deputy who is also stationed at the headquarters. There is also a station officer, who is the rank of either a chief inspector or inspector. There is a further Sub-divisions into four (4) units including

- Administration
- Public/Media Relations

- Photography
- Media Monitoring including social media

At the Regional levels, each police Region is mandated to have a police Relations unit headed by a senior police officer of the rank of Assistant Superintendent of police or higher. The headquarter Directorate is responsible to the inspector General of police, the Regional Public Relation, Officer is accountable to both the Regional Commander and the Directorate of public Affairs at the police Headquarters.

Roles & Function

- Serving as the bridge between the general public and Ghana police service.
- Serving as the mouth piece of the service
- Formulating of public relations policies for the police service
- Advice to the Administration on matters of public relations
- Monitoring all forms of media and advising the policies of administration with the growth of Ghana's democracy the service is highly accountable to the Ghanaian people for its actions and operations. This issues of accountability continuous to tremble hence the establishment of a media monitoring and social media centre, criminal investigation Department, Domestic violence and reactions the teaching of basic public relations principles of the public level of police training among others.

Related Studies

Guttor Melissa Motschal

Topic: An analysis of the public Relations roles of the police public information officer

Research Focus: This study seek to examine the Pro-function through the lense of communication and public relations to enrich our understanding of the historical, otganizational and theoretical bases for public information in law enforcement. According to the Highly Political law enforcement cases of the 1990s. Involving personalities such as Rodney King beating, Malice green death and O. J. Simpson trial have cast a negative shadow on the police departments involved in these cases . owing to the negative public perception of the police by the public some departments tries to pitch positive stories via social media to restone public confidence. For example, after a series of negative stories befell the los Angels police department, the agency took a more proactive approach to meeting the media needs by pitching positive stories to restore public confidence (Statement, 1997). Other police department however have been actively involved in institutionalizing a more direct and effective system of communication with the public through their public information unit from this, it could be seen that, the lack of confidence in the police by the public is as a result of police not being honest in their dealings with the public in many instances however the public should not rule off activities of police completely as some departments are doing their best to restore some sanity in police public relations. The relations is designed to inform the general public about the police activities, and operations and events. For this reason, training and professional development opportunities have been made available to equip the police to be able to restore the simingly lost partnership with community. The 1992 survey showed that whereas most Police describes their role as media

relations. Oriented, others also conducted research and counseld management, which departs from the one-way public information model.

Another related study was conducted by G. Douglas Gourley in the Annals of the American Academy of political and social science vol. 291, New goals in police management (Jan. 1954) PP. 135 – 142 (8pages) According to the author, the American police have made great strides along the road of towards professionalism during the past hundred years. It is of the view that the social problems in policing have not received their fair share of attention. The most outstanding of these social problems is the need to develop and maintain a satisfactory relationship between the police and the public commonly referred to as police public relations. He further said that, the police and the public in a senses are very identical. The public cannot discord the police and police themselves because they do not have the time capacity or the inclinations' and without the citizens, the police have nothing to police. For these reasons, the importance of public support in the enforcement of law and order cannot be ruled out.. The police is a small fraction of the publics they serve and hence cannot discharge adequately their duties without the involvement good will and partnership of the public. Often, it would be the policeman who would create friends or enemies for the department. Among other factors, the police themselves are the most important factor in declaiming public attitudes. The building of a proper police public relation will be well accepted if the press, radio, movies and other content developers portrays the relationship in a positive light.

2.7. Theoretical Framework

The section outlined the theoretical; framework that will serve as an analytical lens for this study.

2.7.1 Stakeholder theory

Raupp(2011) observes that stakeholder theory and public relations are similar in that both strive to develop relationships that supports managerial ideologies. Freeman (1989) describes public relations as the subordinate disciple, a field that requires stakeholder theory to establish its organizational relevance. Edward Freeman's stakeholders include just about anyone affected by the organization and its activities. This means that the organization stakeholders are" those groups without whose support the organization would cease to exist and for the purpose of our study., the public dealings. The last three decades in policing have been characterizes by a marked evolution of accountability away from police control of disciplinary process towards greater input from civilian oversight agencies (Goldsmith, 1919; Walker, 2001). Oursight agancies have sprang up and have partnered the police to carry out successful operation that have been very successful.

The police as an organization should attempt to identify all stakeholders before narrowing then by their attributes. Gruning and hunt 1984) Gruning and Hunt developed the model based on the work of Esman (1972); Eran (1976; Persons (1976) The model seeks to identify stakeholder using fair groups by linkage: enabling, functional, diffused and normative stakeholders. This project seeks to liken these four grouping to the stakeholder theory that should exist between the police and its publics with emphasis of the Normative stakeholders. Enabling stakeholder, they have some control and authority over the organization, such as board of directors of the police service, government legislators and regulators among others. These stakeholders provides the organization with resources and the required autonomy to carry out their duties and functions. They also have the power to withdraw or limit the autonomy.

Functional Stakeholders mostly these are the employees in the police set up

Normative stakeholder this category is associated with the organization in a way that the organization has a common interest with them. These stakeholders share similar values, goals or problems with the police. This is because police primary goal is to maintain law and order and this is what the nominal group wants.

Diffused stakeholders: This stakeholder category includes the media and other activist who become involved during crisis. It should be noted that even though these publics are lumped by their categorization, the bottom line is that they can all be found in our communities and hence their active collaboration with the police in carrying out relations and bring back the trust that is required for proper police public interaction.

Stakeholders in community policing, policing is example of a community service with a complex range of stakeholders. Take a look at fig 1. These are a few that can be identified in community policing.

The stakeholder theory is not a single model that solely identifies the objectives of an organization. It promotes fairness for all involved in an organization and gives the directors of the organization (Police organization) an objective which is to work to benefits the stakeholders. The Ghanaian public are all stakeholders of the police institution.

This theory would enable the police organization, all government agencies and the public cooperate in problem-solving. The collaboration will also help to better protect the public fundamental rights and freedoms particularly life's, the detection and prevention of crime and the provision of assistance and services to the public to reduce fear, physical and social disorder. Police –public partnership would provide the strategic road map to achieve these objectives more effectively and efficiently.

Definition of Terms

1. Public relationship: it is the broad set of communication activities used to create and maintain favourable relations between the organization and its public
2. Police: This is an organization civil force for maintaining order, preventing and detecting crime and enforcing the law
3. Police public relations: Practice is an attempt to achieve the goal of a favourable public image, sometimes, truth may not be emphasized rather truth is manipulated in order to gain an accepted public image.
4. PIO: Police information officer

CONCLUSION

The topic for the work is “public Relations as a mechanizing improving police community (A case of Dansoman police station). This is an important research owing to the fact that the police cannot succeed in their quest to maintain law and order if the organization does not collaborate with public. Efforts to establish cordial relations among police and public made by almost all the state in Ghana has also tried to study.

The case for a communitarian approach was made, showing that it is not only preferred by most of the interviewees, but is also likely to lead to better talent utilisation within the organisation.

On a personal note, this proposal has been a long project and, most of the time, a tough one. I have gained invaluable knowledge and experience that is applicable beyond the limit of this proposal. Hopefully, others will also find the same.

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Definition of Terms

5. Public relationship: it is the broad set of communication activities used to create and maintain favourable relations between the organization and its public
6. Police: This is an organization civil force for maintaining order, preventing and detecting crime and enforcing the law
7. Police public relations: Practice is an attempt to achieve the goal of a favourable public image, sometimes, truth may not be emphasized rather truth is manipulated in order to gain an accepted public image.

CHAPTER THREE

METHODOLOGY

3.0. Research Design

The purpose of this chapter is to defend the these looking at the methological framework, data collection and data analysis. An interview based approach as chosen to gather information

n. According to Boyce C & Nenle, P (2006) interview can be defined as a quantitative research technique which involves conducting intensive individual interviews with a small number of respondents to explore their perspective of a particular idea, program on situation. The qualitative research interview seek to describe and the meaning of central themes in the life world of the subject. The main task in interviewing is to understand the meaning of what the interviewees say (Kvale, 1996) By extebision interviews can be in the form of informal conversational interviewing General interview guide approach standardized open-ended interview, among other Babbie (2007).

In addition, qualitative approaches have several characteristics in common (a) analysis acknowledge they are working within particular hermeneutic contacts that parallels their socially and culturally understanding of texts. (b) they require a thorough reading of small amount related to the study. Since the study looks at the Ghana Polices and it Publics, this study explores and interview-based approach was chosen.

Data and Sources

The data was collected through the interviewing of a portion of publics in the Dansoman police station enclave to get a first hand information about the police community relationship. A few police officers were also interviewed to balance the information gathered. Semi- structured interviewing, according to Benard(1988) is best used when you won't get more than one chance to interview someone and when you will be sending several interviewers out into the field to collect data. The semi- structured interview was adopted in the data collection in order to allow the researcher to develop a keen understanding of the topic under study, this is Necessary for developing releartn and meaningful semi- structured questions. The open- ended question and discussions diverged from the interview guide leading to deeper revelations on the study.

Technique of Data Collection

To collect the data which was needed for the research, the writer went through the following steps:

1. Observation: the writer observed from the community some interaction between the public and the police.
2. The writer interviewed a portion of the public in the community and subsequently the police.
3. The writer did some levels of textual analysis online and books from the library.

Instrument

The instruments of the study were the writer, some notes, laptop, mobile phone, some previous articles that talks about police public relations and some literary books as reference to find appropriate theories related to the topic.

Technique of Data Analysis

After collecting the data, the writer did many steps to analyze the data. Firstly, after finding the important part and the cases which appeared and brought the research questions, the writer analyzed the research questions by using the appropriate theories. To analyze the data, the write applied the theories to the case and made the discussion. Findlly, the writer concluded what the results of the study would be using the collected reference .

Triangulation

Triangulation refers to the central methodological concept where multiple sources of data are used to analyze data to enhance the credibility of a research study.

CHAPTER

The topic for the work is “public Relations as a mechanizing improving police community (A case of Dansoman police station). This is an important research owing to the fact that the police cannot succeed in their quest to maintain law and order if the organization does not collaborate with public.

