

***Importance of Ethical Public Relations in Non-profit
Organisations***

Nurcin Coskun

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Principal Supervisor: Dr. Janet Bedggood**

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Attestation of Authorship

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person, nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.”

Nurcin Coskun

ETHICS APPROVAL

The study has been approved under the Ethics Application Number 06/64
Importance of ethical public relations in non-profit organisations on
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(AUTEC) (See Appendix I).

ABSTRACT

The aim of this study is to understand the importance of public relations activity in non-profit organisations. The study emphasizes the bearing public relations activities can have on non-profit organisations in the contemporary world. This is especially true in an over communicated society where the vast majority of organisations compete to gain access to the scarce media resources to put their message across to their potential clients, supporters and customers. Non-profit organisations generally have to depend on the donor agencies and therefore fail to attract a sizeable public relations budget. On the one hand, these organisations lack the resources to launch a successful public relations campaign and on the other the lack of knowledge and interest among general staff members makes it even harder for a public relations campaign to be developed or successfully launched.

In this study, I used both quantitative and qualitative research methodologies to collect and analyse data. The data were collected from two non-profit organisations based in New Zealand working in the area of child welfare. The primary data were collected through semi-structured interviews and survey questionnaires. A single semi-structured interview was conducted with each team leader of the two selected organisations. However, this was like skimming the surface and in-depth interviews would have helped me to collect richer data. On the other hand the data collected was sufficient for this research and it helped me to create a holistic understanding of the topic.

The findings of the research highlight that most non-profit organisations working in the area of child welfare find it hard to market themselves due to a lack of funds and employee involvement. Although the findings from the study are significant; caution is necessary in applying the results to other scenarios and in making generalizations. One of the key findings from this research is that both organisations did not use public relations as a strategy. Most decision related to public relations was made on random basis and no long term strategic plan was made to adopt public relations as a core strategy to build credibility among their stakeholders.

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Chapter 1

INTRODUCTION

The non-profit organisations today are using public relations as a key strategy to reach their audience and to establish a sustainable relationship with them. However, a large number of such organisations around the globe are struggling to establish themselves. For example non-profit organisations working with children throughout the world find it hard to market themselves. This is mainly because they lack expertise to create a positive image in the eyes of their stakeholders. The literature review on public relations suggests that this problem can be solved if these organisations' start using public relations strategies to build a positive image for themselves. However, this does not mean that they should use unethical means to bring the required change as sometimes done by companies driven by profits. Non-profit organisations struggle with creating a positive image for themselves and their voices are often unheard. This is one of the main reasons why they need public relations. The main focus of non-profit organisations is to work towards public good; they do not intend to make a profit in sharp contrast to the other businesses. These organisations cannot afford huge advertising budgets like some other businesses. Therefore, non-profit organisation depend on effective public relations programmes to generate support for their activities. As a communication student I was very keen to understand the importance of public relations in non-government organisations and therefore initiated this study as a part of my masters' degree.

1.1 Research Background

The objective of my research is to highlight the significance of public relations in non-profit organisations. Public relations play a key role in developing the image of the organisation that may lead to its growth and advancement. Today, most businesses across industry, government agencies, and voluntary organisations use public relations. In other words, almost all sorts of organisations need public relation practitioners because a public relations practitioner can play a key role in organisational development and growth. Organisations have to develop effective relationships with not only their key stakeholders such as employees and customers but also with the employees of government agencies that may or may not directly interfere in the organisation's day to day working. This is one of the main reasons why public relations is necessary for organisations that provide communication between different publics and organisations.

Public relations as a profession began in the 1920s. Since the beginning public relations has experienced structural changes that enhanced its growth and development. Public relations once used by limited number of organisation have been adopted today by a wide range of organisations. Because of technological developments, production has also increased all over the world hence competition between companies, businesses and countries has also increased. The importance of public relations has increased due to the need for good relations and effective communication between companies, the media, customers and their stakeholders. So, public relations practitioners, or people that manage communication, have a significant impact on public discourse. To be successful public relations has to have a positive effect on discourse, and to have positive impact practitioners need to act ethically. All organisations, big or small need public relations to achieve success. These are the main reasons that have led to the development of public relations that has become one of the fastest-growing industries.

Public relations play a key role in the development of non-profit organisations. One of the main reasons for this is that non-profit organisations work for the benefit of the public. Therefore, effective public relations programmes are needed for charitable events, securing financial resources, forming effective relationships with the government and volunteers and creating a good reputation.

1.2 Purpose and Objectives

The purpose of this study is to understand the significance of public relations for non-profit organisations. In order to achieve this, I focused on the following objectives:

- To create a holistic understanding of public relations especially in the context of non-profit organisations in New Zealand.
- To establish why non-profit organisations need public relations.
- To analyse how public relations work for non-profit organisation in New Zealand.
- To identify the significance of ethics for non-profit organisations in designing their public relations strategy.

1.3 Research Questions

The study is guided by the following questions:

1. Why do non-profit organisations need Public Relations?
2. Do public relations exist in non-profit organisations in New Zealand?
3. Are non-profit organisations using public relations as a strategy to gain advantage?
4. Why are ethical public relations important for non-profit organisations?

1.4 Thesis Outline:

The thesis has a conventional format starting with Abstract, followed by *Chapter 1* which is a brief introduction to the study. *Chapter 1* enlists and outlines chapters in a chronological order starting with the *chapter 2* that is a Literature Review of public relations. *Chapter 2* creates a holistic understanding of the public relations discipline. It starts with reviewing the key definitions and perspectives on the topic, then traces the historical development of public relations and highlights the significance of public relations in contemporary organisations. *Chapter 3* broadly focuses on understanding the importance of ethics in contemporary organisations by reviewing literature pertaining to “ethics in organisation” and “decision making”. *Chapter 4* critically analyses the importance of ethics related to public relations in present-day organisations in New Zealand. It focuses on understanding the competence of public relations practitioners when it comes to doing things ethically mainly because ethics is a key component in developing a public relations campaign.

Chapter 5 reviews non-profit organisations in New Zealand. It starts with broadly understanding the non-profit organisations and progresses specifically to comprehend two New Zealand based non-profit organisations Plunket and Barnardos. It also focuses on highlighting the importance of ethics and public relations in non-profit organisations. In *Chapter 6* I have highlighted the methodology that I have used for my research. I have applied both quantitative and qualitative data collection and analysis techniques. In addition to this I have also listed the limitations of the study. The findings from this study are listed in chapter 7 that highlights the results based on both quantitative and qualitative analysis. Recommendations and conclusions can be found in the final Chapter (8) of this thesis.

Chapter 2

LITERATURE REVIEW

PUBLIC RELATIONS

2.1 Introduction

In this review I have broadly tried to understand the concept of public relations by analysing and defining some key concepts related to the thesis. Particularly, I have reviewed the role of public relations practitioners, public relations and its historical development.

2.2 What is Public Relations?

2.2.1 Definitions

Everyone seems to have a superficial idea about what public relations is and does. However, to holistically understand it let us start with examining some definitions. The Institute of Public Relations (IPR) and the Public Relations Institute of New Zealand (PRINZ) describes public relations as;" the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics"(cited in Baines, Egan, Jefkins, 2004, p.7 & Peart , Macnamara, 1996 p.16). Also, Public Relations News (Cited in Cutlip, Center & Broom, 2006, p.4) defines "public relations as the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organisation with the public interest, and plans and executes a program of action to earn public understanding and acceptance". These definitions underscore that public relations can be applied to several dimensions of an organisation.

In contrast Nolte (Cited in Gruning & Hunt, 1984) argues that public relations is "... the management function which adapts an organisation to its social, political, and economic environment to the organisation, for the benefit of both. This implies two types of activity. First, the public relations practitioner must persuade management to do the things to the organisation that will make it worthy of public approval. Second, the public relations practitioner must convince the public that the organisation deserves its approval." (p.7). As we can see there are several broad definitions of public relations. However, in recent times definitions have become relatively more specific. For example, The Public Relations Society of America's definition is still quite general but at the same time very brief. It states that public relations: "helps an organisation and its publics adapt mutually to each other". The definition though brief still captures the essence of the discipline public relations. (Public Relations Society of America, 2006).

The review of public relations definitions suggests that public relations these days is increasingly being seen as an essential element required for each and every organisation's success. Public relations is a key component both within the organisation and outside it. That is why every organisation be it governmental, business, health or educational has public relations personnel, because the key function of the public relations is communication. However, Haywood (1984) warns against this narrow view of public relations and underscores that public relations has a much wider scope than communication.

Public relations is central to an organisation and therefore, it should be incorporated into the management strategy along with the other key area critical to the organisation. Public relations practitioners can act as a change agent in creating a positive image of the organisation in the eyes of its stakeholders. Public relations practitioners can achieve this by involving its public in the decision making process and change strategy. This is one of the main reasons why, the Public Relations Society of America contends that a responsible and effective public relations program should be based on the understanding and support of its publics (Lovell, 1982). The following definition which is another supportive definition of Haywood's definition about public relations was taken

from Gruning and Hunt (1984) “public relations is the management of communication between an organisation and its public” (p.7). The public may include customers, investors, employees, suppliers, legislators, competitors, government officials and other stakeholders. Therefore, the key role of the public relations practitioner is to understand a company’s stakeholders.

2.2.2 Differences between Public Relations and Other Corporate Functions

Public relations, once used as a tactic by organisations for short term gains along with other advertising and marketing strategies, have today emerged as a core organisational strategy. According to Reilly (1981) public relations is often confused with advertising and publicity. However, it is an entirely different function. Advertising is a marketing function and public relations is a management function. According to Reilly (1981) public relations is different from publicity as well and sometimes it is confused with the press. Public relations and the media have many functions in common. However, public relations and the press are two separate things. The role of the public relations professional is to develop and provide long relationships with key publics by presenting the most favourable, but still completely honest, information. On the other hand, the role of the press is to report what is going on to help keep the public informed. Both of these goals of public relations and the press should be ethical to society (Lordan, 2005).

Public relations comes in many forms as we saw, above. In general, public relations affect almost everyone who comes in contact with it. All of us, in one way or another, use public relations in our daily life. In spite of it being so important to an organisation’s success today, many organisations find communicating to the public challenging. They try to influence the public with public relations campaigns and tools. The main purpose of public relations is to create understanding and public relations activity should be sustained to be effective in a long term. So, mutual understanding is an effective method of implementing public relations strategies.

2.2.3 Practitioners of Public Relations

Public relations are the vital link between the organisation and the public. As we know that public relation's main task is to create good communications. A public relations practitioner plays an important role in creating and developing sustainable communications channels between the organisation and its publics. According to PRSA (Public Relations Society of America), the public relations practitioner performs several activities like programming, relationship building, writing and editing press releases, speeches, and newsletters, organising special events and engaging in Research and evaluation (Lovell, 1982)

According to Johnston and Zawawi (2000) a public relations practitioner performs several key roles. This is one of the main reasons why public relations practitioners are in constant touch with those publics that have an effect on an organisation's activities. The public relations practitioner is the face of a company and therefore they should be ethical, truthful and creative.

Public relations practitioners arrange and conduct meetings to keep up contact between the organisation and the public. Basically public relations practitioners have to know how to communicate with people. According to Newsom et al. (2000) public relations practitioners must be creative in solving problems in the organisation and also in relation to the public. The public relations practitioner must gather different views and help to find a decisive solution. It is a critical role of the public relations practitioner (Newsom, Turk & Kruckeberg, 2000). Bernays (1986) states public relations practitioner should have a deep interest in solving problems. Another essential role for the public relations practitioner is to try to shape the organisation itself and the way it performs. Public relations practitioners can counsel members of an organisation on necessary decision making and changes. Public relations practitioners are always in the middle, that is, between an organisation and public, so they must be effective communicators to reach people.

Charles W. Pine, who is a public relations agency president, lists the personal qualifications of public relations practitioners and in that list shows that public relations practitioners should be superhuman. For example, Pine listed that public relations practitioners must learn how to do research about the target public (Newson & Scott, 1985). It will help the public relations practitioner to find out what the public thinks of the company's products and services so, that necessary steps can be taken, such as to eliminate misunderstandings or to bring essential changes in the organisation.

The above discussion helps us to understand that public relations plays an essential role in an organisation. However, to create a holistic understanding of the role of public relations it becomes imperative to first understand how the public relations developed and what the industry looks like?

2.2.4 Public Relations Industry

As I wrote earlier all organisations, big or small, need public relations to achieve success. This is one of the main reasons why the largest professional organisation is the Public Relations Society of America, with approximately 20,000 members. Ciudad (2002) sees that public relations has become a popular career choice for women these days. This is evident from the fact that most companies prefer female public relations practitioners. The key reason behind this is that women are perceived to possess qualities like patience, politeness, initiative and organisational expertise. Peart and Macnamara (1996) affirm that more than 50 percent of public relations practitioners in the United States, the U.K., Australia and New Zealand are women, and this shows that women are starting to play important management roles in public relations.

On briefly introducing public relations industry, I now would like to focus on the historical developments of public relations.

2.3 The Historical Development of Public Relations

Public relations are as old as civilization and implicit in all human interactions. Public relations began when people started communicating and needed to motivate others. However, there are important historical stages to public relations development as a profession. Public relations as a profession started basically in the 1920s. Many historians believe that Edward Bernays invented the public relations profession. However, it was not before the World War I period that many public relations practitioners got their start as press agents (Newsom et al. 2000). Ever since that time the need for public relations practitioners has grown. In recent years, public relations practitioners have moved toward an emphasis on building and maintaining strong relationships and on becoming skilled, active on management decision-making. Consequently, these days, public relations have become one of the most comprehensive factors in every area. Every organisation needs public relation practitioners because, as I mentioned before, public relations is the essential link between the public and organisations. Therefore, it is important to understand the role of public relations in the contemporary world.

2.4 Public Relations Today

Public relations have emerged as a fastest growing industry in the recent past. One of the reasons for this could be the fast pace of change that is taking place today. However, this has not altered the scope of public relations greatly. The main role of public relations to maintain and harness the relationship between an organisation and its publics remains the same (Johnston 1993). This is one of the main reasons, why public relations today have become the custodian of the organisation's reputation. Therefore, public relations practitioners play an important role in creating and maintaining an organisation's reputation. To achieve this, a high level of professionalism is required from the practitioners. However, introduction of professionalism in public relations discipline was a gradual process. Lovell (1982) underscores that public relations as a discipline grew slowly. However, most colleges and universities today offer public relations undergraduate and graduate programs. Institute of Public Relations (IPR) (1999) statistics show that there are between 400 and 500 public relations

graduates each year entering the industry in UK. Organisations need services of public relations practitioners today because they are professionally trained for the job (Cutlip, et al., 2000). For example these days, public relations practitioners are doing thorough research about their target audience before launching a public relations campaign.

2.5 Why do Organisations Need Public Relations?

Deny Griswold (Cited in Reilly, 1981) states that public relations is a function generally recognized in just about every area of human activity business, religion, education, government and social and civic welfare. For that reason, public relations are a process intended to influence the public's opinions and views. According to Cutlip, Center and Broom (2006), without effective public relations, organisations are likely to become immune to changes occurring around them and they become dysfunctional with the passage of time. They become increasingly out of step with their environments (p.25). Cutlip, et al. (2006) further state that the organisations need public relations because public relations expect and respond to public perceptions and opinions, to new values and to other changes in the environment.

As a result, all organisations, big or small, local or international, private or public need public relations to achieve success (Seitel, 1998). Organisations are affected by public opinion because today organisations make their management decisions based on public needs. The public are becoming involved in influencing management decisions. Therefore, public relations today are playing a key role in organisations success.

2.6 Conclusion

The first part of the literature review has presented information about public relations and its historical development. In the following review I have analyzed the role of ethics in formulating a public relations strategy that is core area examined in this thesis.

Chapter 3

LITERATURE REVIEW

ETHICS

3.1 Introduction

The importance of ethics is not only visible in public relations alone; on the contrary it encompasses each and every aspect of our daily life. The public relations of society that lacks ethical principles is bound to fail sooner or later. To avoid a catastrophe like this it becomes imperative to understand the role of ethics in public relations. Therefore, in this chapter I have first developed a definition of ethics and ethics in business. Subsequently, I have discussed the importance of ethics in organisations today.

3.2 Ethics

3.2.1 Definitions

Ethics is an important concept in people's lives. The meaning of ethics is hard to define accurately because many people might have different definitions about ethics. Aristotle said that a person without ethics is like a wild animal (Carroll, 1993). These raises a question that what exactly does ethics mean? "The word ethics comes from the Greek word ethos, meaning character or custom (Solomon, 1999, p.4). The American Heritage Dictionary offers that "ethics is the study of the general nature of morals and specific moral choices; moral philosophy; and the rules of standards governing the conduct of the members of a profession" (cited in Ferrell, Fraedrich & Ferrell, 2000, p.5).

Another definition of ethics from Dr. Albert Schweitzer is that ethics "...is the name we give to our concern for good behaviour. We feel an obligation to consider not only our own personal well-being, but also that of others and of human society as whole."(Cited in Maddaux & Maddaux, 1989, p.5). Petrick and

Quinn (1997) suggest that ethics is the study of individuals and it is all about personal principles, decisions, consciousness and problems (cited in Gramberg & Menzies, 2006). According to Guth and Marsh (2006) without ethics people cannot achieve their goals and happiness. Also Seitel (2001) states that ethics provides a guide that demonstrates the right or wrong values in the society. I think values are socially constructed because people develop some sort of consensus as to what is important and what is not. Religion plays a key role in shaping the values in a society and is influenced by a country's cultural, economic, political and social factors.

On the other hand, Carroll and Buchholtz (1993) assert that ethics is the basic rules about how people are going to connect to other people using expectations and understandings. For Guth and Marsh (2000) ethics are beliefs about right and wrong that guide the way we think and act. In my opinion ethics is like unwritten rules that people should follow in the society.

In addition, Petrick and Quinn (1997) maintain that ethics can be defined as a big responsibilities for people those who organize society. They believe that ethics is all about moral awareness, decision, character and behaviour (Petrick & Quinn,1997).In conclusion, I would like to state that ethics is a personal values system that each person uses to judge the right or wrong behaviour in others.

According to Velasquez et al. (2006) ethics is two things. First, ethics relates to well based standards of right and wrong that prescribe what humans should do, usually in terms of human rights, responsibilities, and benefits to society. They give the example that because of ethics, people abstain from rape, burglary, murder, physical attack, and fraud. Ethical standards also comprise those that include virtues of honesty, compassion, and loyalty. Secondly, ethics relates to the study and development of one's personal ethical standards. As Velasquez et al. (2006) have mentioned above, feelings, laws, and social rules cannot be different from what is being ethical. Ethics also means a continuous effort to study our own moral beliefs and our moral conduct, and we should help to shape standards of behaviour (Velasquez et al., 2006).

According to Markkula Center research (2006) ethics is not the same as feelings. Feelings provide important information for people's ethical choices. Some people have highly developed habits that make them feel bad when they do something wrong, but many people feel good even though they are doing something wrong. Trevino and Nelson (2004) highlight that ethics is highly personal and relative because according to them it is "a set of moral principles or values" (p.13). For that reason, ethics play an important role in people's lives. However, ethics is also an important for organisations. Next I am going to talk about ethics in organisations.

3.2.2 Ethics in Organisations

As I have mentioned above, ethics is also essential for organisations. Since relationships between people are necessary to all organisations, the behaviour of those relationships has been an important issue for organisation's ethics as well in the business environment. In other words, ethics is an essential issue on which all the relationships in the organisations depend. Before I discuss about that I will like to list few definitions of organisational ethics.

According to Weiss (1998), business ethics is like a discipline that solves complex ethical problems. Consequently, organisations try to apply business ethics to achieve their goals and to make right decisions. In other words, organisational ethics is definitely like business ethics. According to Bick (1998), "organisational ethics is the application of what is understood to be good or right in the pursuit of business activity" (cited in Health, 2001, p.396). Based on these explanations, we can say that organisational ethics is necessary for organisations atmosphere and their formal norms, because organisational ethics provides greater awareness.

According to Lattimore et al. (2004), ethics in organisations is what is right or wrong in social behaviour. The review of definitions of ethics highlights that ethics impacts every facet of an organisation. That is why Smillie and Hailey (2001) underscores that ethics is the glue that holds organisations together.

Trevino and Nelson (2004) also affirm that organisations must think about ethics because employees depend on them to help define the boundaries of acceptable and unacceptable behaviour. Ferrell et al. (2000) highlight that organisations should apply ethics because when organisations use ethical codes, they can make profits and because of this they can survive. Consequently, from this we can conclude that ethics has become even more essential for an organisation's success today.

On the other hand, there is always the question of whether or not an organisation's ethics are similar to personal ethics. Sims (2003) underscores that organisational ethics is different from personal ethics (Sims, 2003). However, I believe that personal ethics has an important influence on organisational ethics. Most people in organisations have convictions about what is right and wrong based on religious beliefs, cultural roots, family background, personal experiences and organisational values. These are the important values for personal ethical decisions in the organisation. I know that it is different from organisational values but I think some personal values have equal force in the organisation. However, Hartman (1996) asserts that business or organisational ethics is nothing more than personal ethics. He thinks that business people apply the same ethics inside and outside the organisation. In short, Hartman's argues that organisational and personal ethics have a common source of origin. Therefore, an organisation may focus on providing excellent service and high quality products to its customers on the one hand and on the other it may try to obey the laws in the business environment to achieve its ethical standards.

When we look at the organisational ethics again, Carl Skooglund, vice president and ethics director at Texas Instruments, states that ethics are the ground rules of how organisations are going to relate to other people the expectations and understandings that define how they are going to deal with others. And by others he means customers, suppliers, governments, communities (cited in Trevino & Nelson, 1999). Sternberg (1994) states organisational ethics also show how organisations are involved in society. In other words, organisational ethics provide a greater awareness of what is important in business activities.

So far, I have focused on organisational ethics and its importance in an organisation. In the following section I will take a brief historical view on the applicability of organisational ethics in contemporary organisation. Rapid changes in the economic and political environment since 1960's led to the change in business ethics. Before 1960, ethical issues were mainly discussed from a religious perspective. It was not before 1970s that business ethics started developing as an independent issue. The majority of Catholic and Protestant colleges and universities began to offer courses in social ethics and hence these religious organisations provided a strong foundation for the future field of business ethics. Since then rapid changes in the business and financial environment globally has led to radical change in the organisational ethics. Organisations believe that effective business ethics provide a good business performance for organisations. In addition, good ethics and good reputations are increasingly being considered good business (Ferrell et al., 2000). That is why organisations apply ethics and they are very careful about their ethics programmes and also they are changing their codes according to business and financial performances. Therefore, it can be inferred that ethics in organisations are the values, norms that employees adhere to in the organisation. For this reason employees have to know the organisation's code of ethics. On the other hand, employee's ethical behaviour has an effect on the organisation's ethical codes. One of the main reasons for this is that ethical behaviour of people in an organisation helps in the formulation of the ethical codes. For that reason the ethical behaviour of employees is very important for organisations. It affects the organisation's ordinary, everyday, routine activities. According to Heath (2001), ethical behaviour is that which serves both the organisation's and public's interests.

Trevino and Nelson (1999) state that all kinds of behaviour consisting of what time employees must arrive and leave the workplace, whether smoking is allowed in the work place, how customers are to be treated, and how quickly work should be done are ethical behaviours (p.12). According to Vallance (1995) there are also many ethical values for organisations such as truthfulness, dependability, and that kind of similar values that are generally

accepted right for business ethics. Ethical organisations create and sustain a strong organisational reputation and this is the efficient way to attract the right people in long term business (Vallance, 1995). According to Trevino and Nelson (1999) being ethical is an important aspect of controlling employee behaviour. It can also supply vital information about organizational rules and principles. In addition, organizations have many ethical obligations to their employees (Trevino & Nelson, 2004).

Therefore, it is safe to say that adoption of ethical practices in business may lead to its growth and development. I have mentioned before ethics has an important affect on each area of an organisation. Consequently, organisations must always establish an ethical climate. In an increasingly competitive and complex business environment, ethical decision making is becoming essential for organisations. That is why ethics is also absolutely necessary for decision making today.

3.2.3 Ethical Decision Making

Organisational ethics has a powerful influence on organisational culture and on organisation's values. The reason behind this is that the people in an organisation make decisions every day and organisational decisions have to be ethical because the decisions are effected by person and society. According to Trevino and Nelson (2004), business people should know that deciding what is right represents an essential part of organisational ethics. For that reason, making ethical decisions in today's complex organisations can be quite challenging. On the one hand, businesses are trying to maintain their competitive advantage by adapting to the changing environment and on the other hand are trying to remain ethical. According to Trevino and Nelson (2004) it is not enough to have an intention to be ethical alone. Therefore, special knowledge and skill is required to make good ethical decisions in any type of job (Trevino & Nelson, 2004).

Each employee in an organisation has a particular task or performs a role in helping the organisation achieve its goals ethically. This is because good and ethical decisions play an important part in an organisation's success and helps in building reputation. However, when the individual interests and the social rules conflict with each other in an organisation, problems occur in ethical decision-making (Maheshwari & Ganesh, 2004). Therefore, an organisation's ethics is sometimes complex because people in organisations cannot decide what is ethical behaviour for an organisation and how ethical decisions should be reached. This can sometimes cause unethical behaviour and unethical behaviour can destroy the image and reputation of an organisation. For example, recently Enron, the seventh largest company in the United States, was in the news for scandalous unethical behaviour. Enron moved from being a company that enjoyed the total confidence of its stakeholders, to totally losing their confidence. The scandal started when the media investigated current practices and found that Enron's board of directors were lying to its shareholders about its financial health. They were involved in insider trading to achieve their own personal gain. Enron's board of directors certainly crossed the line of corporate code of ethics and corporate social responsibility. As a result of this, Enron lost its consumer confidence, shareholders trust and its reputation too and affected scrutiny of practices world wide (Crim, 2007). For this reason, employees and employers' personal ethical values are important as well as organisational ethical values. Ferrell et al. (2000) asserts that personal values are involved in ethical decisions but they are not the main factor that governs an organisation's decisions, actions, and policies.

Organisations face varied challenges every day. Therefore, they have to be careful not to indulge in an unethical behaviour (Hoffman, Frederick & Schwartz, 2001). Most professional organisations have codes of ethics which are formal statements that presume acceptable rules for employees in organisation (Wilcox et al., 2005). So many organisations have established a strong code of ethics or rules related to ethics.

Codes of ethics involve organisation values and rules that are important concepts for an employer's decision-making, behaviours and actions in the organisation. I think sometimes it is hard to understand ethical codes of organisation for employees because it may be different than those in real life situations. Many employers have strong personal beliefs and they are working in such an extremely constrained ethical environment. This situation may create a problem for employees' personal values or unethical behaviour in the organisation. According to ethics resource centre (2001, p.5), a code of ethics helps an organisation to:

- Build trust internally and externally;
- Increase awareness of key ethical issues;
- Build consensus around vital issues;
- Guide decision-making;
- Encourage staff to seek advice;
- Foster the reporting of misconduct and related concerns; and
- Clarify where employees should go to seek advice.

3.2.4 Challenges faced in formulating code of ethics:

According to Buchholz (1982) if codes of ethics are too detailed, they might appear rigid and boring to employees (cited in Heather, 2001). Therefore, code of ethics must be easy to understand and interestingly presented without losing its essence altogether. One of the main reasons for this is that the ethical code of conduct of an organisation has an important influence on the organisational ethical climate. Based on organisation's ethical codes, people have to make many ethical decisions under economic, professional and social circumstances in the organisation. In other words, we can say that ethical codes are necessary because of developments in business life. As a result, ethical codes should be well known by employees because ethical codes establish a positive ethical climate in organisations.

3.3 Conclusion

This chapter has presented a definition of ethics, organisational ethics and ethical decision making in organisations. The aim of this chapter was to create a holistic understanding about ethics. Knowledge of ethics is essential to everyone because good ethics symbolize the heart of the society. The chapter develops by analysing the role of ethics in contemporary organisations. Ethics is also an essential element in an organisation's business environment and decision-making process. Organisational ethics deals with what is right and what is wrong with organisation's decisions making, general behaviour, and basic principles. I have also emphasized that business ethics is one of the most important concerns in the world today. In the next chapter, I will highlight the importance of ethics in public relations that in turn will help in creating an understanding of how ethics is actually important for modern organisations

Chapter 4

LITERATURE REVIEW

ETHICS IN PUBLIC RELATIONS

4.1 Introduction

Chapter four is dedicated to highlighting the importance of public relations' ethics in today's organisations. The chapter lists several approaches to public relations' ethics and importance of ethical codes in public relations. In our earlier, discussion it emerged that ethics plays a key role in an organisation's success. Therefore, for an organisation to be successful in general and a public relations campaign to be effective it is parogative that it is a based on ethical grounds. In other words, public relations' foundation is laid on ethics. This is one of the key reasons why we need to understand the role of ethics in public relations.

4.2 Ethics in Public Relations

Organisations' today because of economic, social situations operate in a competitive environment. Therefore, they constantly need the services of their public relations department to be effective. Public relations practitioners have an important role to communicate between various sectors in business and public communities. Hook (n.d.) maintains that public relations is not just representing the organisation to the public, they must also represent the public to the organisation. For this reason, public relations practitioners should help employees to understand how the public perceives their organisation's actions. If the profession of public relations is seen as ethical, then the public will be more likely to accept the actions of public relations practitioners. For this reason, professional public relations practitioners today are extremely sensitive about ethics (Grunig & Hunt, 1984). Consequently, to be successful, public relations practitioners are required to make intelligent and analytical decisions

on situations that otherwise might damage an organisation's ethics and also reputation.

Organisations may be unethical for a variety of reasons. However, public relations practitioners are using ethics to change unethical situations to ethical situations. Therefore, depending on these values we can say that public relations is frequently seen as the ethical heart of an organisation because they are making ethical decisions essential to establish relationships between the organisation and its public. As a result, we can say that, ethics is an indispensable part of the organisation. Therefore, public relations practitioners must be honest and trustworthy, acting at all times in the public interest (Seitel, 1998, p.77). However, in practice this is not always the case as Pires (1999) highlights that there are too many practitioners out there who are developing campaigns based on unethical practices. This can ruin an organisation's reputation permanently. Therefore, ethics must always be central in all organisational discourses. According to Leeper (1996) "... ethics must be central to public relations." (p.2). Therefore, the role of public relations practitioners is to solve customer's problems and suggest ideas to them. In this way public relations practitioners can support the organisation (Leeper, 1996). Fitzpatrick and Gauthier (2001) underscore that the public relations practitioner has to represent the customer's interests. It means that public relations practitioners must always guide their customers in an ethical direction (Seitel 2001). Therefore, public relations practitioners must be honest at all times.

An organisation's reputation is the key for an organisation's practiced public relations plays a critical role in developing and in safeguarding an organisation's reputation. Public relations knows how to communicate with the public on the one hand and on the other it helps an organisation to become socially responsible. However, this raises an interesting question about whether every employee behaves ethically in the organisation? Trevino and Nelson (1999) assert that ethical behaviour in organisations is like the principles and rules in business life and every employees should follow them. However, it creates a dilemma when each and every person's actions may or may not be perceived by someone else as ethical behaviour.

As I mentioned before ethical decision-making is an important aspect of how organisations survive in business life. Public relations practitioners also have an essential role in an organisation's decision making. When public relations practitioners participate in organisational decisions, it means they accept a big ethical responsibility for their own organisation and also to their career and the public. They must think very carefully before making organisational decisions (Lattimore et al., 2004). In my opinion, public relations have an essential role to play in an organisation's decision making because public relations practitioners must be able to plan both external and internal strategic communication activities to make good decisions and to create good relations with customers. Therefore, public relations practitioners must work hard to achieve the company goals and provide ethical performance in the organisation. Lovell (1982) states that public relations practitioners have to provide ethics in the organisation. This is a public relations practitioner major role because in this way public relations manage the reputation of the organisation. However, Parsons (2004) maintains that public relations ethics and organisational ethics are not the same things. He suggests that public relations ethics focuses on the ethical strategies and tactics to solve the public relations and communications problems of organisations. On the other hand, organisational ethics is generally related to business practices and focuses on the ethical implications of the effective rules and practices in the business (Parsons, 2004, p.158).

In my opinion, public relations practitioners play an essential role in making bad organisations look good. That is why ethics is becoming an important issue for public relations because public relations practitioners can create relationships inside and outside the organisation. Furthermore, a public relations practitioner has to know the people with whom they work, to treat customers well, and to do all this in a highly ethical manner. Consequently, I can say that public relations practitioner's ethical behaviour leads to increase in business for organisations. In this section I discussed the importance of ethics in public relations. In the following section I analyse traditional ethical models because each model affects public relation's roles and actions.

4.3 TRADITIONAL ETHICAL MODELS

Traditionally, ethical systems have been categorized into three main categories:

1. Teleological (Utilitarian) Ethics

Teleological ethics systems deal with a results-oriented approach and are often referred to as "utilitarian." The key question that this approach asks is that which decision will provide the greatest good to the greatest number of people (cited in Holt, 2002). Public relations primarily uses on utilitarianian approach because it is advantageous to both the customer and the public. This is one of the main reasons why organizations like PRSA and IABC Codes of Ethics apply utilitarian principles (Lieber, 2005).

2. Deontological Ethics

Deontological ethics is also called "duty" ethics or the "humanitarian" approach. Deontological systems are based on the idea that human beings must treat other human beings with respect and dignity. This theory depends on what they should do instead of what they want to do (Cited in Holt, 2002). According to Ress (n.d.) deontological theory is based on Kant's philosophy. Kant (1964) believed that lying of any kind even for a good reason is wrong and a violation of a sense of right and wrong (cited in Ress, n.d.). So, applying a deontological ethical approach to public relations, public relations practitioners will always tell the truth or they will always be governed by the ethical codes in everything what they do. According to Tilly (n.d.), ethical codes are probably the most common deontological tool.

3. Situational ethics

Situational ethics suggests that instead of following the same set of rules in each decision, practitioners engaged in a situational ethics decision making process decide on a case by case basis (Holt, 2002). So, we can say that situational ethics is useful when there are several conflicting ethical obligations.

I have outlined three important ethical systems which an essential role in public relations in organisations today. These three systems show us that public relations should be problem solving, honest, truthful, and responsible. If public relations practitioners apply these ethical systems inside or outside the organisation, they can easily provide good communication for the organisation. This situation provides good motivation for employees and also generates public trust.

4.4 Ethical Codes of Public Relations

In the preceding section I have highlighted how ethical codes are important for public relations when I discussed ethics in public relations. In this part I have focussed on ethical codes of public relations. Day, Dong and Robins (1991) (cited in Heath, 2001) underscore that professional education should focus on ethical codes. According to Lattimore (2004) ethical codes are like a guideline that public relations practitioners have to follow to create professional status for the area of public relations. However, Kruckeberg (1989) (Cited in Heath, 2001) is against the use of ethical codes. He proposed that public relations practitioners cannot use their performances because of the ethical codes. As Guth and Marsh (2006) said, ethical codes identify an important part of values. Most modern and professional organisations have codes of ethics. As the Code of Professional Standards of the PRSA states, public relations practitioners must carefully follow ethical codes to improve public trust of an organisation (Seitel, 2001). There are three well known ethical codes for public relations developed by three important professional public relations organizations; the PRSA, IACB and IPRA.

Public Relations Society of America (PRSA);

The Public Relations Society of America (PRSA), established in 1947, is the highest level professional association for U.S. based public relations practitioners. It is the world's largest public relations organisation (Lattimore et al., 2004). According to Lattimore et al. (2004) the ethics code of the PRSA is the most detailed and inclusive in the area of public relations and is constantly

updated to educate public relations professionals about ethics (Lattimore et al., 2004).

International Associations of Business Communicators (IABC);

The International Association of Business Communicators (IABC) started to use a code of ethics in 1976 (Wilcox et al., 1992). According to Wilcox et al. (1992) IABC code is similar to the PRSA code in that it encourages members to (1) be truthful (2) follow the rules, (3) treat customer information with privacy, and (4) protect the organisation's values (Wilcox et. al., 1992). However, IABC Code of ethics is different in some respects to the PRSA. Its codes concentrate on values of human beings in several cultures present in the world. It professes to be sensitive to other cultural values and beliefs which are important because the codes that have an effect on millions of people (Lattimore et al., 2004 & Parsons, 2004).

International Public Relations Association (IPRA);

According to Bliss (1966) International Public Relations Association (IPRA) in 1966 started using public relations around the world (Heath, 2001). IPRA's goal is to create professional development and opportunities for global public relations.

Public Relations Society of America

The Public Relations Society of America or PRSA, established in 1947 is one of the top public relations organisations in America (Source Watch, 2006). The codes of ethics developed by PRSA are sacrosanct for most public relations organisations present in America in specific and world in general. PRSA codes are the basic principles used by public relations practitioners that guide their behaviours and the decision making process (Wilcox et al., 2005). According to Seitel (2001) the most important idea of the PRSA's code is honesty which is the main principle of public relations. In short, a code of ethics is a kind of guideline of organisation's ethics.

4.5 Public Relations in New Zealand

In New Zealand air force press officers were the first to use public relations at the end of World War II (Trenwith as cited in Heath, 2001). According to Motion and Leitch (1999) in June 1954, five air force officers came together to form the public relations group and they started to call themselves the Public Relations Institute of New Zealand (PRINZ). Motion and Leitch (1999) further state that PRINZ's main idea was to share knowledge about their opinions, and skills about public relations (cited in Heath, 2001). One of the commonly debated topics among the PRINZ members was related to public relations status. Members were commonly seen arguing about whether the public relations was a profession or not (Heath, 2001). On the one hand, PRINZ provides an opportunity to its members to express their views and on the other it aims at developing its committee members by providing necessary training to them. For example, PRINZ arranges educational seminars for their members every year. The main aim is to impart new knowledge on public relations internationally and to simultaneously develop the public relations industry in New Zealand (Heath, 2001; PRINZ, 2005).

According to Tymson and Lazar (1987) like many other public relations organisations, PRINZ is constantly renewing its code of ethics to reflect modern business practices for all public relations practitioners in New Zealand. PRINZ sets ethical codes based on their standards and principles that guide their decisions and actions. In this way, PRINZ helps many organisations and companies to create successful communication channels between customers and employers (PRINZ, 2005).

Peart and Macnamara (1996) state that "from 1986, all applicants for PRINZ membership have been required to hold appropriate professional qualifications such as a tertiary qualification in public relations or mass communication and to have a minimum period of professional public relations experience" (p.183). However, Motion and Leitch (1999) state that some public relations practitioners still do not do have formal qualifications in New Zealand (Heath, 2001).

In recent years, education in the area of public relations has started to increase in New Zealand. The evidence to support this argument can be found in the universities' and institutes' curriculum where public relations is regularly seen that in turn is churning out increasing number of public relations professionals each year in New Zealand.

4.6 Conclusion

In this chapter I briefly mentioned ethical codes, theoretical models of public relations and public relations in New Zealand. Ethics is an essential factor for public relations and based on this chapter I can say that public relations practitioners must know ethical codes well and should remember them for ethical decision making. Ethical codes of public relations prevent unethical behaviours in public relations.

Chapter 5

LITERATURE REVIEW

NON-PROFIT ORGANISATIONS

5.1 Introduction

In this chapter I have tried to create a holistic understanding of non-profit organisations in general and non-profit organisations in New Zealand in particular. In addition to this I have introduced two non-profit organisations in New Zealand that I have chosen specifically for this study.

5.2 Non-profit Organisations

Non-profit organisations predominately engage in welfare activities especially in those areas where the government of a country is unable to provide those services. In other words, they help government in achieving their welfare goals. Smith and Danelszen (2005) emphasize that these days non-profit organisations are becoming a big business all over the world. In United States there are currently over 1.5 million non-profit organisations (Feinglass, 2005). According to Lattimore et al., (2004) and King, (2000) the United States has the largest non-profit sector in the world which includes approximately 1.6 million non-profit organizations, more than 8 million employees and 80 million volunteers. Anheir (2005) highlights that Great Britain, Canada, Australia, France and Germany also have large non-profit sectors. However, non-profit organizations present in these countries are quite different from each other because of political, cultural, religious and sociological differences (Anheir, 2005).

5.2.1 Defining Non-Profit Organisation

To understand non-profit organisations it becomes imperative to examine some key definitions. According to Smith and Danelszen (2005), many people who share similar interests, hobbies, or thoughts come together as an organisation or club for people who need help such as children, or older people. They generally undertake activities for specific charitable purposes. These types of organisations are called non-profit organisations. Anderson (2005) describes non-profit organisations as tax free organisations and their main purpose is to support an issue of public concern for non-commercial purposes.

Rowh (2001) explains that non-profit organisations have a special place in a society. Non-profit organisations are different from a business organisation because there are no owners and their mission is not to earn money for profit (Rowh, 2001). Non-profit organisations are described as the non-profit sector, the third sector, the voluntary sector and the civil society (The International Center for Not-for –Profit Law, 2006).Partee (2001) considers that non-profit organisations are not just serving the deprived but actually they are doing much more than that:

- They help people who are in a difficult situation.
- They deliver essential services—for example, serving food to people who are poor and hungry.
- They educate the public about non-profit organisations.

Non-profit organisations can also be divided into two categories, public and private non-profit organisations. Public non-profit organisations are organisations that support and provide free care and services for the general public or organisations that are formed to raise money for a specific public organisation like a school, hospital, governmental unit or public supported by charity (The Center for Non-profit Organisations 1999). In addition, there are private non-profit organisations such as colleges, universities, social welfare organisations, political organisations, and many more (Day, 2005).

According to Foundation Center (2006) private and public non-profit organisations are different from each other. Private non-profit organisations organise activities and tend to get their funding from a single source, such as an individual, family, or corporation. On the other hand, public non-profit organisations generally get their funding or support from the general public, government, and private foundations. Private non-profit organisations, on the other hand, usually get their principal fund from a single source, such as an individual, family, or corporation (Foundation Center, 2006). Non-profit organisations always need a financial source to serve a particular group. Anderson (2005) underscores that the main source of funding for non-profit organisations are donations. According to Anheier (2005) non-profit organisations have different types of donations coming from public or private donors that these organisations can utilise to serve the needy.

According to Partee (2001) another key resource to save expenses by non-profit organisations is to recruit volunteers. This is because volunteering is the most common form of unpaid work within the non-profit sector. Volunteers provide vital social services which support an organisation's objectives and which respond mainly to what the society needs. Every non-profit organisation needs volunteers for their activities and financial performance (Anheier, 2005). Therefore, it would not be incorrect to mention that all these organisations are competing to recruit these volunteers. Organisations are successful in recruiting these volunteers and must surely be asking themselves the key question – why do people choose to be volunteers? According to Lysakowski (2005) people choose to be volunteers for many reasons like family history, personal beliefs, wanting to help community, or to meet new people.

In this section I briefly examine the nature and scope of non-profit organisations. In the following section I focus on understanding non-profit organisations in New Zealand.

5.3 Non- Profit Organisations in New Zealand

The history of non-profit organisations goes back to the 1860s when the first non-profit organisation - the Auckland Ladies Benevolent Society was established in New Zealand in 1857. The organisation's main focus was to improve the condition of impoverished women and children in New Zealand. Since then great advances have been made in this area and today, there are several non-profit organisations in New Zealand undertaking activities such as arts, sport, education, health, welfare, animal safety, environmental protection, international aid and relief, political parties and religion (The International Center for Not-for-Profit Law, 2006). One of the reasons for constant growth in numbers of non-profit organisations is the unconditional support from the general public in New Zealand.

According to AC Nielsen (2004) research results, 94% of New Zealanders think it is good to help non-profit organisation. AC Nielsen's (November 2000) research states that approximately 62 percent of New Zealanders give donations to non-profit organisations (cited in Taylor, 2003). A Ministry of Social Policy report (2000) estimated that over \$1.3 billion is invested annually in services provided by non profit organisations (Story, 2002). In addition, Funding New Zealand 2002 report found that total income of the non-profit sector in New Zealand was \$1.6 billion (Suggate, 2005). In New Zealand there are more than 60,000 voluntary groups and over one million volunteers are working to provide good services and activities for people who need help (News from the Business Team). Woods (1998) states volunteers have an important role to play related to the well-being of people and in recent years, the role of volunteers has rapidly expanded especially in New Zealand. As a result, non-profit sector is an ever growing business in New Zealand.

In preceding section I highlighted the role and importance of non-profits organisation in New Zealand. In the subsequent section I will mainly focus on two non-profit organisations in New Zealand that I have chosen for my study.

5.3.1 Royal New Zealand Plunket Society

The Royal New Zealand Plunket Society is one of New Zealand's most successful and famous voluntary organisations. The Royal New Zealand Plunket Society was started by Truby King in Dunedin in 1907. Since then Plunket has opened centres in Auckland, Wellington, and Christchurch (Plunket, 2005). The Plunket Society is one hundred years old and it is a non-profit organisation. Plunket's main aim is to ensure that New Zealand children are the healthiest in the world (Bryder, 1998). According to The International Center for not-for-profit law (2006) the Plunket Society is an incorporated society, providing child and family health services in New Zealand.

Plunket aims to provide support, advice and education to New Zealand parents related to child development and welfare (Bryder, 1998). According to Vimpani (2000) Plunket's parent education programmes are doing a great job for New Zealand children's future. The programme provides the opportunity to begin the process of parenting before the birth of the child followed by sufficient support and follow-up after the birth (Cited in Plunket in Touch, 2001). According to Woods (1998) most mothers in New Zealand have experienced the care of a volunteer in the Plunket society because the Plunket Society provides a range of services for families, For example, their nursing services those are offered free of cost to parents of all newborn babies (RNZPS, 1999).

In addition, Plunket has developed a special programme to cater exclusively to Maori families. This programme was developed keeping in mind the difference in organisation of Maori families in general and child rearing practices in particular. This is one of the main reasons why Plunket recruited and made constant efforts to retain Maori staff members and showed its commitment towards the Treaty of Waitangi (Baigent, 2004).

Plunket society is a national voluntary organisation (Woods, 1998). There are over 650 medical staff and an approximately 8000 volunteers all over New Zealand (Plunket, 2005). This is one of the main reasons why Plunket operates a Volunteer Education Programme which helps to build self-confidence and

encourages personal growth. In addition, to this Plunket teaches volunteers how to be a good communicator and organiser. This helps volunteers to function effectively especially undertaking activities related to child care, support services, fundraising and social activities involving mothers (Woods, 1998). According to Plunket's CEO Paul Baigent (2003) volunteers play an important role in developing identity. In the following section I will briefly list the key features of the second non-profit organization present in New Zealand Barnardos.

5.3.2 *Barnardos New Zealand*

Barnardos is one of the largest non-profit, multi-national organisations that help the families who need support in New Zealand. Barnardos operations are spread around the globe. For example, some of the countries where it has its offices are Australia, Ireland and the UK. Barnardos's offices exist in all these countries; share the same name; the same goals and the same values. Barnardo's philosophy is to cater to an individual child's needs because their values are based on the premise that children have specific needs that is quite different for each other individual child (Barnardos, 2006).

Tom Bernard first began to work with needy children in UK and in 1866 he subsequently, established the Barnardos organisation (Holmes, 1991). New Zealanders started helping and supporting Barnardos organisation present in UK. In 1971 Barnardos began its operations in New Zealand and started responding to the needs of New Zealand's children. The first Barnardos programme began in 1972 in New Zealand. Barnardos since then has continued to provide a wide range of services to children and their families living in New Zealand (Barnardos, 2005). According to Sanders et al. (1999) Barnardos provides quality educational childcare services to parents of New Zealand children with the best in care and education and also home based support for families, aimed at the best start for all New Zealand children's life. The Barnardos organisation considers that all young children have the right to a happy and healthy childhood. That is why Barnardos provides professional educational childcare and support services for children (Barnardos, 2006).

I have provided some background information about the Royal New Zealand Plunket Society and Barnardos New Zealand. This information is vital for my research because it helps to create a holistic understanding about the issues involved in the research.

5.4 Ethics in Non-profit Organisations

As I mentioned in chapter three, ethics is a vital element for all organisations. However, ethics is particularly essential for non-profit organisations, because any unethical behaviour in the non-profit organisation may easily change the public perception of that organisation. This may lead to loss of public trust and may affect the future of the organisation, because once the public trust is lost it becomes extremely challenging to regain it. Therefore, it is crucial for a non-profit organisation to clearly define their goals based on the organisation vision to do public good. This is a key to recruiting volunteers who are the backbone of these organisations mainly because non-profit organisations generally operate on shoe strings budgets with their main source of revenue being donations (Cited in Schultz, 2003). Therefore, to have a perennial source of revenue on the one hand, and on the other, a dedicated force of volunteers, an organisation must clearly define and follow their ethical principles (Schultz, 2003). In other words, the lack of honesty may cause scandals for non-profit organisations. That is why honesty, unambiguousness, fundraising activities, and treating employees, volunteers, and communicating with the public are important ethical factors for non-profit organisations (Schmidt, 2004). On the other hand, volunteers personal experience sometimes can cause unethical behaviour because volunteers come from many different cultures.

Therefore, non-profit organisations must carefully choose and follow their ethical principles because ethics keeps an organisation's mission, norms and values stable (Cited in Rasmussen, Malloy & Agarwal, 2003). In other words, it provides long-term stability to non-profit organisations. According to Potts (2006) ethics is at the core of any non-profit organisation's mission and is a necessary ingredient for the long-term survival.

5.5 Ethical Codes of Non-profit Organisations

According to Schmidt (2004) a non-profit organisations should have a clear code of ethics that is based on its values and mission statement. John Seffrin (chair of the Independent Sector Board of Directors and CEO of the American Cancer Society) states that non-profit organisations can use their code of ethics to represent their culture (cited in ARNOVA, 2006) as ethical codes are like a guide for non-profit organisations to manage their activities. Therefore, all non-profit organisations need to pay attention to their ethical principles because without clear ethical principles, organisations can lose the trust of the community that would in turn damage the entire non-profit sector. This is one of the main reasons why non-profit organisations require public relations so that they can manage their activities and can communicate with their public affectively.

5.6 The Role of Public Relations in Non-profit Organisations

Non-profit organisations, like any other organisations, need to communicate with its public to survive. This is one of the main reasons why non-profit organisations should establish a set of public relations goals. The success of an organisation in achieving these goals can be understood in the backdrop of roles played by public relations today in non- profit organisations.

Wilcox (2005) underscores that public relations plays a key role in non-profit organisations' success. It helps a non-profit organisation to achieve its goals (Feinglass, 2005) .One of the key goals that it helps an organisation to achieve is to get volunteers. However, public relations helps an organisation to achieve much more than recruiting volunteers as Lattimore et al. (2004) underscores that non-profit organisations have many stakeholders such as employees, volunteers, individual donors and all these people have different public relations needs, and it is not an easy job to satisfy them all. Therefore, one of the first steps in this direction should be to start using public relations internally within

the organisation before the focus is shifted to external clients (Dan Barker as cited in Feinglass, 2005). According to Reilly (1981) internal public relations programs must be developed to achieve effective internal communication through periodic meetings, effective supervision, and by creating friendly surroundings that may assist in recruiting volunteers and employees. In other words, public relations must motivate volunteers and employees because they need to be motivated to get the work done. In addition, non-profit organisations need public relations activities to improve their image in the eyes of its public. This is essential because they are accountable to their public who generously support them on various accounts.

Non-profit organisations in sharp contrast to other businesses are not supposed to use advertising to promote themselves. One of the main reasons for this is that use of advertising by non-profit organisations is considered unethical. Another key reason is that these organisations have limited resources and therefore have to adopt creative means to achieve their goals (Rubenstein as cited in Feinglass, 2005). In practice, non-profit organisations today are using print and electronic media advertising to recruit volunteers and to raise funds. Feinglass (2005) underscores that public relations make activities more meaningful, sensitive and effective for non-profit organisations. According to Wilcox et al. (1992) effective activities that make news and attract large groups is a way to increase public awareness. Therefore, it is a prerequisite for a public relations practitioner to develop good relationships with the media to achieve their organisation's goals. In short, public relations plays a key role in helping non-profit organisations to gather support for its mission on the one hand and on the other in communicating with its key public.

5.7 Conclusion

In this chapter, I have introduced two non-profit organisations that I selected for my research namely Plunket and Barnardos. In addition to this I have highlighted the importance of ethics and public relations in non-profit organisations. The findings suggest that public relations activities or campaigns if carefully planned and properly executed can bring favourable results for organisations especially for non-profit organisations. In addition, it highlighted the importance of ethics in non-profit organisations. For example, volunteers play a critical role in developing a non-profit organisation's image that most times depends on the ethical behaviour of volunteers. Therefore, all non-profit organisations should pay attention towards developing their ethical codes.

The following chapter is related to the methodology of this study. I have utilised two separate research tactics to understand the usage of public relations by non-profit organisations in enhancing the effectiveness and achievement of goals.

Chapter 6

METHODOLOGY

This section considers the research methods used in this thesis. It covers literature review, study design, sampling methods and procedure, methods used for analysis of data and limitations of the study. I have used a dual strategy to analyze the data that were collected from two New Zealand non-profit organisations operating in the area of child welfare.

6.1 The Sources of Literature in this Study

The literature reviews cover public relations and encompasses secondary material regarding ethics and non-profit organisations. I have used many published sources like documents from libraries, organisation's reports and records from newspaper articles and conference proceedings, electronic resources, magazines, books and periodicals.

I collected printed material required for the research from the Auckland University of Technology main library. In addition, I sourced material from Internet. Newspaper articles and magazines were located from libraries database like INNZ-Index New Zealand and organisation's websites that I have chosen for this study. I reviewed articles from magazines, newspapers, books and databases. Simultaneously, I took notes and compiled a reference list. In addition, I reorganized notes and coherently developed the literature review.

6.2 Study Design

I used both qualitative and quantitative research methods. Quantitative data were collected from the staff members employed in the two selected organisations. The research involved administering a questionnaire to staff to ascertain their views on ethics and public relations in their organisations based on topics related to the thesis subject (See Appendix II). In addition, I used qualitative research methods like comparative content analysis to holistically understand the problem.

I analysed articles from New Zealand Herald newspaper, websites and articles about Barnardos and Plunket that were related to the topic. In addition I went to data bases to locate articles from January 2005 to August 2006. In all there were 45 articles on Barnardos, 75 articles on Plunket and 11 from the Herald website. The purpose of this media content analysis was to understand the trends of media coverage and speculate on the impact of print media on the public.

I applied qualitative research methods to understand the significance of public relations for non-profit organisations in New Zealand. I conducted two semi-structured interviews with team leaders from the selected organisations. The interview questions were open ended that allowed respondents to freely express their opinion about the topic. The follow-up interviews helped in collecting rich data and in refining the categories.

6.3 Sampling Method and Sample Numbers

The data was collected from two non-profit New Zealand organisations Plunket and Barnardo's. Participants were adults (20 years and above) who worked full-time with children in non-profit organisations as either volunteers or employees. In the first stage of the research I collected data through a sample questionnaire. Those were administered in the two different organisations and in each organisation 50 questionnaires were distributed. The response was favourable with 51 respondents replying to the questionnaire out of a total of 100.

The second stage of the research involved semi-structured interviews (See Appendix III) with the two team leaders belonging to Plunket and Barnardos. I chose semi-structured interviews to create a holistic understanding of the topic. In addition, I conducted comparative content analysis and analysed last 18 months articles in selected organisations web pages and the New Zealand Herald.

6.4 Sampling Procedure

I prepared and presented participation sheets to Plunket and Barnardos staff and team leaders (See Appendix V). Participation Sheets contained information about the purpose of the research, how it would benefit the above mentioned organisations. It also explained the research methods and interview questionnaires.

In addition I prepared the consent information form required to get permission from organisations' team leaders (See Appendix VI). The form highlighted that respondents were participating voluntarily. It also stated that interviews would be tape recorded only with the prior permission of participants and a copy of the transcript of interview would be provided to participants on request. I did not prepare consent information forms for questionnaires because respondents were anonymous. Participants' could not be identified as names were not

recorded on the questionnaire and no one, except the researcher and her supervisor saw the completed questionnaires.

6.5 Analysis

6.5.1 Quantitative data analysis:

The data collected through the questionnaires were analysed by using the Microsoft Excel software program. The quantitative data created a broad understanding related to staff's opinion on a range of topics. The questionnaire was designed to understand the way in which these organisations communicated ethically and effectively to its stakeholders. The answers were systematically analysed to produce a draft report that I presented to my supervisor Dr. Janet Bedggood for comments and suggestions. I coded questionnaires for easy identification since no names were used. Data were analysed with the help of Microsoft Excel database and the results were graphically presented.

6.5.2 Qualitative data analysis

I transcribed verbatim the audio recorded semi-structured interviews that I conducted with team leaders in the selected organisations. I did comparative analysis of data collected from both organisations and I have presented findings in the results section. I used semi-structured interviews because it is a widely accepted technique used in public relations to compare and contrast information collected from different interviews.

6.6 Limitations of the Study

One of the key limitations of this research is that its findings are based on the data collected from only two organisations present in New Zealand. Therefore, findings cannot be generalised. I have used both qualitative and quantitative data collection and analytical techniques to create a holistic understanding. However, due to a small data set the results should be treated as emerging from exploratory research. I collected data from only two organisations because of paucity of time and also because the data was sufficient enough to carry out research at a masters level. Another limitation was finding relevant data from similar research to compare with my research because most of the research on non-profit organisations and public relations has been done in Europe and America. Only limited studies have been conducted in New Zealand. I found that the response time for questionnaires was long. The research would have been enriched if I had done participation observation by getting involved in fundraising activities as a volunteer. However, due to time constriction I could not participate in these activities.

Chapter 7

FINDINGS

7.1 The Method of Media Content Analysis

I applied media content analysis to analyse articles from New Zealand Herald newspaper and Plunket and Barnardos websites to understand how the organisations were covered in the media in terms of ethical public relations issues and their possible effects on the New Zealand public. I conducted media content analysis because media content analysis is a research methodology that involves already completed material and minimises researchers bias (Sarantakos, 1998, p.286). It is useful in mapping possible public perception. That is why in my opinion media content analysis can play an important role in this study. Media content analysis can be used to understand the public profile of the selected organisations on the one hand and on the other, how they launch public relations campaigns.

I start by analysing articles on Barnardos written between 12 January 2005 – 26 July 2006 those that I had downloaded from the Barnardos web page. Subsequently, I have analysed articles appearing between April 2005- July 2006 in New Zealand Herald.

7.1.1 BARNARDOS

Barnardos uses its web pages to inform readers about Barnardos activities. The content analysis of the stories is based simply on manifest coding of words. The stories reflect the way Barnardos activities are organized around fundraising activities to support their services for children and families, the actual services which include parent education through early childhood education, other family support which offers practical advice and counselling for those affected by domestic violence, abuse and children's supervised access – which enables children to have safe and significant contact with non-custodial parents and political campaigns around public policy. These come under the category of campaigns, with subcategories of education and political/policy.

Barnardos put twenty six stories on its webpage in the period. Five of these stories were funding stories. These were easily identified in terms as such, from the headlines such as 'Barnardos launches streamlined appeal', a story about their annual appeal, and 'What's Up' seeks new sponsor' covering Kelloggs as the new sponsor for one of their campaigns. The three other stories under funding included 'big toddle' in the headline. This is a fundraising event, which gets community support for a children's walk.

All the other stories related to an aspect of a campaign. 'Every Child Counts' is a high profile campaign covered in ten stories. It involves other organisations such as Plunket, Save the Children, and UNICEF. As a story headlined 'Call to politicians to make every child count' emphasises, the campaign is political. It aims to put children at the centre of government policies, give all children a good start, reduce child abuse and neglect, and end child poverty. These intentions show Barnardos in a highly ethical light. All ten stories related to the 'Every Child Counts' campaign and they flagged this in their headlines except two stories, one on the campaign support for breast feeding in public and the other about support for anti-smacking. However, the campaign was highlighted in the content of these stories.

Eleven other campaign stories were categorised as educational. A lot of Barnardos work involves home-based childcare related to early childhood education. This is referred to as their 'kidstart' programme. Like other stories, which headlined early childhood education, Barnardos was emphasising the growth in their early childhood services in these stories.

Two education stories covered information drawn from British campaigns. One was about SKIP (strategies for kids, information for parents) a campaign against child abuse and neglect. The other referred to a Barnardos booklet 'Children are Unbeatable' which was useful locally for the anti-smacking campaign that Barnardos supported. Another story used the International Day of the Family to promote tools for parenting. Another story against violence on children also encouraged readers to access information on 'family integrity'. These latter stories moved away from the earlier stories about Barnardos own education work for children and carers, and were directed at attempting to educate the readers. In addition, two remaining stories referred to new staff appointments and the range of educational campaign work they would do. Therefore, all the stories on the web pages promoted Barnardos work, and thus were an integral part of their public relations.

The five stories in the *New Zealand Herald* also covered Barnardos work but not as fully. One story relates to the 'Every Child Counts' campaign, while four others to education campaigns. These were not solely about Barnardos. For instance the story about protecting children from violence widened from CYFS role, to include a comment by Barnardos CEO that his organisation worked in this area too.

As a result, all the stories were positive in their references to Barnardos. Their own stories on the Barnardos website were more enthusiastic which reflects the level of control the organisation had to promote themselves in this context.

7.1.1 PLUNKET

Plunket's web page stories are more extensive than those of Barnardos and so cover a wider range of issues. They put seventy two stories on their web page during the period and these covered several categories. There were seven stories in the political category. Some of these were general in scope, for example, one referred to their 'Littlies Lobby' that lobbies Government about children's concerns. They are also part of the 'Every Child Counts' campaign and one story informed their readers about that. Another linked Every Child Counts to the call for anti-smacking, the repeal of Section fifty nine in the Crimes Act. Other stories were also more focussed on specific issues such as the one which gave a thorough background to the problems with the Government withdrawing their support from Plunketline.

The category fundraising was largely devoted to fourteen local stories on how they were organising for their annual appeal. These stories invited the readers to help the local organiser with this. Another story celebrated the Eyebright Award won by long term Plunket sponsors, Watties and Huggies. They ran another story on their very successful five cent campaign headlined 'Give me five'.

The nine stories in the category 'education' were diverse yet clearly met the category. They ranged from information about Plunket's annual Conference, about a seminar and a symposium, a story about graduation for specialist Plunket nurses. This story referred to the opportunities that courses offer, which was also the theme of two stories, one about the increasing demands families are making on Plunket nurses, and the other on the new volunteer education programme. Two stories used special days to educate the readers. A story on Children's Day highlighted the need for children to get love and affection from their caregivers. Another story used Well Child Week to point out the need for children to get a range of fruit and vegetables.

The category of health covered two stories about problems of child safety, one about safe packaging and the other on safe baby bath aids. The other two health stories informed readers about meningococcal immunisation programme. These were not put in the context of the public debates in mainstream media over whether the programme needed further testing.

The remaining category was 'organisational structure'. This category included a story on a closer working relationship between Plunket and Parents Centres. A further twenty two stories were local interest stories about the growth of home visits and affirming the popularity of Plunket clinics.

The story on the Littlies Lobby had mentioned this as a combined initiative of Plunket and the Children's Commissioner, pointing to the close relationship that Plunket has with government. Therefore Plunket's political work involves lobbying political parties to provide better services for children but also working within some government agencies. This gives their work some legitimacy with the public who respond well to Plunket's appeals.

Five stories from *The New Zealand Herald* differ from those recorded about Barnardos in that show Plunket as generating news about Plunket and not peripheral in the story. The Plunket stories are newsworthy. One covers the pay rise in line with nurses in hospitals. More news is Plunket losing the Government helpline contract. A story on Plunket's parenting course for mothers is newsworthy because the Families Commission has commented favourably on it. The two other stories are slanted as human interest stories. One focuses on Plunket's first male nurse who is working as part of Plunket Well Child Healthcare. Another enthuses over Plunket nurses helping parents from other nationalities.

7.2 Conclusion of Media Content Analysis

The media content analysis highlights that Plunket and Barnardos are both well established non-profit organisations present in New Zealand. Being a non-profit organisation, they both are funded by the government. Plunket and Barnardos over the years have become popular in New Zealand because of their dedicated efforts made in the area of community development. For example its projects in areas like child health services, early childhood education services, and parent education courses have helped several families in New Zealand over the years. Barnardos and Plunket in addition support “Every Child Counts” campaign. The key policy of this campaign is giving children a good start, ending child poverty and reducing child abuse and neglect. In general, all articles that I have analysed projected a positive image about both organisations. Articles mainly highlighted that Plunket and Barnardos are one of the oldest New Zealand’s child care organisations and public was very happy with their services. Most parents who used their services showed high level of satisfaction. However, some parents complained that limited information is available on their programmes that make it challenging for the parents to use their services.

In recent times, Plunket has faced some criticism from the public due its inefficient Plunket Line services. One of the key reasons for this was the withdrawal of government support. Therefore, after a long time more than 80 % of calls to Plunket Line were going unanswered. This was quite disheartening for the general public who were under the impression that Plunket Line was a very helpful service that parent or caregivers can use especially when their child was facing a dangerous situation. In sharp contrast to Plunket, Barnardos is mainly focusing in the area of education.

Barnardos’s flagship programme focuses on developing children’s social, physical, emotional needs and abilities. This they achieve by educating parents to understand their children needs and enhance their ability to communicate with their children. This is of primary importance as parent’s attitudes towards

their children affect their future behaviour, attitudes, values and beliefs.

Plunket and Barnardos in spite of their being similar to each other, we can find some striking differences. For example, they vary in scope. Barnardos operations are spread far and wide. It has its outlets not only in most major town and city but also outside New Zealand. In contrast, Plunket is present nationally and does not have its operations in Australia, Ireland and the UK like Barnardos.

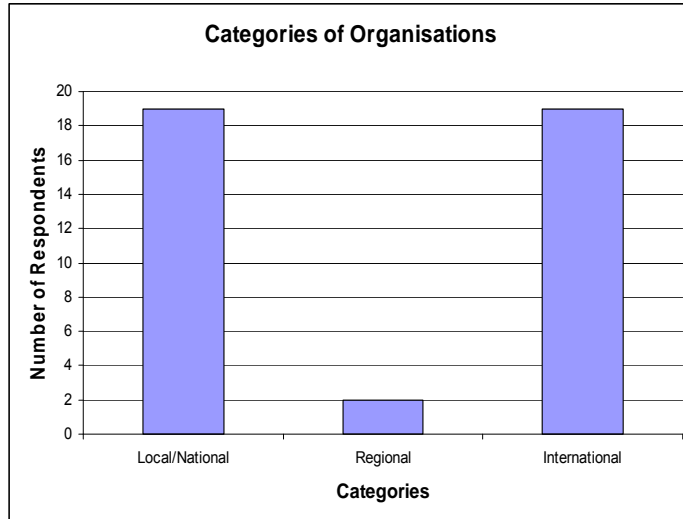
7.3 The Questionnaire Results and Analysis

Semi-structured questionnaires consisting of 30 questions (refer to Appendix) were distributed in Plunket and Barnardos to approximately 40-50 staff members to collect primary data for research. The response rate from both organisations was favourable. However, Barnardos fared much better in comparison to Plunket with its 32 staff member responding to the questionnaire whereas from Plunket I got only 19 responses. In total, I got 51 usable questionnaires on which the results of this research are based. The questionnaire is divided into three sections. The first section that follows aims at creating an understanding of organisations researched and their employees' in general.

A1.2 Categories of organisation

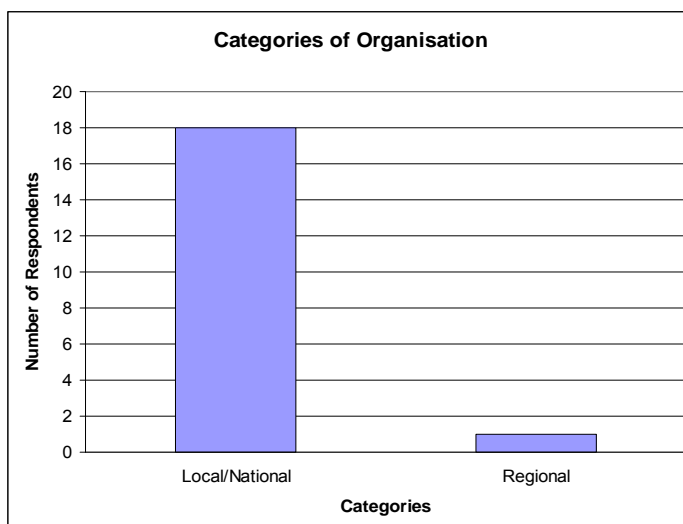
I developed three categories of the organisations at local/National; Regional and International level (Question A1).

Barnardos



- The responses were evenly matched with 48% identifying Barnardos as an international organisation and 47% as a local / national organisation.

Plunket

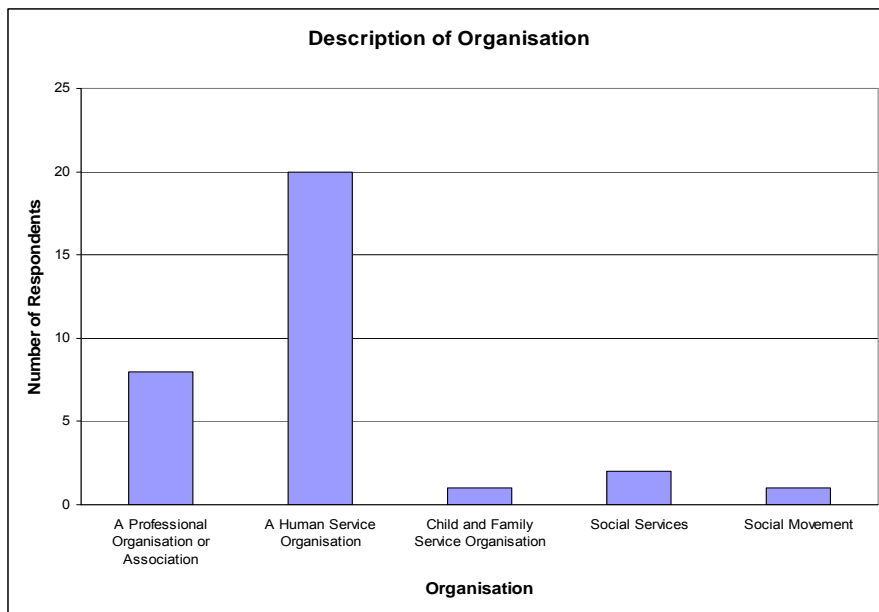


- The research shows that Plunket is a national organisation in New Zealand.
- 9% of respondents think that Barnardos

A1.3 Description of organisation

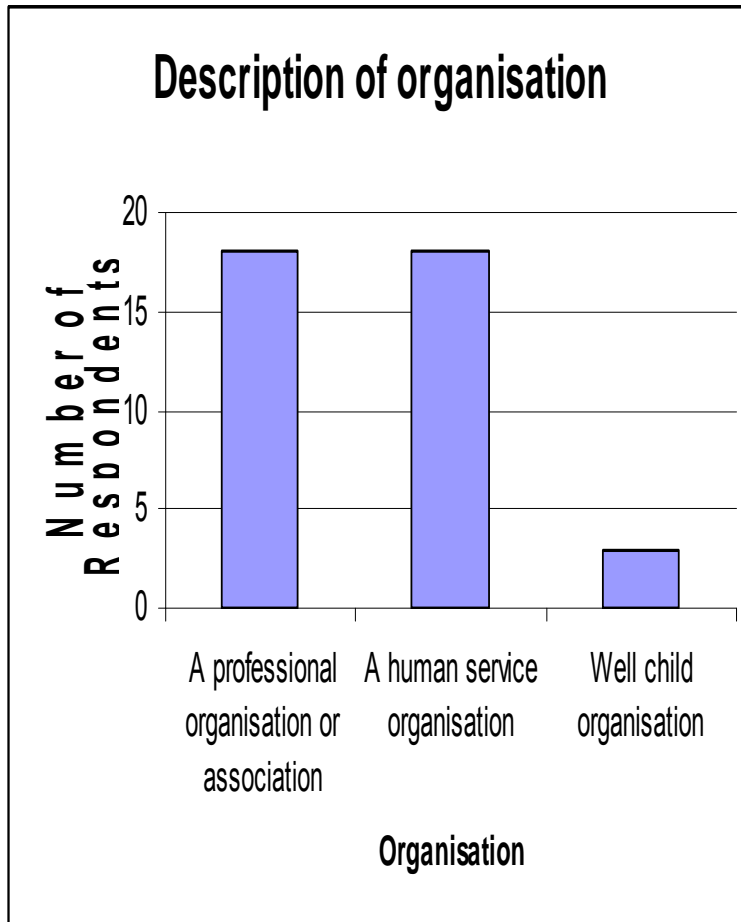
The respondents were asked to describe the organisation. Several different types of organisations are listed so the respondents could express their answers by marking any of the applicable options that were given.

Barnardos



- The total response average reveals that more than half of the respondents consider Barnardos is a human service organisation.
- 25% of respondents believe that Barnardos is a professional organisation.
- 6% of respondents identified Barnardos as a Social service organisation.
- Others think that Barnardos is Child and Family service organisation and also a social movement organisation.

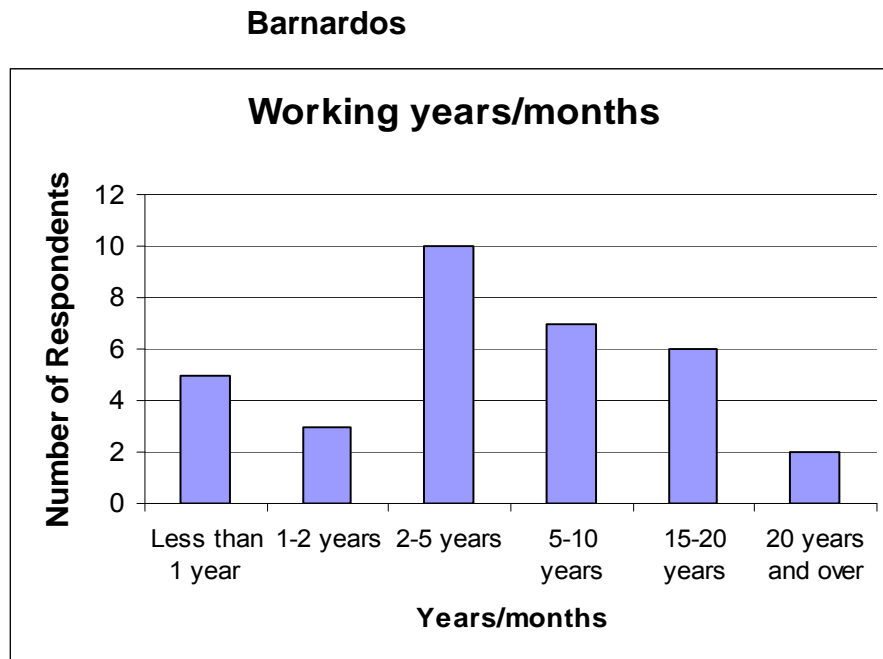
Plunket



- According to this question, most people saw that Plunket is a human service organisation and a professional organisation.
- Also some respondents saw Plunket as a (Well) Child organisation that focuses on child welfare particularly

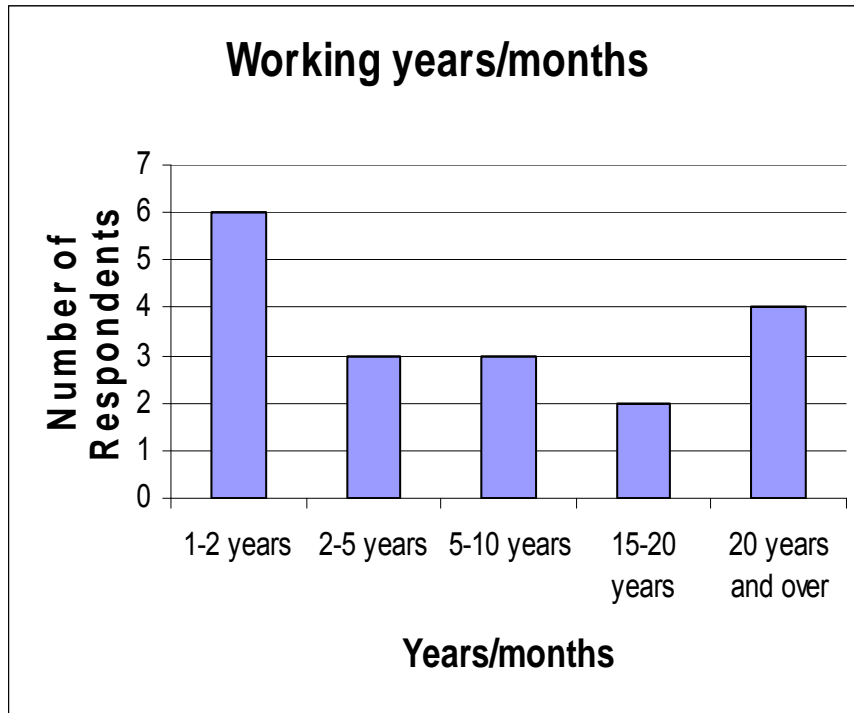
A1.4 Working years/months

Question A1.4 was an open question asking respondents how many years and months have they been in non-profit organisation.



- The results show that 31% employees had been working for last two to five years in Barnardos.
- Employees those who have been working for last the 5-10 years were second at 22% in all.
- 19% of employees have worked for 15-20 years and 6% of employees worked 20 and over years in Barnardos. So we can say that 25% of people working in their areas are very experienced.
- In contrast, only 16 % of employees were worked for less than 1 year and 6% of employees for 1-2 years. These employees were those who were comparatively young and inexperienced or some have been they were experienced in a specific field like teaching or social work and had recently started working in Barnardos.

Plunket

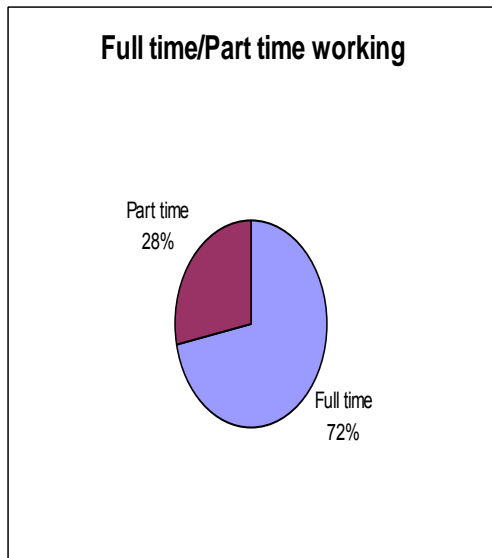


- As we can see in the chart, most staff have been working either 1-2 years (%33) or 20 years and over (%22). So, there are lots of experienced people in their areas however, there are also new staff in the organisation. Those people might be inexperienced in this area. On the other hand, they might be an experienced nurse who recently started to work in Plunket.
- %17 of staff is also working 2-5 years and 5-10 years that show equal percentages in these figures.
- Small percentage (%11) of employees have worked 15-20 years in Plunket. Those people are also experienced in their areas.

A1.5 Full time /part time working

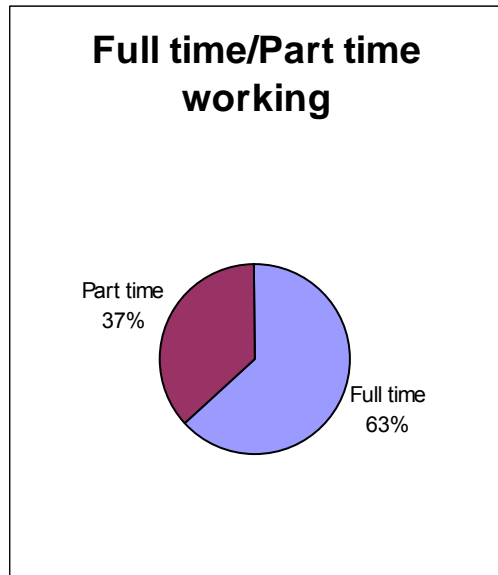
Question A1.5 asked the respondents do they work full time or part time in the non-profit organisation.

Barnardos



- 72% of respondents are full time employees in Barnardos.
- 28% of respondents are part time employees in Barnardos.

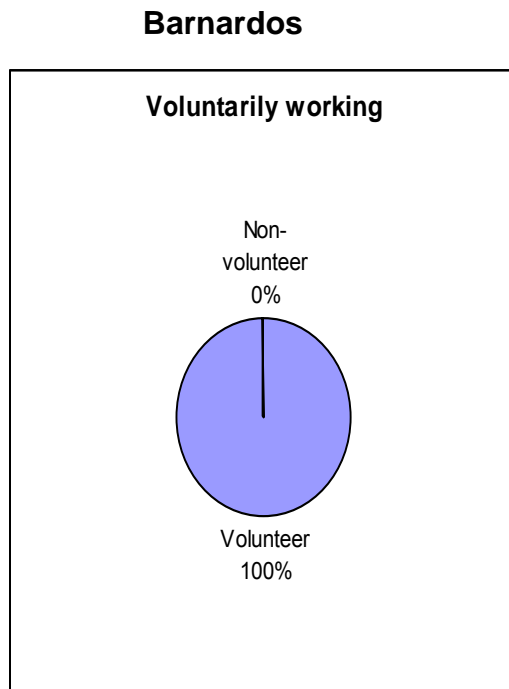
Plunket



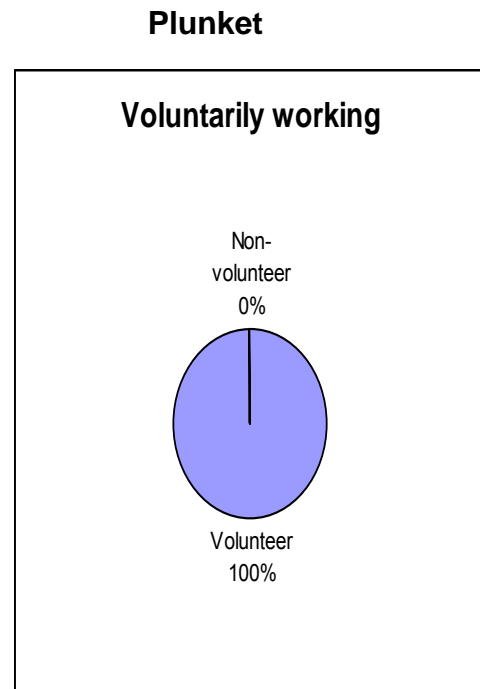
According to results, 63% of staff work full time and 37% of staff work part time in Plunket.

A1.6 Voluntarily working

The aim of Question A1.6 is to learn the percentage of volunteer. The results are shown in the tables.



- All respondents answered that they are not working voluntarily in Barnardos.

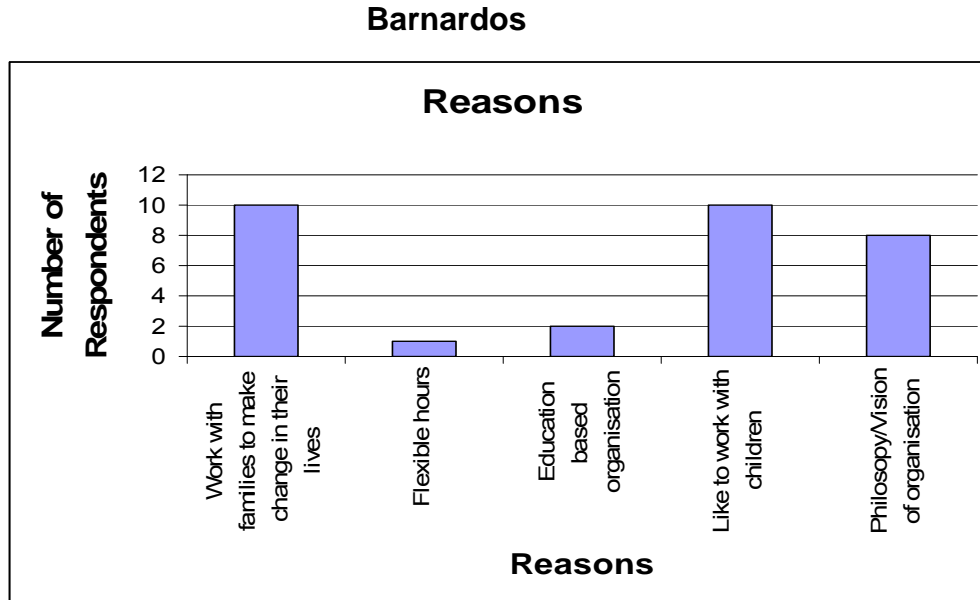


- As we can see in the figure none of respondents are volunteers. Nevertheless volunteers play an important role in Plunket's services

The objective of Section B was to reveal what employees do, why employees choose to work in non-profit organisation, how they perceive that the public know the organisation, and importance of media for organisation activities and public support.

B1.1 Reasons to work in a children's non-profit organisation?

This question B1.1 is based on question A1.6 and wants to ascertain why people choose to work in a children's non-profit organisation.



The results show that there are three high percentage reasons that people are choosing to work in Barnardos.

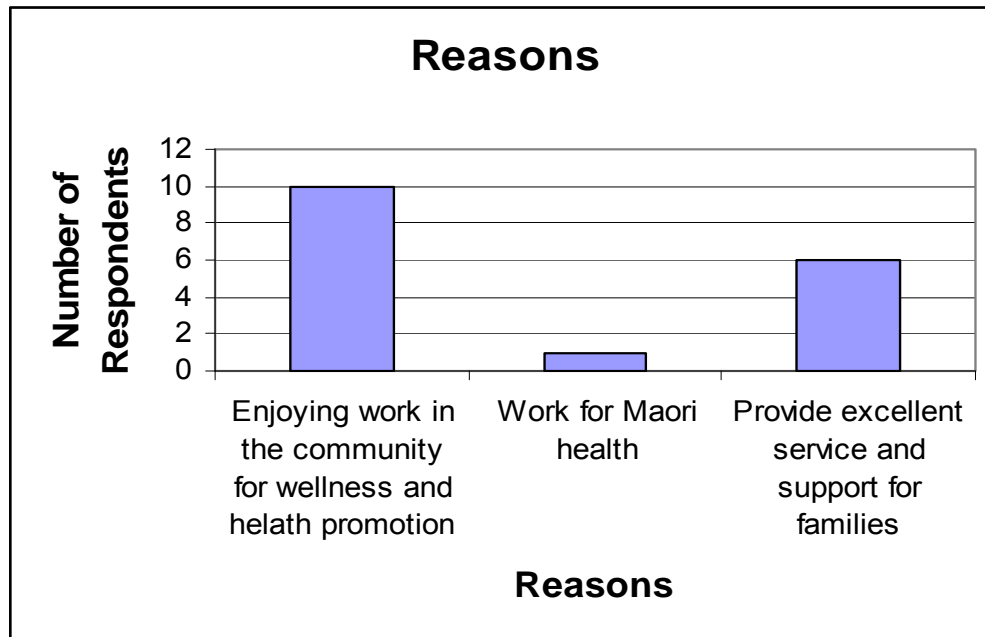
➤ First, 33% of respondents choose to work with families and children because

Barnardos provides a professional caring and health service. The second highest reason (32%) is they like work with children. Some people have real ability to teach and to care for children. Third, 26% of respondents believed that the philosophy or vision of the organisation is important and that is closely matched with their sense of purpose to work in children's non-profit organisation. One respondent working 19 years with Barnardos exemplified this, saying: "The belief and values the organisation has for children. I can make a difference".

➤ Another reason is Barnardos is an education based organisation (6%).

➤ Lastly, people choose to work in non-profit organisation because it has flexible hours. This is the lowest percentage reason (3%).

Plunket



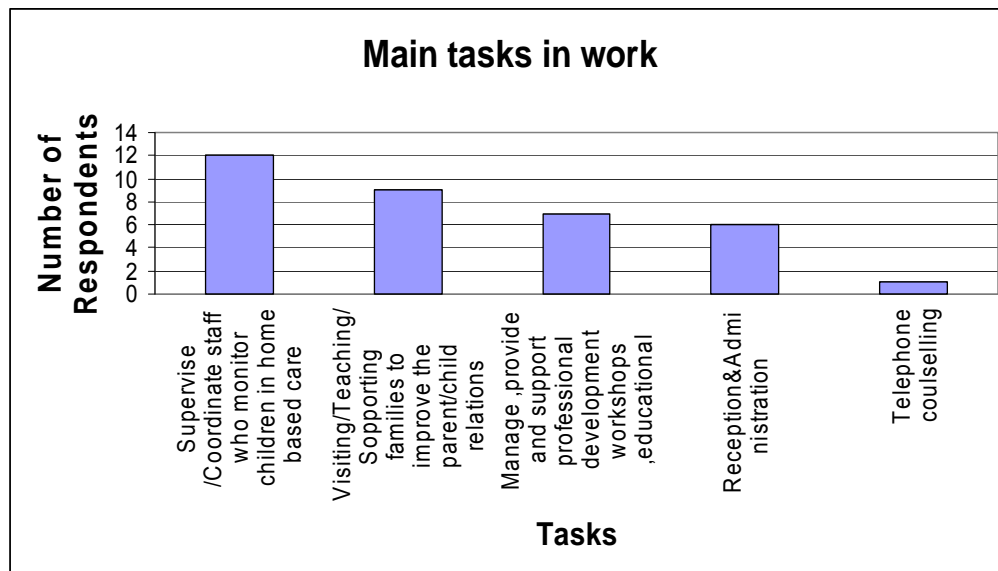
Plunket people generally focus on three important points as reason why they are working in non-profit organisation.

- First, people (%59) generally enjoy working in the community. Particularly, to help children and their families. One respondent working over 20 years with Plunket expressed it enthusiastically: "work with and support parents so their children have the best possible start in life".
- Most people (%35) when they are answering this question focus on working in Plunket. They said that they like to work in Plunket because Plunket provides excellent service and support for families and children.
- Lastly, some of people (%6) like to work for Maori health, one of the key areas that distinguish Plunket from Barnados.

B1.2 Main tasks in work

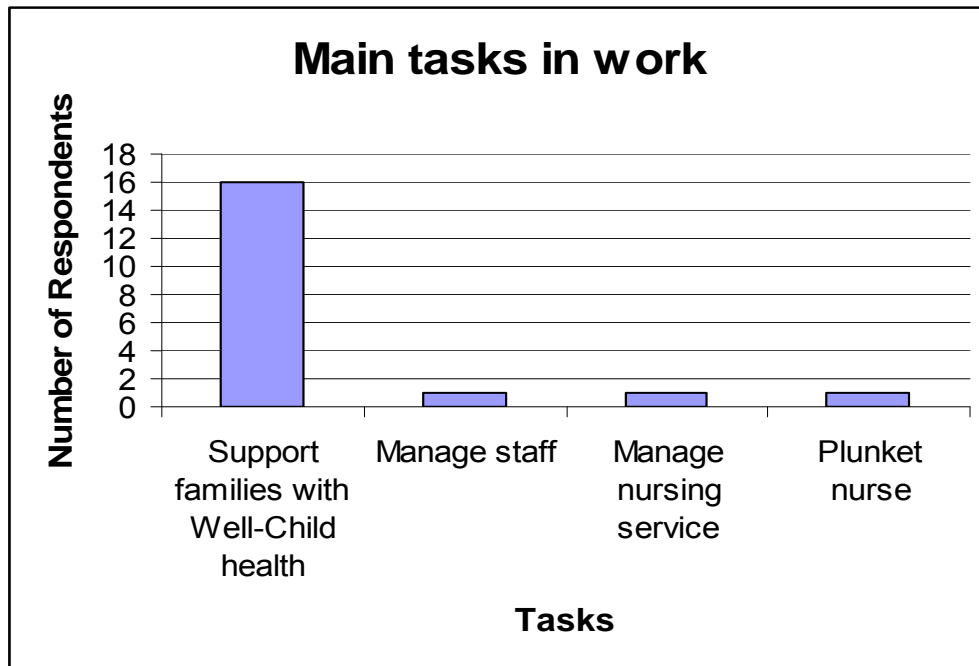
Question B1.2 asked the respondents to describe the main tasks of their work.

Barnardos



- The most common main task is to supervise/coordinate staff who are the home-based care providers and monitor children at home (33%). This involves about arranging time, delivering and visiting parenting or early childhood education programmes for families with Barnardo's staff.
- The second most common (25%) main task is visiting/teaching staff who are mainly responsible for early childhood education programme. Some of the Barnardos staff lead and support teachers.
- Other main task (%19) which is very important, is to manage, provide and support professional development workshops, educational, social services for staff. These staff generally work nationally at developing, nurturing and sustaining collaborative partnerships with other national organisations and to promote positive parental strategies and education programmes.
- 17% of respondent's main task is administration. These staff are mainly doing enrolments for new parents.
- %6 of respondents are telephone counsellors on a parent help line.

Plunket

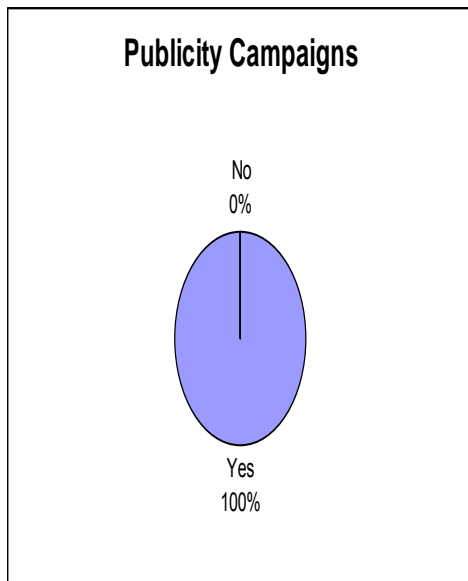


- 85% of the respondent's main work is to support families in the Well-Child Health programme.
- According to the figures the other main tasks are equally same percentages (%5) which are managing staff, managing nursing services particularly those of the Plunket nurse.

B1.3 Publicity campaigns

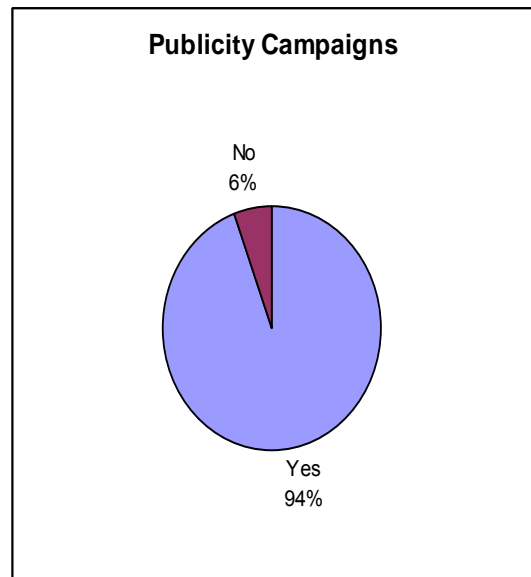
Question B1.3 asked do the organisations participate in publicity campaigns. The results are shown in the chart in the below.

Barnardos



➤ The respondents from Barnardos believe that Barnardos participates publicity campaigns .

Plunket

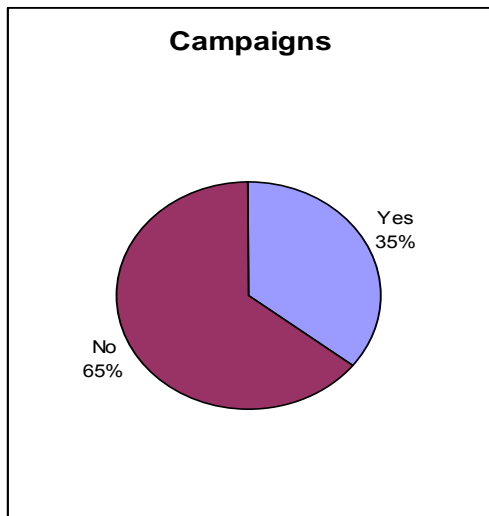


➤ According to results, 94% of respondents answered that Plunket is organises publicity campaigns. On the other hand, 6% of respondents believe that Plunket does not organize any publicity campaigns. Some senior staff commented that these campaigns were done nationally rather than locally but the next set of answers shows there is some confusion over the campaigns.

B1.4 Involve in campaigns

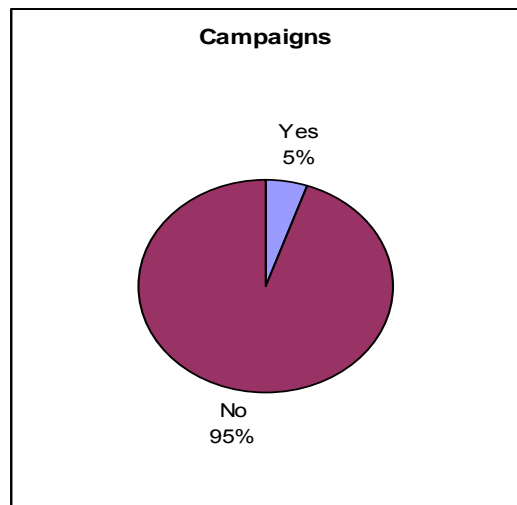
Question B1.4 followed on from question B1.3 and asked to respondents if they were personally involved in publicity campaigns very often.

Barnardos



- More than half of the respondents (65%) are not involved in publicity campaigns that Barnardos organizes.
- Results show that 35% of the respondents are seeing themselves as personally involved the publicity campaigns.

Plunket

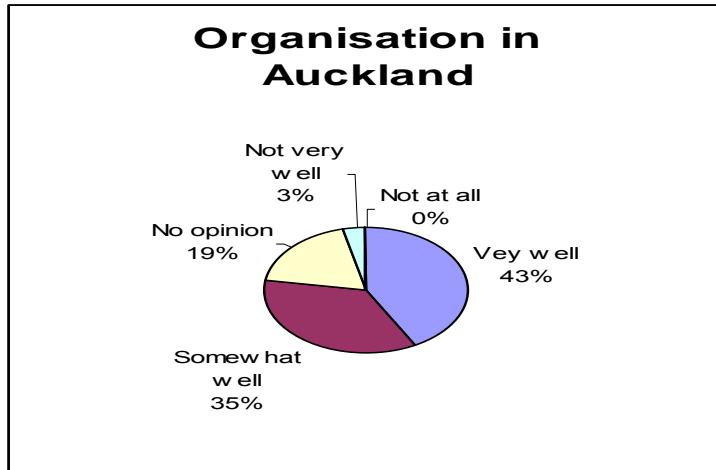


- 95% of the respondents answered that they are not personally involved in campaigns very often.
- Just 5% of the respondents are personally involved campaigns in Plunket. These respondents do national work.

B1.5 Organisation in Auckland

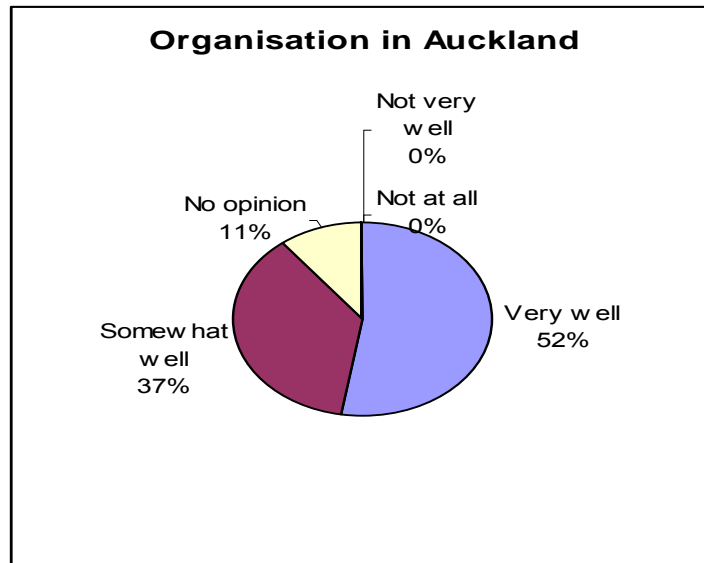
Question B1.5, with the use of options, asked respondents to indicate how well the public know the organisation in Auckland.

Barnardos



- When we look at the chart we can see that Barnardos is known by public. Nearly half of the respondents (43%) answer that public knows Barnardos very well.
- Also 35% of respondents reply the public know Barnardos somewhat well. Those people might know the name of the organisation and some services and campaigns. Two senior staff commented that their own research showed their brand was well known but not the detail of the range of work they do.
- According to 19% of respondents the public have no idea about Barnardos

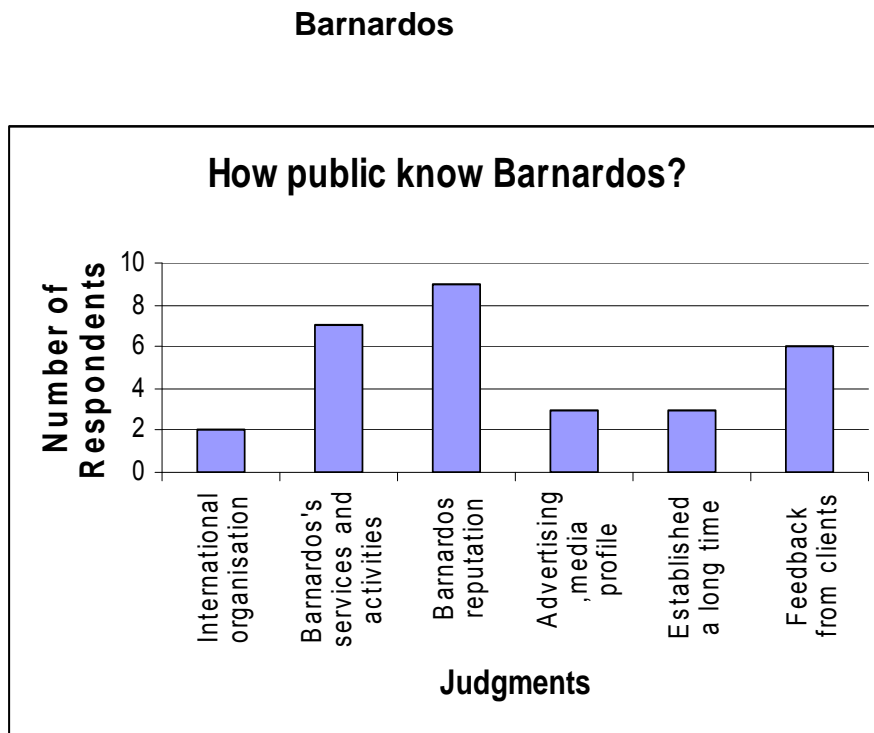
Plunket



- According to results, more than half of the public (52%) knows Plunket very well. One respondent saw this familiarity as an outcome of the way that 90% of babies are cared for by Plunket.
- In addition, some part of the Public (37%) knows Plunket somewhat well.
- A small percentage (11%) of the public has no idea about Plunket. Many respondents suggested that new migrants were the group in the community most likely to be ignorant of Plunket.

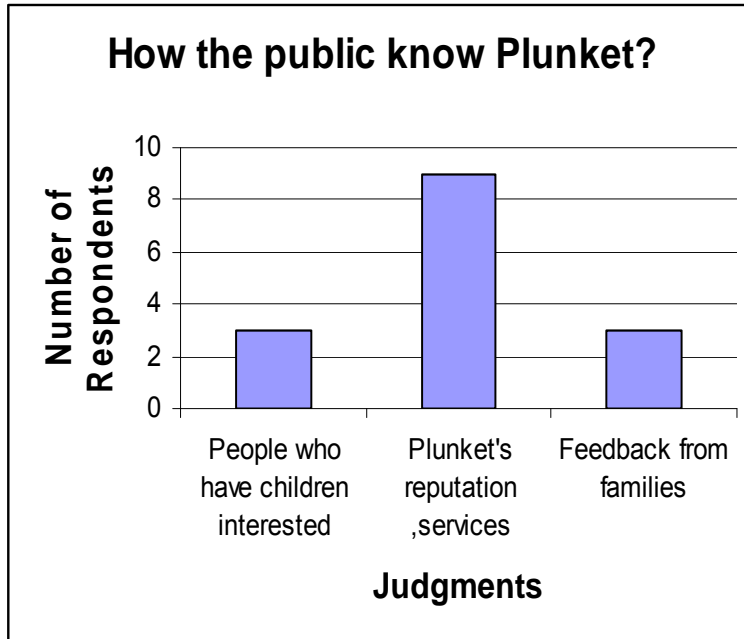
B1.6 What do you base this judgment on?

Respondents were asked to judge what the public's knowledge of the organisation was based on



- 30% of respondents state that the public know Barnardos because it has strong reputation in New Zealand.
- The second important reason is service and activities. 23% of respondents answered that people know Barnardos because of service and activities.
- Another important reason is feedback from clients who are parents (20%).
- Another important reasons which are in same percentage (10%), advertising and media profile of Barnardos.
- 7% of respondents state that the public know Barnardos because Barnardos is an international organisation.

Plunket

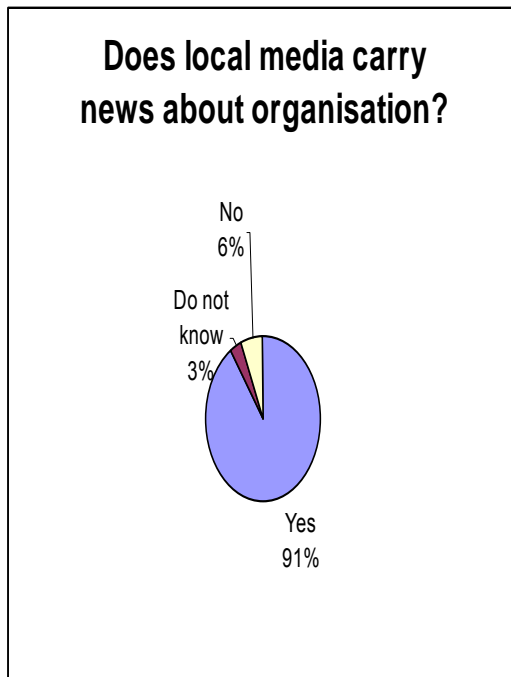


- More than 50% of respondent state that the public know Plunket because of its strong reputation and excellent services.
- People who have children and their advice to other parents help that Plunket is well known in society.

B1.7 Local media /organisation and activities

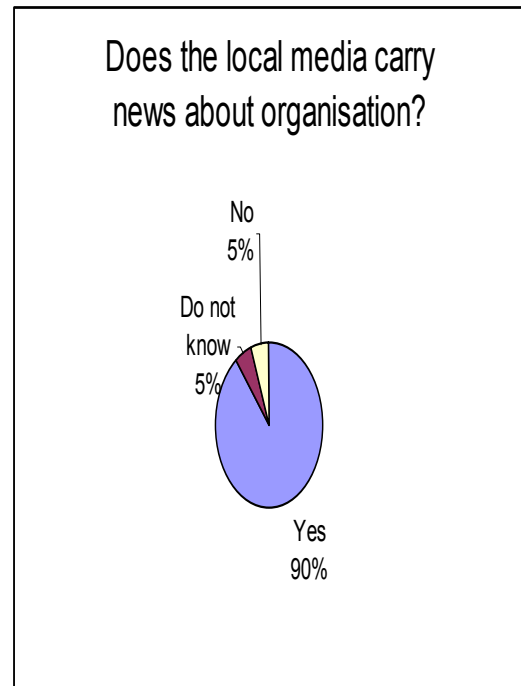
The aim of this question was to get information on whether they thought do the local media carry news about their organisation and the organisation's activities.

Barnardos



- The results show that the majority (91%) of the respondents believe that the local media carry news about Barnardos and Barnardos's activities.
- But 6% of respondents also believe that generally there is no news about Barnardos in the media.
- 3% of respondents have no idea about the subject. These are new staff in Barnardos

Plunket

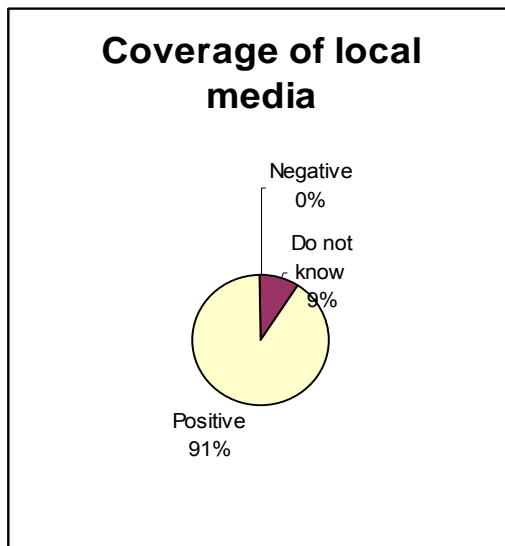


- 90% of respondents state that local media always carry news about Plunket.
- But 5% of respondents do not agree with these 90% of respondents.
- 5% of respondents do not have any idea about this question.

B1.8 Coverage of local media

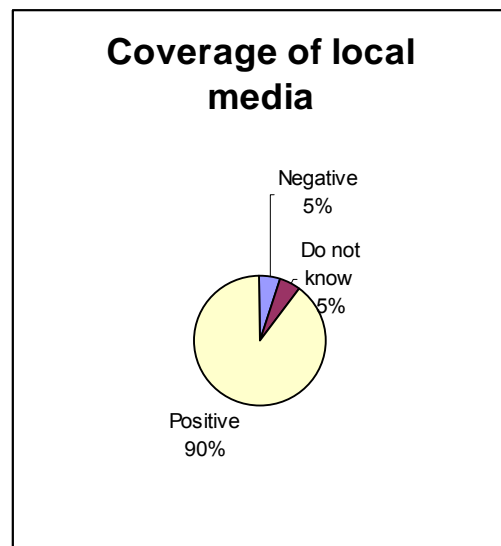
This question is about if the whether respondents believe that local media carry news about the organisations and whether the coverage of the news is negative or positive. The answers from the organisations were remarkably similar.

Barnardos



- As for question B1.7 the majority of the respondents believe that local media always carry positive news about Barnardos.
- 9% of respondents have no idea about this question.
- None of respondents answered that local media carry negative news about Barnardos.

Plunket

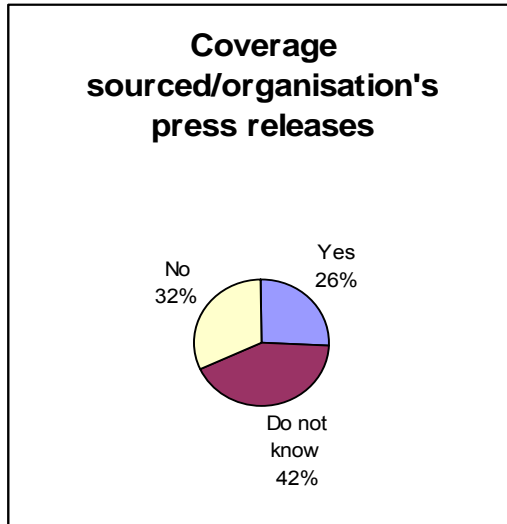


- 90% of respondents believe that local media generally carry positive news about Plunket.
- 5% of respondents replied that local media carry negative news about Plunket and its services.
- Other 5% of respondents have no idea about it.

B1.9 Coverage sourced from the organisation's press releases

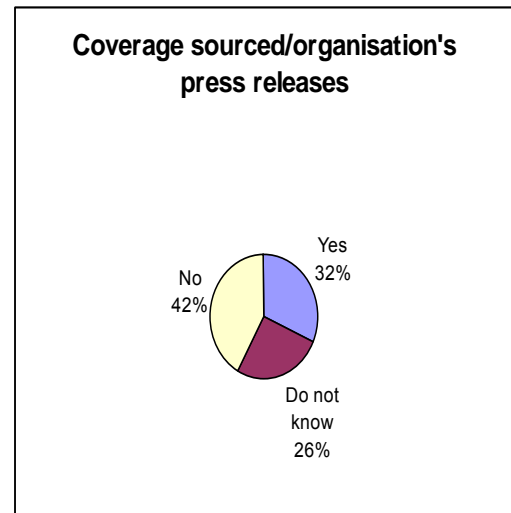
Question B1.9 asked respondents whether any of the news coverage was sourced to organisation's own press releases or not.

Barnardos



- 42% of respondents have no idea about any of the news coverage sourced to Barnardos's own press releases or not.
- 32% of respondents believed that the news coverage was sourced not from Barnardos's press releases. But it might be from another source.
- However 26% of respondents stated that the news coverage was sourced from Barnardo's press releases.

Plunket

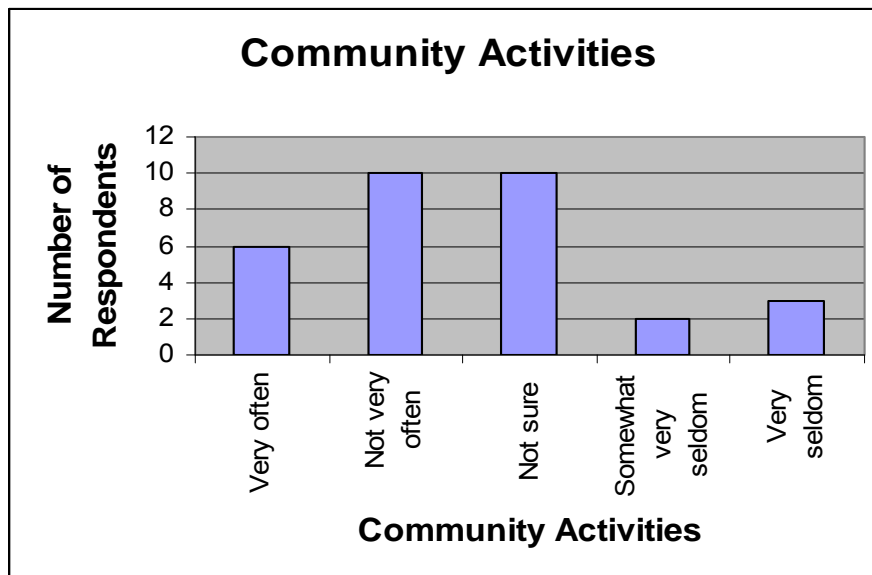


- 32% of respondents thought that local media used the organisation's own press releases as a source.
- 26% of respondents had no idea about this topic.
- About half of the respondents (42%) believed that coverage was sourced from news not from the organisation's own press releases.

B1.10 Community activities

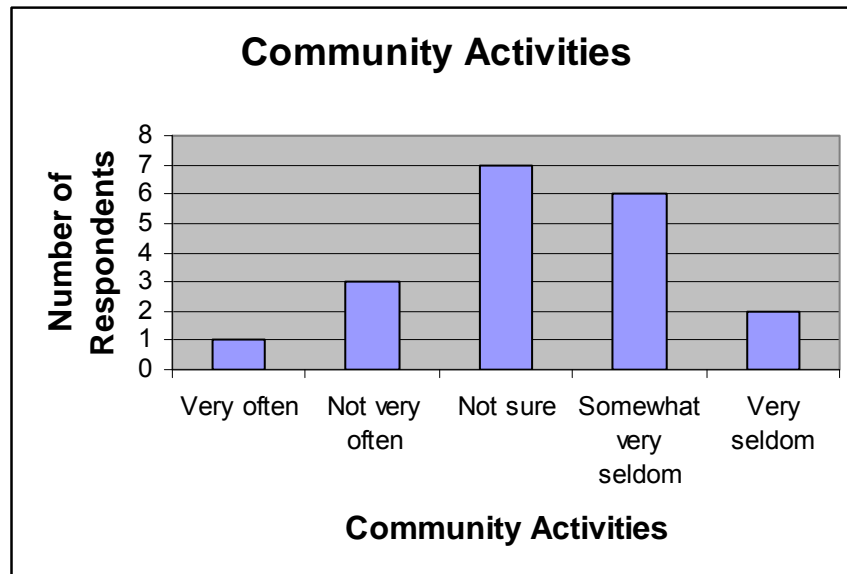
The question is designed to learn about how often respondents engage in community activities to promote the organisation. The respondents could express their answers by marking any of the options that were given.

Barnardos



- The results show that there are two different high percentages of options. 33 % of respondents stated that they do not engage in community activities very often. In addition, 32 % of respondents state that they are not sure whether they engaged in community activities of Barnardos or not. Possibly they were unsure what constituted community activities in this context.
- On the other hand, 19% of respondents stated that they were involved in community activities very often.
- 10% of staff engaged in the community activities very seldom. Lastly, 6 % of respondents are also engaged in community activities somewhat very seldom.

Plunket

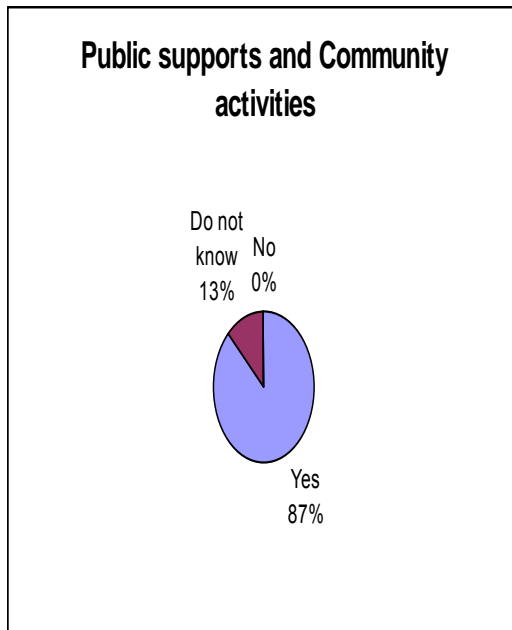


- Most of respondents marked the options of not sure (36%) and somewhat very seldom (32%) roughly equal percentage. The results show that the respondents who are not sure may not understood the question or the respondents who are in community activities somewhat very seldom may not have active role on organisation activities.
- 3% of respondents engage in community activities very often. Those respondents might be people who are organizing activities.
- 8% of respondents engage in community activities but not very often.
- 5% of respondents engage in activities very seldom that they can be new staff of Plunket.

B1.11 Public support and community activities

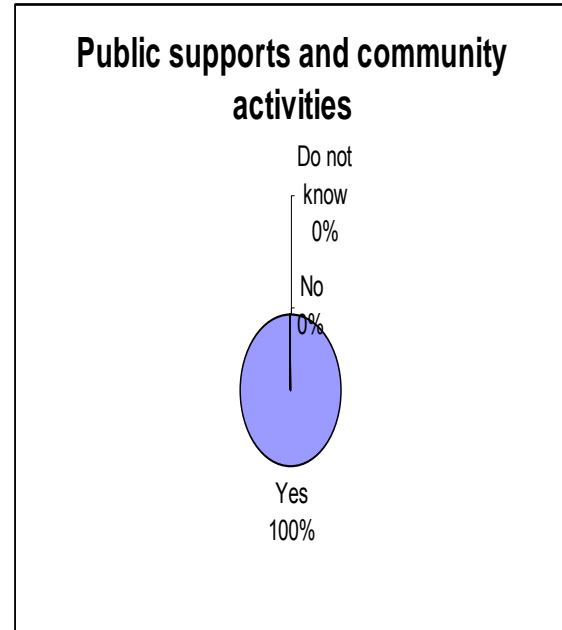
This question asks the respondent's ideas about public support for the organisation's activities.

Barnardos



- 87% of respondents maintain that the public support Barnardos in different ways.
- 13% of respondents have no idea whether the public supports Barnardos or not.
- None of the respondents reply indicating the public does not support Barnardos.

Plunket



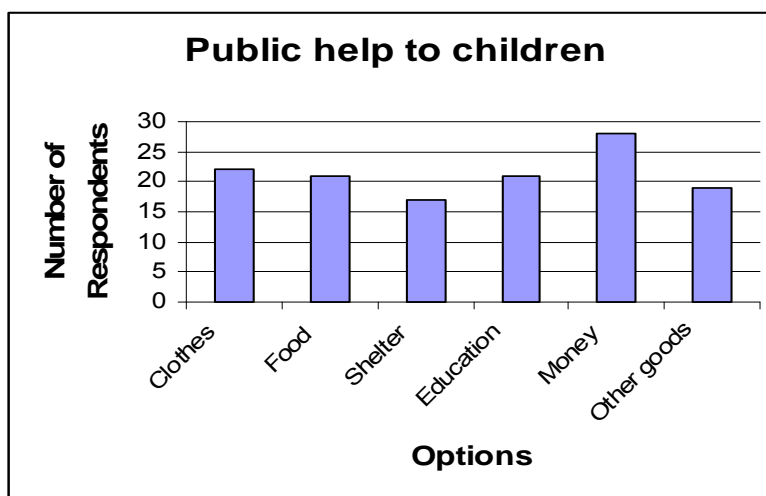
- All of respondents believe that the public supports the Plunket's community activities.
- None of the respondents state that public do not support Plunket.

C1.1 Public help to children

The third part of the questionnaire is all about public relations and ethics which are most important points for this study.

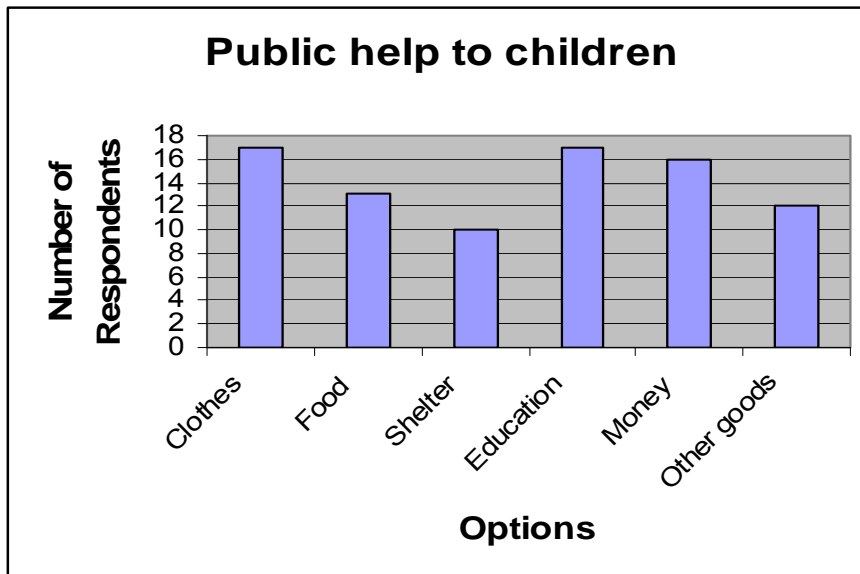
Question C1.1 asked respondents to reveal the things that public generally helps children in need of care and support. The respondents could mark as many of the options that were given that they thought relevant. Figures below show public help to children.

Barnardos



- According to results the highest percentage (23%) of help needed is money. People's donations are important because money may cover lots of needs of children.
- The second highest percentage (17%) of help is clothes. Most people are giving clothes to Barnardos to help children.
- We can see in the chart, there are two same percentages (16%) of needs which are food and education.
- 15% of respondents stated that the public is helping to Barnardos for other goods which might be to buy something that a child really needs.
- Lastly, 13% of respondents answered that public is also helping provide shelter. However, shelter is not identified a very common need.

Plunket

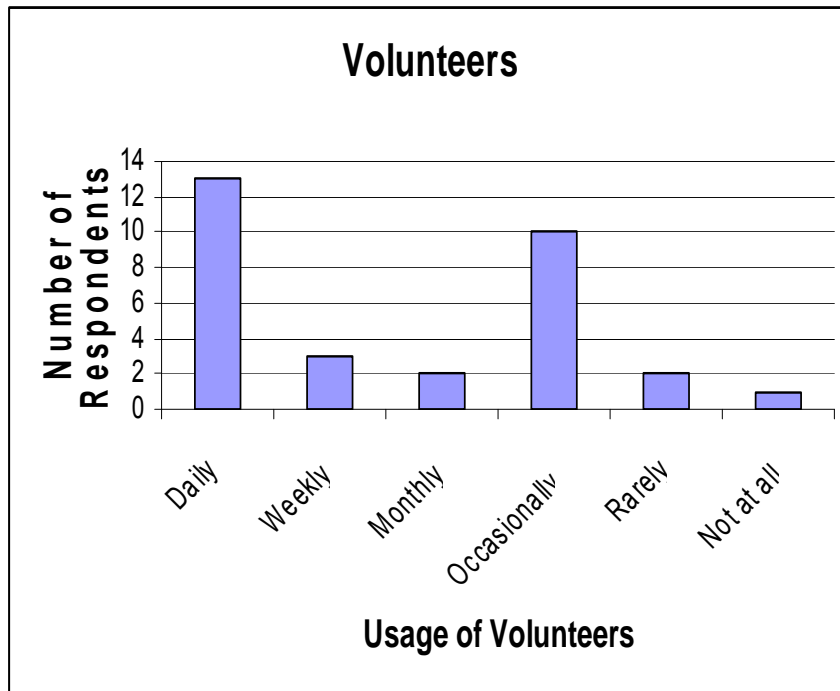


- According to respondents (20%) of the most common needs that public can help provide are for clothes and education.
- The second most common need is money for children (19%).
- Other high percentage of needs are food (15%) and other goods (14%) that the public can provide for children. Plunket organizes free activities for children and so many volunteers are active in these activities. So, this might be the example of other needs of children.
- Like the Barnardos responses, the lowest percentage (12%) of need is shelter that people give for children.

C1.2 Organisation and volunteers

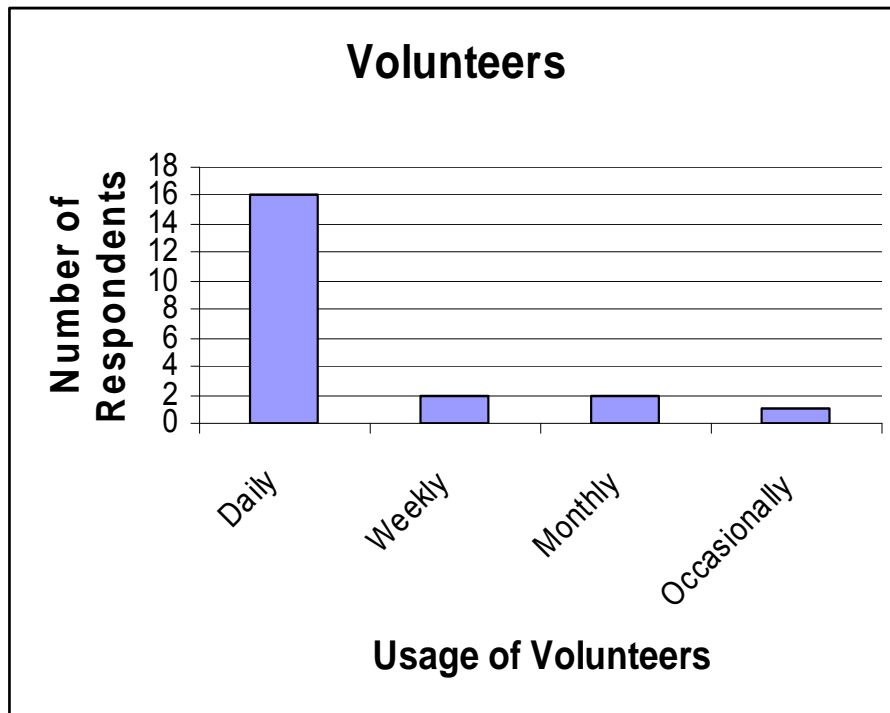
The question C1.2 asked the respondents to select the most appropriate answer to indicate how frequently the organisation uses volunteers.

Barnardos



- 43% of respondents stated that Barnardos uses volunteers daily. Barnardos might use volunteers for home visit services or for daily services.
- 32% thought Barnardos used volunteers occasionally for special projects.
- The results show that, 10% of respondents believed that Barnardos used volunteers weekly.
- In contrast, 6% of respondents stated that Barnardos used volunteers monthly and another 6% of respondents answered that Barnardos used volunteers rarely.
- Lastly, 3% of respondents claimed that Barnardos does not use volunteers.

Plunket

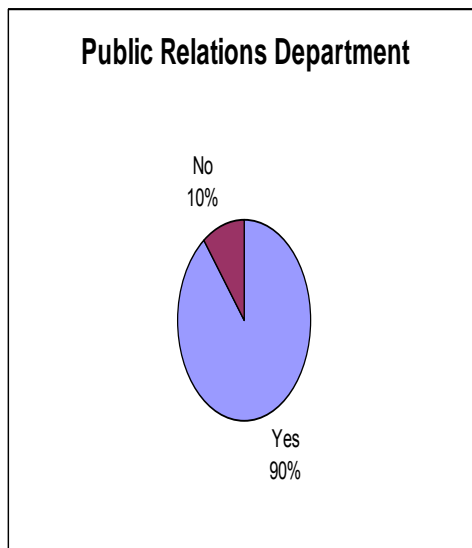


- According to results more than half of the respondents thought Plunket uses volunteers daily. 10% thought Plunket used volunteers weekly and monthly while 5% thought volunteers are occasionally engaged in activities that are probably special projects of Plunket.

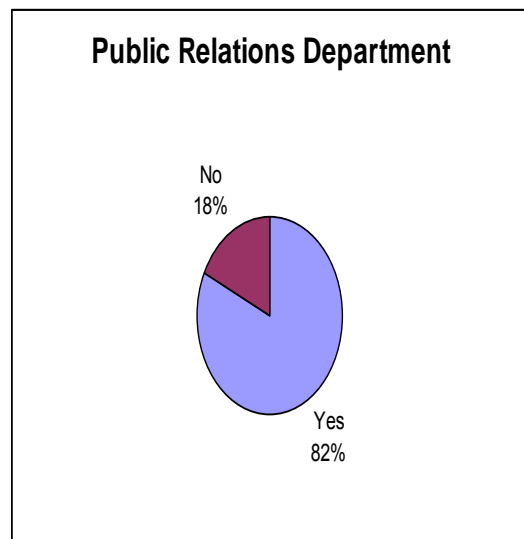
C1.3 Organisation's public relations department

The question C1.2 is one of the important questions of the questionnaire that is asking do the organisations have a strong public relations department.

Barnardos



Plunket



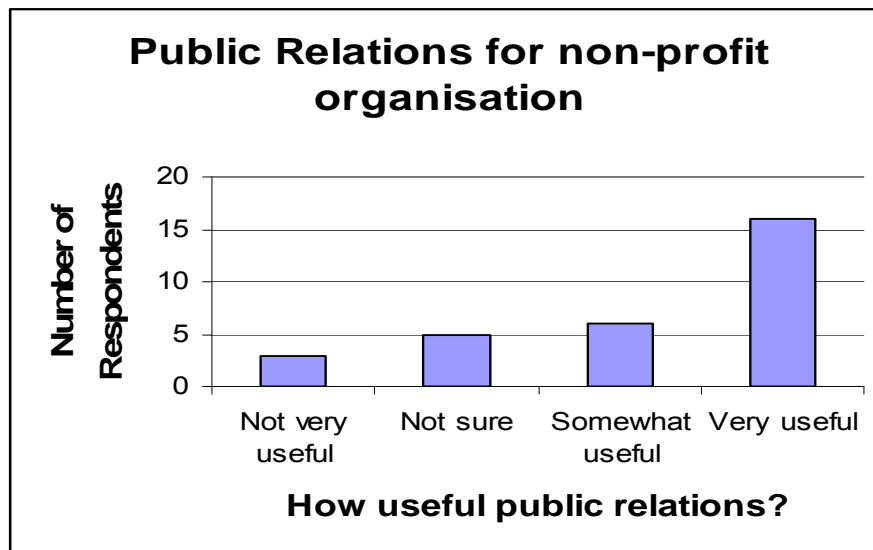
- According to results, Barnardos have a strong public relations department (90%)
- In contrast , a slightly less robust response from 10 % of respondents who state that Barnardos does have a good public relations department.

- The results show that the majority of respondents (82%) strongly believe that Plunket has strong public relations department.
- On the other hand, 18% of respondents reply that Plunket does not have strong public relations department.

C1.4 Public relations for non-profit organisation

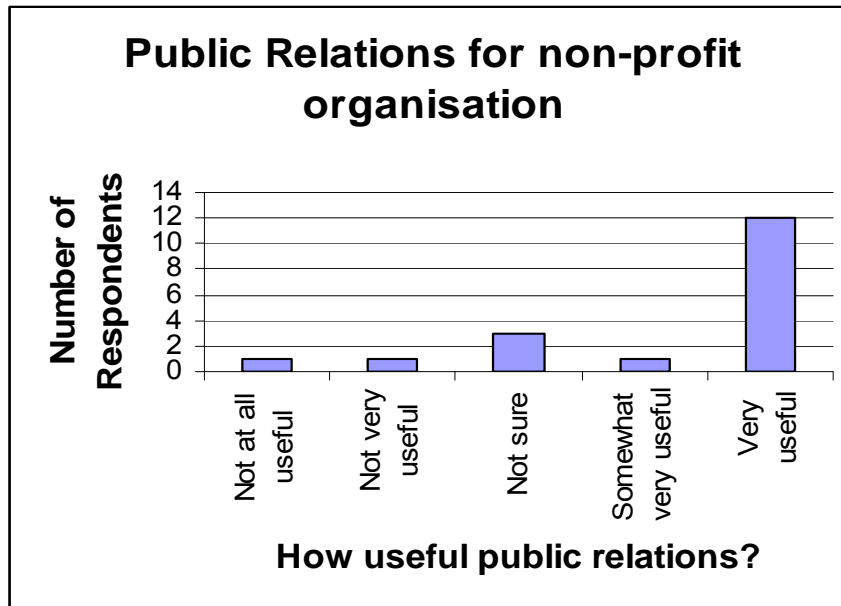
This question was aimed at identifying how useful the respondents find public relations for non-profit organisation. The respondents selected the most appropriate answers from a range. Their answers are shown in the figure.

Barnardos



- The results show that three quarters of respondents thought public relations for non-profit organisations are useful, 53% of respondents thought very useful, while 20 % of respondents also believe that public relations is important factor for non-profit organisations, ticking somewhat useful.
- On the other hand 10% of respondents replied that public relations is not very useful for non-profit organisations.
- Lastly, 17% of respondents were not sure that whether public relations is necessary for non-profit organisations or not.

Plunket

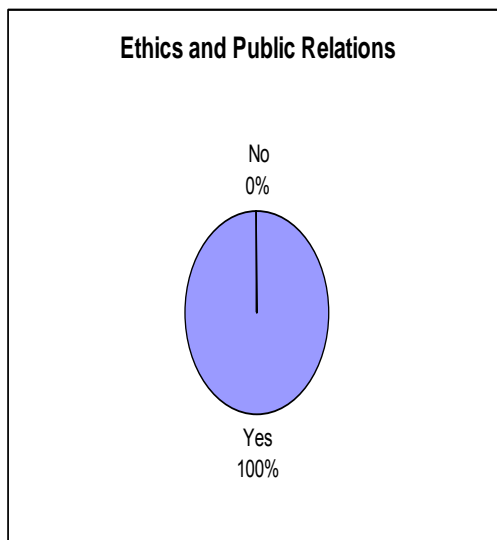


- More than half of the respondents (69%) consider that public relations for non-profit organisations are very useful. In addition, 5% of the respondents agree that public relations are somewhat useful for non-profit organisations.
- On the other hand, 5% of the respondents think public relations not very useful and also other 5% of respondents think public relations not useful at all.
- 16% of respondents' are not sure whether public relations is useful for non profit organisations .

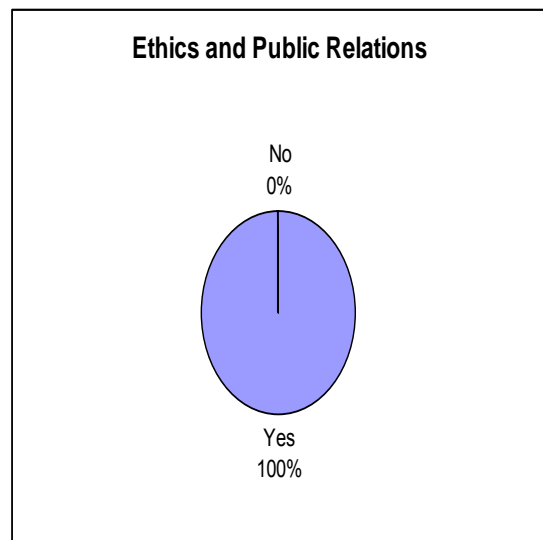
C1.5 Ethics and public relations practice

Several of the questions in this part (Section C) of the questionnaire, were specifically asked to reveal what respondents are thinking about public relations for non-profit organisations. This question is focuses on ethics asking whether respondents think ethics is important for public relations practice in organisations.

Barnardos



Plunket

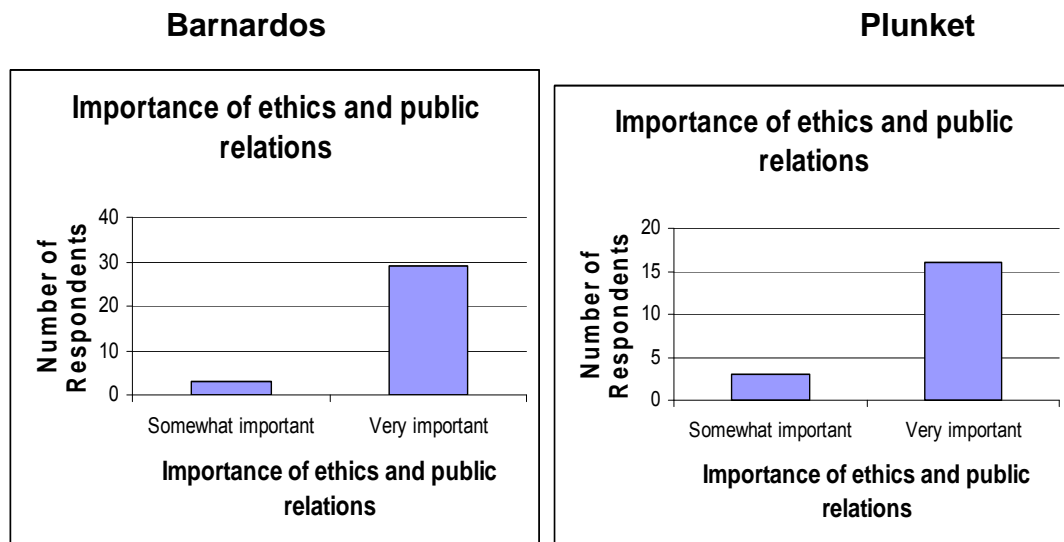


➤ 100% of respondents from both Barnardos and Plunket think ethics is important for public relations practice.

C1.6 Importance of ethics and public relations for organisation's reputation

Question C1.6 required respondents to indicate how ethics and public relations are in helping to develop the organisation's reputation. Respondents could select only one of the options that were presented to them. The results are shown in figures in the below.

Respondents from both organisations affirmed the importance of both ethics and public relations in building reputations.



- 91% of respondents strongly believed that ethics and public relations are helping to develop Barnardo's reputation.
- 9% of respondents think that ethics and public relations are not very important for Barnardos's reputation but somewhat important.

- 86% of the respondents consider ethics and public relations are very important for developing Plunket's reputation.
- The remaining 16% of the respondents think that ethic and public relations are somewhat important for organisation's reputation.

C1.7 Local government and ethical values

Question C1.7 asked if it was important for local government to establish and operate by a set of strong ethical values and gave options to choose from. The responses that were given are show in the figures in the below.

All respondents from both organisations saw the value of local government creating an ethical environment to operate in.

Barnardos



- 87% of respondents stated that it is important to establish and operate by a set of strong ethical values for local government.
- In addition, 13% of respondents thought that it was important to a large extent for local government to establish a set of strong values.

Plunket

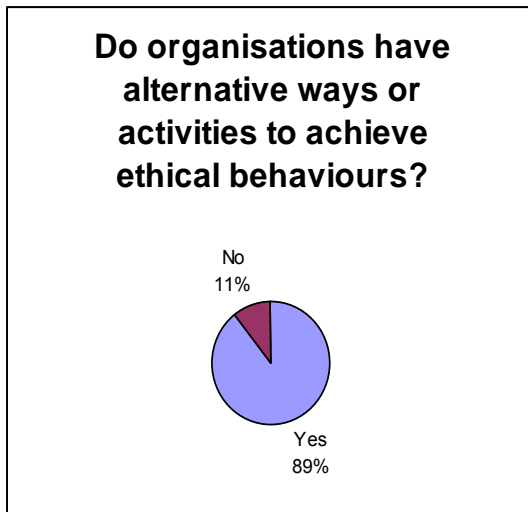


- The largest percentage (69%) of respondents agreed that it is important for local government is important to establish and operate by a set of strong ethical values.
- In addition, 26% of respondents replied that to a large extent local government is important for setting in the community the organisation work in. However, 5% of respondents believe it is not really important establish and operate by a set of strong ethical values.

C1.8 Alternative ways or activities to achieve ethical behaviours

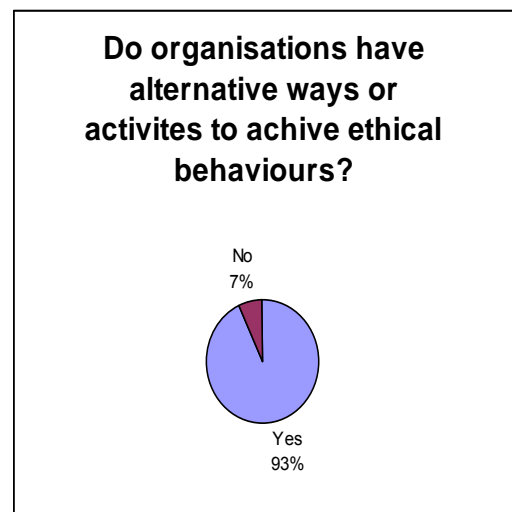
Question C1.8 aimed to learn do organisations have alternative ways or activities to achieve other goals related to ethical behaviours.

Barnardos



- 89% of the respondents believe that Barnardos has alternative ways to achieve goals.
- On the other and, 11% of respondents do not believe that Barnardos does not have alternative ways to achieve goals.

Plunket

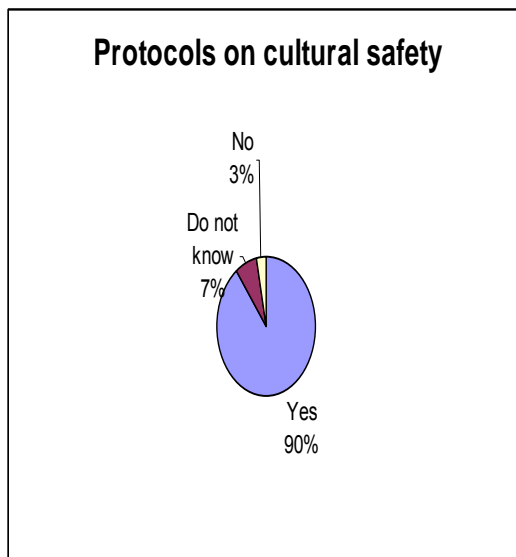


- Most of the respondents did not answer this question. Many commented that they were unsure how to answer the question.
- 93% of the respondents stated that Plunket have alternative ways or activities to achieve other goals related to ethical behaviours.
- 7% of the respondents claim Plunket has not enough or no activities to achieve their goals ethically.

C1.9 Protocols on cultural safety

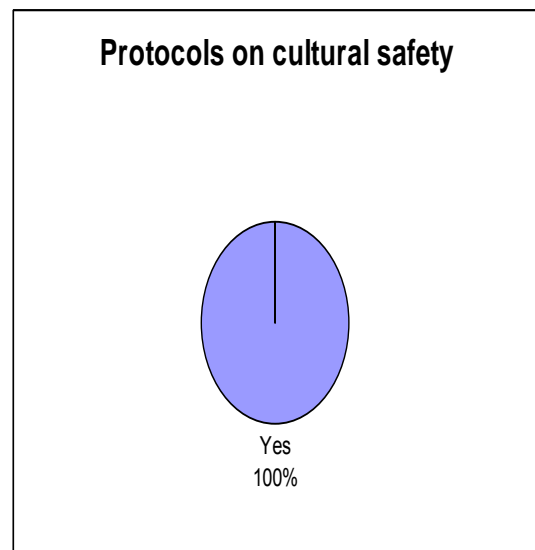
This question was aimed to ascertain do organisations have protocols on cultural safety so that different cultural needs are protected.

Barnardos



- According to results 85% of respondents state that Barnardos have protocols on cultural safety so that different cultural needs are protected.
- On the other hand, 9 % of respondents have no idea about protocols on cultural safety.
- 6% of respondents state that Barnardos have not any protocols about cultural safety. These respondents were the only ones who added comments.

Plunket



- All of respondents strongly believe that Plunket has protocols about cultural safety.

C 1.10 Improve ethical behaviour in organisation

Question C1.10 required respondents to suggest how to improve ethical behaviour in organisations.

Barnardos

- The results show that 32% of respondents did not give any suggestion for improving ethical behaviour in Barnardos because they believed that Barnardos have good ethical guidelines already.
- On the other hand 68 % of respondents gave different ideas on how to improve ethical behaviour at Barnardos.such as;
- Provide opportunities for staff to increase goals and affinities to professional bodies.
- Upgrade policy and procedures.
- Develop more understanding of principled leadership.
- Engage in purposeful debate and discussion at varying degrees within the services of the organisation.
- Barnardos could identify one person in each region to act as an “ethics commitee”to focus on ethical behaviour or issues as they arise.

Plunket

Most of respondents did not answer these questions. However, some respondents wrote their own ideas that can be very effective in improving the ethical behaviour of the organisation.

- Organisation values should be communicated to all staff and volunteers. Therefore, educate staff on different cultural practices.
- Promoting self reflection and continuing to promote professional supervision.
- Continue to address any ethical dilemmas at meetings and discuss how to deal with them. Also continue to update policies / produces (manuals) and advise staff accordingly.
- Liaise with community organisations to produce positive cultural packages.

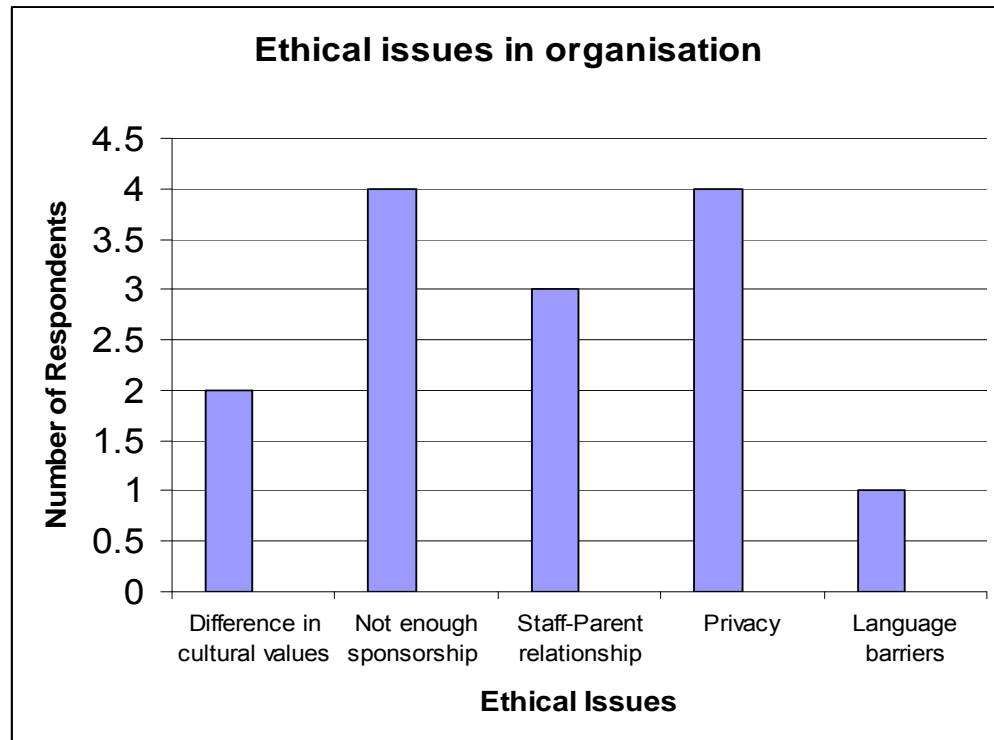
C1.11 Ethical issues in organisation

The objective of the final question of this part was to identify the major ethical issues in organisations.



- According to results the major issue in Barnardos are staff-client relationships (34%). Staff try to understand parent's interests or cultures.
- 24 % of respondents stated that the major ethical issue is child safety. Staff or caregivers have to know child safety very well. It is important to provide the safest place for children who live in difficult situations.
- Another 24% of respondents believe that confidentiality is an important ethical issue. Staff should be non judgemental and always remember to apply the Privacy Act in Barnardos work.
- 12% of respondents state that sometimes it is hard to decide how funds are best distributed.
- 6% of respondents think that some staff do not understand ethical codes exactly and for this reason they may act unethically to clients.

Plunket



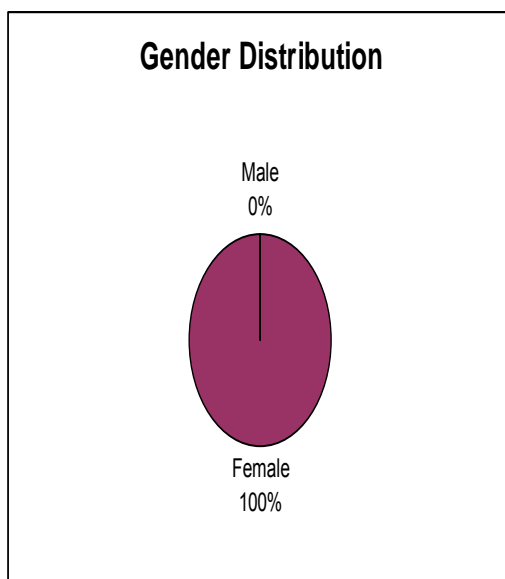
- 29% of respondents believe that a major ethical issue is not enough sponsorship for funding and services of Plunket. In addition, the same percentage of people (29%) maintain that sharing of client's information or a situation with others is one of the most important major ethical issues for the organisation.
- 21% of respondents agree that the major ethical problem for organisation is the staff parent relationship which is very important factor for children.
- Difference in cultural values inside and outside the organisation is also a critical problem for the organisation. Most staff (14%) believe cultural values are an important issue for Plunket.
- Sharing the concerns over cultural differences, a small section of 7% of respondents which is small part but they thought that language is one of the important ethical issues for organisation.

Demographic Characteristics of the Respondents

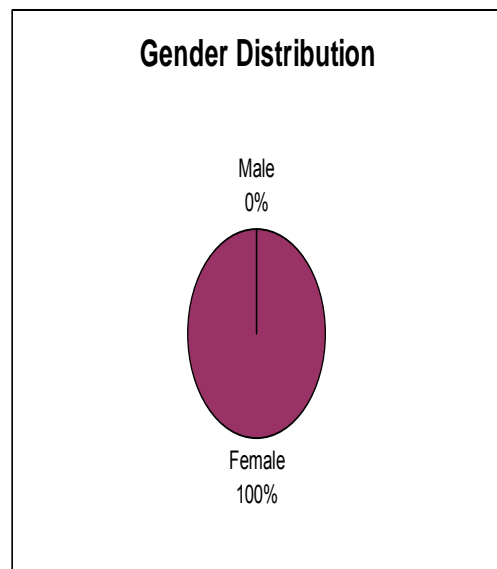
This section was aimed at identifying a profile of employees' position who are working with children in these organisations. The main variables used to assess the respondents' demographic profiles are namely, gender, age and education. Each of these demographic characteristics will now be addressed.

D1.1 Gender Distribution

Barnardos



Plunket

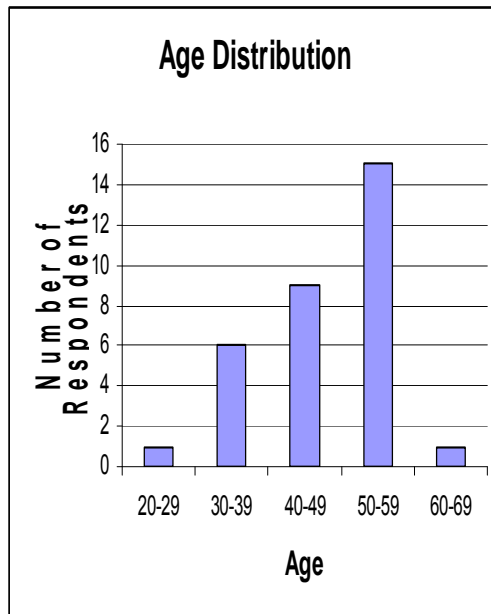


➤ Only female respondents answered this questionnaire. None of the male staff answered this questionnaire. It does not mean there are no male staff in Barnardos and Plunket. However, I can say that in these organisations mostly women are employed.

D1.2 Age Distribution

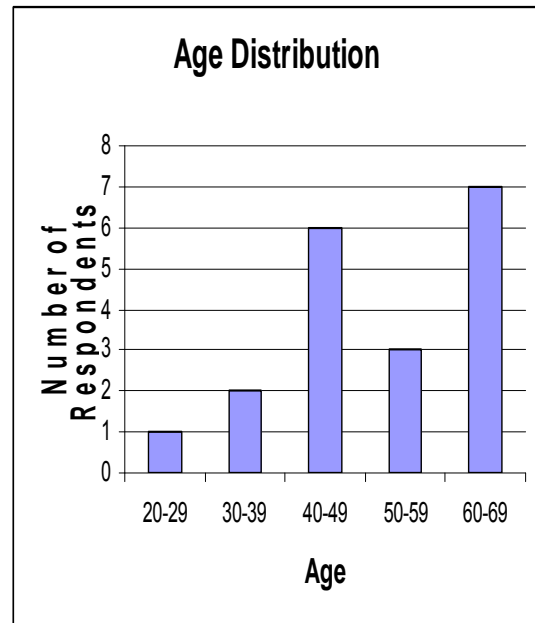
This various age of the staff are shown in the figure.

Barnardos



- Almost half of the respondents (47%) are aged between 50-59.
- 28% of respondents are aged between 40 -49.
- In addition, 19% of respondents are age between 30-39.
- 3% of respondents is aged between 60-69. Another 3% of respondents are the youngest aged group which is age 20-29.

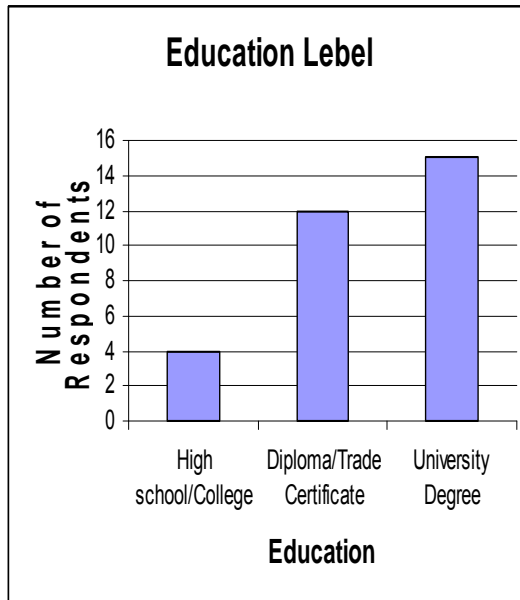
Plunket



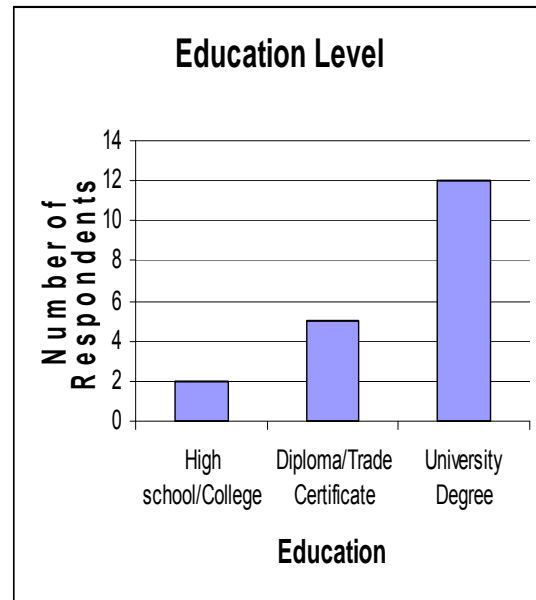
- The results show that 36% of staff are between 60-69 years old. After that staff who are 40-49 years old follow that first group (32%).
- Staff aged between 20-29 (5%), 30-39 (11%) and 50-59 (16%) were the smallest group ages in the organisation.

D1.3 Education Level

Barnardos



Plunket



- According to results almost half of the staff (48%) obtained university degree. So, it means the education level at Barnardos is high.
- 39% of respondents has a diploma/certificate.
- Lastly, 13% of respondents have a high school /college education. This is the lowest education level in Barnardos.

- Like Barnardos the highest level of education is university degree (63%) follows by diploma/trade certificate (26%) and high school/college (11%) education.
- These results show us that Plunket is managed and organized by highly qualified people.

7.4 Interview Results

The main aim of Interviews was to understand that what type of public relations strategies these organisations are using and how important public relations was for them. I briefly also touched upon the subjects like role of ethics and also the role of public relations in these organisations. I used probing techniques while tape recording these interviews to collect richer data. The interviews were transcribed verbatim. Following are the excerpts from the interviews.

7.4.1 Interview with Sue Radford/ Plunket

17/11/2006-Central Auckland

How long have you been in this non-profit organisation?

I have been working in Plunket but not in this role about 21 years in different roles.

Why did you choose to work in children's non-profit organisation?

Well, I think it was the aspect of child health and working in community and the national organisation having national standards, national guidelines something like that. I don't think the non-profit came into my decision making to be honest. The focus on the work, working with community and preventative healthcare, working with families, having a degree of autonomy in the work and being able to work alongside people. Certainly, it is a plus; profit is not the main consideration, but families are.

Can you describe the main tasks you do in your work?

My main task is working with a designated number of both Plunket nurses and private professionals. Those are the staff that work alongside the nurses and support them in the work they do. My job is to support staff, to ensure standards of care. To ensure we maintain the contract with the Ministry for recruitment of staff, retention of staff, and education.

Do you think is it easy to get volunteers?

No.

Why?

I think the hard thing is to get volunteers that truly represent the community. We tend to more easily get volunteers more affluent areas because these people have the confidence, the resources, the education and the skills that sort of thing. For the areas that perhaps we'd like more representation, the people are poorer, they are living day to day, and they have other concerns so they take precedence. And also Plunket is still seen as even though we try to move away from being a middle class organisation, so we've had to battle those things. It's difficult too when we keep getting volunteers that are representative of that class of society to have an image that's not like that.

Does Plunket have ethical codes?

Yeah, we have a whole set of policies that guide what we do with our clients particularly with regards privacy. We deal with such things as family violence and child abuse. We are guided very strictly not only as nurses but guidelines of the whole society as well.

What do you think how useful are they (ethical codes) for your organisation?

It is very essential, crucial really because if we did not have that trust would break down between our clients and trust would break down between staff as well because you would wonder what people would say.

How could Plunket develop ethical codes?

(I suppose we are consistently looking at that) There are a lot of situations that ethics affects the way we make (judgements) but I think sometimes we are confronted by a situation and we realise that perhaps it could have worked better.

I think that's true of anything, we look to find more guidelines to support people in the decision making.

Are there any ethical issues in your organisation?

(No, not really) I think the biggest one we've had to battle with is probably privacy. When you are having to report a family to something like CYFS because of concerns or sometimes you really want to talk to a doctor about the family and if they don't give their permission, then you are battling between the safety of the family and the trust that they have in you and I think that's probably the major issue.

Do you think public relations useful for non-profit organisation?

Oh, Yes

Do you have public relations department in your organisation?

We have public relations at our national office. Our marketing and public relations is done from there. So it's nationally done. Around our annual appeal is a prime example of public relations.

What is their main work?

I think selling the care that we offer so that more clients realise its value and because the well- child service which that's primarily what we are about, offering a series of visits and assessments for families and children. The government has wanted us to achieve so much of that. So at least we keep reminding the public of the value of this and how prevention is so much better than cure later on and how much better it is for the health outcomes. The general health of the society, unless we keep reminding people, people don't often, sometimes don't take it up and don't comply because they look and say "oh, well". It's different from going to the doctor when you are feeling sick. It's going for checks when you are feeling really well and your child is well. So sometimes it's a hard concept to sell for some so that's why we have to keep our public relations high.

How effective are your public appeals for donations?

In some areas as I said before, in some of our richer areas are very successful because the volunteers have marketing skills. A lot of them come from highly paid, backgrounds and make good decisions. They have all the contacts. It's who you know. Generally I think Plunket is lucky that over time because we've been going nearly 100 years, we've engendered a lot of good will in the population and we keep building on that goodwill. That is what public relations does. It continues to foster the already existing good will.

Do you think there is any negative aspect of your organisation?

I am sure there is plenty. I think generally not, but of course there is always individuals who do not always meet clients' needs. Because the organisation, any organisation is only as good as the people in it, only as good as staff out there in the field. Occasionally, we don't get it right. Occasionally, sometimes we do not get cultural mix right, we do not understand, we make mistakes. I think sometimes it is possible that the government are too strict with directives of how we are to direct our service. Sometimes, they do not allow enough

flexibility to provide the service that perhaps we feel we want to provide.

What do you think about closing line of Plunket?

It did not close. We are funding it ourselves. We are funding it with donations so it's still going but with reduced hours. It's from 7am till midnight now. We have developed our own systems. The government has said it is only funding Health line so Plunket sees Plunket Line as being something rather different because Health line probably deals more with children who are sick whereas we offer the kind of information for families who are concerned about parenting and things like feeding babies, crying, and those sorts of behavioural issues that make parents really anxious. That's the sort of thing that we do tend to deal with parents and the parenting role whereas health line is a more of a "Someone's got a high temperature. What should I do?"

How well did the public support your 5 cents campaign?

Very well. About half a million. It was national .Where it worked well was when perhaps volunteers had built up a relationship with their local ANZ bank. You work with people, in ANZ. This campaign was better than their previous involvement. The good image of working and donating time to the community happened because it supported their own new image they tried to promote.

What are your future plans for Plunket?

I think it is probably more of the same. We are still trying to get it right, still trying to meet families where they are at, listen to them more effectively and trying to improve children's health in NZ. We still have concern about children's health. We visit families from when the baby's about 4 weeks old and we supervise the care, support the families till the child's about 4 years old.

How is your work different work from Barnardos?

Very different. Dealing with Barnardos is sort of like picking up on concerns. Their issues revolve around providing child care and fostering and it's more for crisis type situations. A lot of our work is just for ordinary families, supporting them so they continue to do the best they can for their children. Occasionally, of course, we are not doing so well and we need to put in extra support and do referrals. For a lot of our families it's just routinely seeing them. In case something is not presenting as it should and then making appropriate referrals. Ours is about national contract, a universal contract which serves 90-92 % of all NZ children. It's very different really. Ours is prevention and promotion. Barnardos deals with problems as they present themselves.

Does your organisation have protocols on cultural safety so that the needs of cultures as Maori are protected?

Yes, we do. We have the Treaty of Waitangi which underpins the care that we offer to all families actually. And we have a policy. Unless nurses are deemed culturally competent, they shouldn't be practising. Nurses or any health professional. Every year we have a day dedicated to Maori health issues and how we can better address their concerns.

7.4.2 Interview with Beth Salter / Barnardos

27/11/2006-Central Auckland

How long have you been in this non-profit organisation?

18 years

Why did you choose to work in children's non-profit organisation?

I started because I had been asked to do some fundraising. So that it was little different from caring for raising money. So, I started as a volunteer and I started work in an office and then progressed and I guess learned a lot about it. I became area manager and managed the unit, services for about 9 years and then moved on to my current role.

Did you really prefer to work children's non-profit organisation?

Well, to be honest that was just a circumstance that moved me this direction.

Can you describe the main tasks you do in your work?

I work in a support role. So, I support my regional manager and I support area managers and their team leaders who manage the services.

Do you think is it easy to get volunteers?

Not particularly easy. We probably in the last 10 years work less and less with volunteers for reasons that you said; a lot of people are working, people do not have spare time and also other issues particularly. People might ring, and come and do a lot of work for children but there are so many processes now around such as police checks and supervising the volunteers. So, that takes time. But we do still have some volunteers who work in a library.

Do you do any activities to get volunteers?

Not anymore.

Do you have any education programmes for volunteers?

Certainly not in this management unit. We have our fundraising component in head office in Wellington. So, they may have education programmes about volunteers to familiarize the volunteers. I said we looked at the service but I guess may be fundraising team may have programmes about volunteers. But there is no programme in this unit.

Does Barnardos have ethical codes?

I am not sure so I will get someone else to talk about this.

If yes; can you explain what they are?

We do a lot of contract work with organisations .We are working with government agencies so the agency might have a child in the care and protection of the child protected family .So , we contracted in so ethical factor would be present.

In line of professional body that our workers belong to professional bodies so work to their code of ethics. TNZ which is Treaty New Zealand social workers and for counsellors it is a New Zealand Counselling social services so , it is code of ethics .It depends on which professional body they affiliate to. So, our ethical codes are all about child protection policies, managing behaviour. This is mainly our core policy. Our core policy is being reviewed at the moment; it will sign off at the end of the November.

How useful are ethical codes for your organisation?

It is very useful. They haven't provided enough clear guidelines because of recently registration they have been updated to include new legislation such as; The Care of Children Act, Children and Young Person's Act and Families Act which have been around for while. There is some press references that we include negative included and of course we change our (Barnardos) vision.

How could Barnardos develop ethical codes?

Well, in future like the national practice team will review our core policy regularly. The team meets monthly in Wellington. So, what they are going to review one of the core policies each time they meet. We are going to develop a systemic feedback from practitioners to make sure the core policy is actually functional and actually provides what the practitioners need in terms of clear guide once on how they work and support best practice.

Are there any ethical issues in your organisation?

No, we have very good reputation and strong core of ethics.

Do you think public relations useful for a non –profit organisation?

Is it useful? Oh, it is absolutely vital. Do we do it well? No. I am not sure about other non-profit organisations, you tend to get service delivery, but we forget about telling people what did we do that is just one side of the public relations because we have two arms of business. We have a business arm to provide child care services, (we have child care centers), and we have other services, social services. We really need to be promoting the picture of what did we do and personally. I think we do not do it very well.

Do you have a public relations department in your organisation?

We have a communications department. It covers communication, marketing, media releases.

How effective are your public appeals for donations?

Currently, quite effective. We have a programme called "One Child, One Chance". It is a pledge programme. So we market it, go out, call or telephone people. People donate automatically every month. They might donate \$ 10 or more a month. So, "One Child, One Chance" pledge programme is very effective way for fundraising.

So we actually have done quite well. In the past, 10 years ago our fundraising was much more from staff, services and it was hard to collect money in the street. So, they took a look at it, they are constantly contacting regular donors. That seems to work. The "One Child, One Chance" campaign is all about New Zealander children who need help. It is totally localized. Money coming in related to that area and that we do.

What do you think about the Every Child Counts campaign? Was it successful?

It is still in process. I understand this week it went to another stage in the House. Was it successful? What determined success? I guess that when section 59 changed it was a signal of success.

What do you think about the campaign of "Big Toddle"?

That is a national fundraising programme for the month of November. In different areas, they are doing this event differently. I know yesterday in Auckland they had 100 children in central Auckland and they have another Toddle going in West Auckland. So, it is probably too early to say what money is raised but there is lots of interest and lots of kinder gardens and other child

organisations are getting involved. So, it seems to be going well.

What are your future plans for Barnardos?

We are pretty much on track. We also have critical stepping stones. We are preparing a magazine that shows our services which is like our plan. It is around looking internally having a focus on our family support services at by cultural past. So, it is internal strategic plan.

What is Barnardos actually doing for families?

Barnardos is going to visit families. It is one of the services. We have our early childhood services, Kid-start which is home based care and we have nanny service but it is just in Wellington. And we have after school care in three locations. Then we have family support services. Family support workers go out and visit families. So, they work one to one. The people come from Plunket, a local doctor or someone might identify that a family is struggling in a particular aspect; it might be child behaviour or budgeting. So, these family support workers go and work in the home.

We have also a telephone counselling line .Monday –Friday 9 am -3pm. This line is advice for parenting. This line started originally as an abused children's protection line. Now it is really about giving advice around the development of children, what they should do at a particular age. It has been is going on for a long time.

How is your work different from Plunkets?

Plunket, I understand they focus on children working with new born and 2-3 years. I can not remember. Ours is children and families. There is no nurse education programme in Barnardos.

Does your organisation have protocols on cultural safety so that the needs of cultures such as Maori are protected?

I don't know a protocol is right word but we do not have any specific courses or anything for Maori children. In the past we used to have specific family courses for migrant families and sometimes if this is needed a particular area can deliver a service. For example; shopping in the supermarket. So, if we need to do it, we can do it. The Treaty of Waitangi is a part of a critical stepping stone of Barnardos. We work alongside the Treaty and give a lot of staff training on this.

7.5 Summary of Interview and Questionnaire Analysis:

The results from this study have helped to create a better understanding of the non-profit organisations based in New Zealand in general and Barnardos and Plunket in particular. One of the reasons, why I chose these two organisations was that they are the largest non-profit organisations focusing on child welfare in New Zealand. I collected data through both qualitative and quantitative methods.

The two selected organisations on the surface appear quite similar to each other. However, the results from the questionnaires suggest that the biggest difference between Barnardos and Plunket is that Barnardos is an international organisation operating in New Zealand. However, 47% of its employees believe that it is mainly a local organisation based in New Zealand and its international operations are not significant for them. On the other hand, 48% of respondents answered that Barnardos is an international organisation. Therefore, the opinion is divided into two contradictory views, one for and other against Barnardos being an international organisation and no consensus has emerged that may suggest that the employee are fully aware of their organisation's scope of operations. On the other hand, Plunket is just a national organisation. The distinction between a national and international organisation becomes clear when we compare two organisations like Barnardos and Plunket those who are working in a similar field but have a vast difference in their scope of operations.

For example, Barnardos and Plunket have mostly full-time, experienced and professional staff who work with children and their parents in communities spread around the entire country. Both organisations provide excellent services to provide child-care, educate, and support children and their parents helping them especially when children are growing up. In addition, research further highlights that employees who were working in Barnardos and Plunket enjoyed working there in a non-profit organisation mainly because they thought that services and the support that they were providing to children and their families was a key ingredient in bringing the required change in their lives.

In addition to collecting the data through questionnaires I conducted two semi-structured interviews. Interviews helped in mapping similarities and differences that emerged because both respondents had substantial work experience in non-profit organisation on the one hand, and on the other hand, their experiences were quite varying because of the underlying differences present in these two organisations.

Barnados specialises in social, educative services and activities. It especially provides home based early childhood education and care to children in need. The staff members working in Barnardos over the last 2-5 years form the largest group consisting of 31% of the total employees. This highlights that the majority of staff members have not been working in Barnardos for a very long time. Although some staff have worked as social workers or teachers, it is also not very clear whether these members had some prior experience in a similar organisation to Barnardos or not, it may suggest that the majority of staff members who are working in Barnardos do not have considerable experience in non-profit organisations like Barnardos. One of the main reasons for this is that the questionnaire itself did not include any questions that would have helped to collect the required data. So, unless the respondents volunteered the information little is known regarding the work experience of these employees in organisations doing similar work to Barnardos. Therefore, it is difficult to ascertain whether the reason behind these employees not engaging in community activities is often their lack of experience. In addition, an equal number of employees said that they were actually not engaged in publicity

campaigns. One of the main reasons for this could be that a large number of employees working in Barnardos were engaged in activities such as supervision or coordination of staff members who monitor children in their home. These are mainly workers who are responsible for early childhood education programmes and are not engaged in publicity campaigns. One of the main reasons for this is that all the major publicity campaigns in Barnardos are carried out from the organisation's head office situated in Wellington. Over the years Barnardos has not only been able to build its reputation but has successfully maintained it too. For example, 30% of respondents believe that public know about Barnardos mainly because it has a strong reputation in New Zealand. This may be linked to the fact that 48% of respondents had a university degree or diploma.

In line with Barnardos, Plunket too, has a long and successful history in New Zealand. Plunket has been providing social, educative and health services in New Zealand for a hundred years. Most New Zealand families have been in contact with a Plunket nurse, which has given it a high public profile. Plunket delivers its services on a one to one basis by directly getting in touch with its clients. Its staff members try to build a long and lasting relationship with its clients that is built on trust and faith. This is one of the main reasons why Plunket has become a household name in New Zealand.

The staff members of Plunket broadly belonged to two major categories. One, those who had only 1-2 years of experience was 33% and second, those who had 20 years and above experience comprised of 22%. In my opinion, this polarised experience would be useful to the organisation because employees who are still quite new to the Plunket's culture can bring a breath of fresh air to the company's environment on the one hand and on the other more long standing staff members can provide stability to the organisation's culture. The majority of the staff members who are working in Plunket hold a university degree. In addition, they have substantial work experience gained in a diverse organisation that enables them to provide excellent services. As one respondent says, Plunket's employees' key promotional activity is to "support families with their Well-Child health" programmes that involve visiting families with new born babies and educating the parents on various aspects of child-

care. This is one of the main reasons why a majority of staff members underscored that they do not engage in any community activities and are solely focussed on providing one to one child care training for the parents of the newly born child.

Another key reason could be that though the members may have got involved in the community activities in the past they were not able to make a distinction between those activities and child care activities as such. This could be because the community activities undertaken by them might have been so standardised that for them to clearly understand the difference between the two could have been extremely challenging. In addition to their own employees both organisations largely depend on volunteers to carry out their day to day activities. However, interviewees from both the organisations believe that it is not easy to get volunteers but they have different opinions about why it is not easy to get volunteers.

According to Sue Radford (Plunket) there are not enough representatives to recruit volunteers on regular basis. On the other hand Beth Salter (Barnardos) states that people have no spare time and also the potential volunteers have to go through a lengthy selection procedure that acts as a deterrent. Therefore, given the circumstances, a very small population chooses to be volunteers in a non-profit organisation these days. This is one of the main reasons why Barnardos have stopped using volunteers largely on the other hand; Plunket still disseminates its services through volunteers. However, contributions of volunteers towards building a positive image of an organisation cannot be undermined. On the one hand, non-profit organisation struggle with hiring full-time employees due to paucity of funds available to them and on the other hand, these organisations seldom can afford to compromise with the ethical codes in delivering their services to their clients. Therefore, these organisations regularly raise funds by making public appeals.

According to Sue Radford (Plunket) most of these donations came from affluent areas. In other words, most of Plunket donors belonged to upper or middle-class segments those who displayed their faith in Plunket. In sharp contrast,

Beth Salter (Barnardos) underscores that the main sources of income for Barnardos comes from its individual donors those are attracted through several campaigns that Barnardos organizes each year such as; “One Child, One Chance”, “Big Toddler”, “Every Child Counts”. In line with

Barnardos, Plunket too had been quite successful in running campaigns. One of the key reasons given by Sue Radford (Plunket) was volunteers’ involvement and contribution in making these campaigns successful. Therefore, it would not be untrue to say that volunteers play the pivotal role in any non-profit organisation. They help families in overcoming issues related to poverty, child abuse, family violence and neglect by launching successful campaigns or activities focused on improving the overall status of children in today’s challenging environment where a child may have to bear a mild smacking at the hands of his or her parents or on the other end of the spectrum may be forced to fight an endless battle started in some remote corner of the world by militias that they faintly understand. This is one of the main reasons that the parents appear to be generally aware of Barnardos and Plunket’s campaigns, services and activities and they generally try to help these non-profit organisations financially. Therefore, it would not be an overstatement if I say that in New Zealand Barnardos and Plunket today have become household names. On the other hand, some staff acknowledged that a small percentage of the New Zealand population especially those who are new immigrants or those who do not have children may know very little about Barnardos and Plunket. This is one of the main reasons why both organisations even after being well known to majority of their customers cannot do without public relations activities. Therefore, when I asked interviewees how significant was public relations to non-profit organisations? I got the same answer from both team leaders working for Barnardos and Plunket that public relations plays a vital role in a non-profit organisations. However, Beth Salter the team leader from Barnardos highlighted that awareness level among the staff members about the functioning and utility of public relations in a non-profit organisation in general and Barnardos in specific was low.

One of the reasons that may have attributed towards this was that Barnardos

did not have an independent public relations department. Instead it formed a small part of a much larger communication department. Therefore, all activities that can be enlisted as public relations in general were orchestrated by the communication department. In sharp contrast, Plunket has public relations department. However, the public relations department is based in their national office and it's mainly focuses on communications activities like media relations, fundraising and special event. On the surface it may appear that the span of their public relations activities is limited. However, if we look beneath the surface then we will find that public relations department in fact actively involved in raising the profile of the organisation.

In the survey, most respondents from Barnardos and Plunket see that their organisations have a full-fledged public relations department. Many respondents talked about their public relations facilities at their respective head quarters and not locally. One thing that clearly emerged from the analyses was that people who were working in both these organisations unanimously identified public relations as key to a non-profit organisations success. In addition, employees of these organisations said that ethics in an organisation plays an important role in building the organisation's reputation.

Another key issue that emerge from interviews was how these organisations defined their ethical codes and what their scope was. Ethical codes in both organisations ranged from issues related to workers, maintaining client and organisation privacy, family violence and child protection policy. These policies are formulated by Barnardos' national practice team that come together every month in Wellington to discuss ethical codes. However, this does not suggest that they do not have any issues at all. Some of respondents think that sponsorship can create ethical dilemmas for Plunket because sponsorship is needed to fund Plunket's activities in the absence of government financial support. Plunket being a multi-cultural organisation at times struggles with bringing all the conflicting cultural values together in a meaningful way. Some of Plunket's respondents were conscious of issues around cultural differences and felt that Plunket must educate their staff to improve cultural sensitivity. However, this was just the tip of the iceberg because respondents underscored that they

were at times not able to provide safe services to their clients under the Privacy Act that prevents them to access key information related to their clients needed to deliver high quality services.

On the contrary, in Plunket issues do emerge because they follow very strict ethical codes. This is one of the main reasons why majority of respondents were aware of the ethical codes while answering questions about protocols on cultural safety. On the other hand Barnardos encourages their staff to affiliate to their appropriate professional bodies that have their own ethical codes. A small number of Barnardos' employees had no idea about policies on cultural safety. Therefore, some of Barnardos' employees underscored that by educating them on ethical issues the problem can be solved like confidentiality, staff-client relationships, child safety and understanding ethical codes.

Barnardos wanted to adopt a democratic way to achieve this therefore, it is encouraging its employees to come together and debate about the services and activities of the organisation. This is one of the main reasons why one of the respondents said that Barnardos is a professional organisation and they should always take "ethics" seriously. One of the respondents suggested that if Barnardos employs one person in each region to act as an ethics committee representative on improving ethical behaviour then it will meet its goals.

There are some positive steps taken by National Practice team of Barnardos in this direction as highlighted by one respondent. On the other hand, an alternative viewpoint emerged that suggested that ethical matters should be left to the personal discretion of an employee who can independently decide that what is right and what is wrong. However, this individual approach is not shared. The findings of my research highlights that though Barnardos' ethical protocol is not well developed and needs improvement they cannot be categorised as an unethical organisation. This is evident from the fact that Barnardos's ethical policy towards children that is highlighted in their slogan "Children come first" says it all.

Plunket have a well laid out strategy on ethical issues. Ethical codes are essential for maintaining trust with clients and between staff. Plunket's staff acknowledges the significance of activities like organising meetings to discuss

ethical issues that arise from daily practice. They continue to communicate whether to update practices and their manuals. They want to make sure that Plunket's values get communicated to all staff and volunteers. The significance of ethical codes is premised in the understanding that each and every organisation sooner or later faces an ethical issue that, if not curbed on time may permanently damage the organisation's reputation. Although local media portrays a positive picture of these organisations, this does not mean that there is no ethical issue that could arise to haunt these organisations. For example, in the survey no evidence emerged that would suggest that these organisations were facing ethical issues related to the Privacy Act. Liaising with other community organisations to protect 'at risk' children was the issue mentioned most in the questionnaires. On the other hand, staff stressed the need for confidentiality so the frequency of these issues is not very high. One of the reasons for this could be the demographic profiles of organisation's staff as such. The staff in both organisations is mostly female in the age group of 50 years and above. An overwhelming majority held a university degree and extensive experience. So, they will be aware of issues.

The analysis of interviews conducted in Barnardos and Plunket further highlight that both organisations give due importance to Treaty-Waitangi protocol. According to Sue Radfords (Plunket) Treaty-Waitangi protocol focuses on safety and health issues. The protocol is religiously followed by all Plunket's staff while performing their duties. In addition, Plunket once every year organizes seminars to improve the health of Maori especially the Maori children. In short, Plunket follows the principles of the Treaty of Waitangi within its organisation and practises it in a culturally safe way. Beth Salter (Barnardos), in line with Sue Radfords (Plunket) also states that Treaty-Waitangi Protocol provides culturally safe services for Maori children and their families and a culturally safe workplace for Maori staff. However, one of the striking differences between the two organisations approach to Treaty-Waitangi Protocol is that that unlike Plunket, Barnardos programmes are broad based and does not specifically focus on Maori children.

Chapter 8

CONCLUSION AND RECOMMENDATIONS

I conducted a study to understand the importance of ethical public relations in non-profit organisations working in the area of child welfare. The study highlights that ethical public relations can play a key role in development and growth of a non-profit organisation especially, in today's world there is hardly a well established company without a strong 'Public Relations' department. However, most non-profit organisations, in spite of their being able to understand the significance of public relations, find themselves ill-equipped to launch a successful public relations campaign. The companies who were able to initiate a public relations campaign faced a serious challenge defining ethical codes of conduct when designing the campaign. This was mainly due to two reasons. First, the longevity and effectiveness of the campaign that would create a long lasting positive image of the organisation among its stakeholders based on trust would depend on the basic ethical codes adopted by the organisation therefore campaigns based on unethical behaviours can lead to disastrous results. Secondly, to define what is ethical opens a sea of possibilities in a fragmented post-modern world where the line between the ethical and unethical has blurred. However, one thing that clearly emerged was companies that do not have an ethical line in their public relations do not succeed and sometimes they create a negative image in the public mind. Most corporations in similar situation can regain confidence of their clients due to their financial might. However, this can be an up hill task for a non-profit organisation working on a shoe-string budget especially because most of these organisations are funded by the government and in recent times we have witnessed a steep decline in the government funding desperately needed by these organisations to survive. It would not be wrong to think that these are the organisations that need public relations the most. For example, in this study I analysed public relations strategies of two non-profit organisations Barnardos and Plunket situated in New Zealand. I collected data through questionnaires

those were mailed to employees of Barnardos and Plunket. In addition, I conducted interviews with team leaders of Barnardos and Plunket. I also analysed secondary data that I collected from articles those were published on these two organisations' internet sites and articles published in the leading newspaper the New Zealand Herald in the last eighteen months. Both interviews and questionnaires covered topic related to these day to day operations and their involvement in public relations activities. The questions also included their attitude towards ethics.

Results of the study highlight that both Barnardos and Plunket have a public relations department at their head offices. Therefore, most public relations campaigns were developed centrally. This was evident from the awareness level and attitude of majority employees countrywide towards public relations activities. A wide majority of employees could not segregate public relations activities from their other activities. However, most of them expressed that they do get involved in public relations activities. In short, both organisations need to develop a clear cut public relations plan that will incorporate local and countrywide strategies.

Respondents laid stress on ethical issues that clearly emerged from data analysis that highlights that respondents were not only sensitive towards cultural issues because they were living in a highly multi-cultural society like New Zealand but were also sensitive towards most ethical issues surrounding their organisations. Therefore, in my opinion, Plunket and Barnardos need to develop a strategic public relations plan to target a wide range of donors and volunteers as they are a vital resource for any non-profit organisation. The plan must be developed keeping their ethical codes in mind to achieve its long and short term goals. The team leaders I interviewed supported this thought by saying that there were not enough volunteers and added they could not reach out to people as much as they used to.

The awareness level about Barnardos and Plunket among families with children is generally high because they do tend to use their services. However, people who do not have any children or those who have recently arrived in New

Zealand are generally not aware of these two organisations. In my opinion, this could be due to lack of public relations campaigns organised by these two organisations. Therefore, there is a need to develop a broad public relations policy operating at national level covering a wide gamut of people. The strategies Plunket and Barnardos have adopted in this directions is to mainly exploit the electronic and print media potential and therefore they are trying to make their presence felt through newsletters, television, and the internet, campaigns. In my opinion, more effort is needed in training staff and volunteers to understand key issues associated with the development of effective public relations campaigns aimed at solving problems of their clients. In other words, more work needs to be done in clarifying the role of volunteers and the staff for them to become effective public relations campaigners for their organisations so that they are able to achieve over all goals of their organisations like improving fundraising opportunities among target audiences and raising awareness of non-profit organisations to create a place for themselves in the society.

The results from the study have both academic and practical significance. On the one hand, it adds a fresh perspective to the literature based on primary research. For example, it highlights the importance of public relations in non-profit organisation and on the other hand provides practical advice to the public relations departments of the non-profit organisations and how it can help in development of a sustainable ethical delivery of their services to their clients. Finally, it suggests that in future public relations campaigns developed ethically may play a key role in the growth of non-profit organisations.

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APPENDIX I: Ethics Approval



MEMORANDUM

To: Janet Bedggood
From: **Madeline Banda** Executive Secretary, AUTECH
Date: 24 October 2006
Subject: Ethics Application Number 06/64 **Importance of ethical public relations in non-profit organisations.**

Dear Janet

I am pleased to advise that the Chair and I as the Executive Secretary of the Auckland University of Technology Ethics Committee (AUTECH) have approved your resubmitted ethics application. This delegated approval is made in accordance with section 5.3.3 of AUTECH's *Applying for Ethics Approval: Guidelines and Procedures* and is subject to endorsement at AUTECH's meeting on 13 November 2006.

Your ethics application is approved for a period of three years until 24 October 2009.

I advise that as part of the ethics approval process, you are required to submit to AUTECH the following:

- A brief annual progress report indicating compliance with the ethical approval given using form EA2, which is available online through <http://www.aut.ac.nz/research/ethics>, including when necessary a request for extension of the approval one month prior to its expiry on 24 October 2009;
- A brief report on the status of the project using form EA3, which is available online through <http://www.aut.ac.nz/research/ethics>. This report is to be submitted either when the approval expires on 24 October 2009 or on completion of the project, whichever comes sooner;

It is also a condition of approval that AUTEK is notified of any adverse events or if the research does not commence and that AUTEK approval is sought for any alteration to the research, including any alteration of or addition to the participant documents involved.

You are reminded that, as applicant, you are responsible for ensuring that any research undertaken under this approval is carried out within the parameters approved for your application. Any change to the research outside the parameters of this approval must be submitted to AUTEK for approval before that change is implemented.

Please note that AUTEK grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to make the arrangements necessary to obtain this. Also, should your research be undertaken within a jurisdiction outside New Zealand, you will need to make the arrangements necessary to meet the legal and ethical requirements that apply within that jurisdiction.

To enable us to provide you with efficient service, we ask that you use the application number and study title in all written and verbal correspondence with us. Should you have any further enquiries regarding this matter, you are welcome to contact Charles Grinter, Ethics Coordinator, by email at charles.grinter@aut.ac.nz or by telephone on 921 9999 at extension 8860.

On behalf of the Committee and myself, I wish you success with your research and look forward to reading about it in your reports.

Yours sincerely



Madeline Banda

Executive Secretary

Auckland University of Technology Ethics Committee

Cc: Robert Wellington

Nurcin Coskun nurcincoskun@gmail.com

APPENDIX II: Media Content Analysis

BARNARDOS

Money Raising/Fund Raising Activities

12 January 2005- Media Release/Barnardos Web Page

What's up seeks New Sponsor

According to Barnardos' sponsorship for their campaign is very important to get donations. Barnardos is one of the sponsorship is Kellogg. Kellogg is always looking at different ways of meeting community needs. So, it is a good way to increase awareness and profile of campaign.

28 February 2005-Media Release/Barnardos Web Page

Barnardos Launches Streamlined Appeal

Barnardos organized "Appeal Week" between 28 February to 6 March 2005. This week was for to raise funds for children from group of supporters, school children, Barnardos staff and overseas students.

12 October 2005 – Media Release/Barnardos Web Page

Barnardos Big Toddle –November 2005

It is a one of the biggest activity of Barnardos .Murray Edridge who is the Chief Executive of Barnardos New Zealand says that the Big Toddle activity shaping up to be the biggest ,brightest and best fundraising event for the under fives in the country. The Big Toddle activity aim is to get a record number of children walking way to health and fitness while raising funds for Barnardos community and family services as well as their own group.

PROGRAMMES

27 January 2005- Media Release/Barnardos Web Page

Programmes

Kidstart Te Aroha Office Changes

The Barnardos home based childcare service Kidstart is aiming to give a great start to children. This media release is about The Barnardos Kidstart service packed up its Te Aroha office.

31 January 2005- Media Release /Barnardos Web Page

Programmes

Great news for childcare, says Barnardos

This article is about the increased support of home based childcare. A number of Barnardos caregivers have gone on to undertake tertiary study and develop a fully –fledged career in early childhood education. Barnardos says early childhood education is important while children are growing. Because Barnardos thinks that one of the benefits of caring for children in the home is the ability to be involved local community activities.

10 May 2005-Media Release /Barnardos Web Page

Supporting programmes

Crumbs under the Cabinet table for children.

“Every Child Counts” campaign representers of Barnardos, Plunket, Save the Children, UNICEF NZ and AUT’s Institute of Public policy are supported by more than 170 other organisations and thousands of individual supporters.

“Every Child Counts” spokesperson Murray Edridge says that for children’s future the “working for families” package needs more support. According to “Every Child Counts” campaign supporter groups “working for families” aimed at relating to children in New Zealand.

18 May 2005-Media Release/Barnardos Web Page

Programmes

Hopes that Budget 2005 will make Every Child Count

Every Child Count has identified 2005 budget to improve the status of New Zealand children and contribute to sustainable social and economic development. According to “Every Child Counts” spokesperson Murray Edridge says that this is a good opportunity for New Zealand’s children’s future. Every Child Counts budget builds on working for families’ package and other initiatives designed to address this country’s serious child poverty issue. It means they are aiming to ending child poverty. Dr. Emma Davies of AUT’s Institute of Policy says that another important point is ensuring that all children will get a good start in the early years of life. Because of that New Zealand needs more investment in quality, community based, wrap around services designed to help families and communities meet young children’s needs.

27 May 2005 – Media Release/Barnardos Web Page

Supporting programmes

Auckland City Council supports Every Child Counts

Auckland City Council is the first council to sign up to the “Every Child Counts” campaign. This kind of support is very important for campaigns because they play a pivotal role in public development. The aims of Every Child Counts are consistent with Auckland City Council’s own aspirations for the city’s children as stated in its newly drafted Child and Family Policy, Growing up Together. That policy’s aim is helping children be active and healthy environment and also provides services to meet children’s and families needs.

4 July 2005- Media Release/Barnardos Web Page

Supporting programmes

Organisations join together for Early Support

CCS is an important organisation that provides support and services to people with disabilities. CCS organized “Let’s get in early” campaign to get backing from Government to commit to early support for all disabled children and their families. Some of the organisations support this campaign and Barnardos is one of the organisations that are supporting this campaign.

23 August 2005 –Media Release/Barnardos Web Page

Supporting programmes

Collaborate for the sake of kids-Barnardos challenges politicians

The aim of Barnardos New Zealand challenges all political parties to work together to improve the lives of children across the country. That is why Barnardos New Zealand is supporting the “Every Child Counts” campaign. Barnardos think that they should be serious about improving the lives of all children in New Zealand.

22 February 2006 /Barnardos Web Page

Programmes

Record number of children in early childhood education

Penelope Janes who is Barnardos New Zealand’s early childhood advisor says that nearly 185,000 children enrolled in early childhood services. This is a good opportunity for children because children who start early education to do activities at home. Penelope Janes also says that “Barnardos main concern for the well-being of children and it sees the provision of quality early education and care as integral to that”.

27 April 2006 /Barnardos Web Page

Programmes/Project

Project to increase participation in early childhood education in the Hutt Valley

This project aim is helping to ensure that every child has the opportunity to participate in quality early childhood education. Moana Jessett who is a Barnardos New Zealand qualified and experienced early childhood teachers says that the learning experiences a child has in the first years of life can make a significant difference to his or her future. Also early childhood education can help children before they started school in on-going social and educational benefits. For this reason, Barnardos help families for early childhood education. Most of Barnardos staffs are visiting the family in the first instance, giving them information.

26 July 2006-Media Statement/Barnardos Web Page

Supporting programme

Parents will not be persecuted for smacking

This article is about violence to children from their parents. According to Every Child Counts groups, politicians, CYF and the police must all step up and agree on that parents do not reject on important social reform because they fear being persecuted. If they lightly smack their child, the police must offer an assurance to the public that they will not prosecute trivial offences. Also they said that parents should learn how to discipline their children without using physical punishment.

8 November 2005- Media Release/Barnardos Web Page

Programme

Kohanga Reo toddle for Barnardos

Barnardos organized their own toddle at a special event. Shirly Hurnell who is a coordinator of the Barnardos Big Toddle says that the main aim of Barnardos is to work with children and families to ensure that children experience a cycle of success through effective care, support and education. In other words the Bog Toddle activity will help fund Barnardos range of child-focused services.

22 April 2006 –General news /NEW ZEALAND HERALD

Programme

\$6 m programme to stop divorced parents fighting

This article is about how separate parents affect their children. Every year lots of couples are separating and because of this children face big problems. Dr. Joan Kelly, who is US clinical psychologist and world expert in children's adjustment to separation, says that separation and divorce increased children's risk of psychological, social and emotional problems. That is why Auckland Family Courts Association organized programmes which are conferences "Focusing on Children" and "Children in the Middle". The programmes aim is encourage parents to make their children their priority and minimise the impact of their separation on their children. There is also free course along with agencies and Barnardos is one of the agencies that is organizing free course.

CAMPAIGNS

19 April 2005-Media Release /Barnardos Web Page

Campaign

Call to politicians to make every child counts:

Barnardos, Plunket, Save the children, Unicef NZ AND AUT's Institute of Public Policy have come together under the title "Every Child Counts". The aim is to call all political parties to recognize the important part that children play in the future of New Zealand. These organisations have come together because they thought that New Zealand's future social and economic development depends on the ability of today's children environment. There is a lot of work to be done for political parties create the right environment for this to happen.

The "Every Child Counts" campaign has four main aims,

- Placing children at the centre of government policy development and implementation.
- Providing a good start for all children.
- Reducing child abuse and neglect
- Ending child poverty.

19 April 2005- Media Release/Barnardos Web Page

Campaign

Every Child Counts

Barnardos New Zealand is one of the largest charitable organisations and actively involved in the "Every Child Counts" campaign. This campaign aimed at promoting the interests of children is long overdue. The supporting of this campaign is rising rapidly day by day.

6 May 2005 –Media Release /Barnardos Web Page

Campaign

Mother's Day: an opportunity to celebrate the value of breastfeeding.

The "Every Child Counts" campaign is focusing on how mothers can be supported to provide the very best for their children. Dr. Emma Davis, a spokesperson for the Every Child Counts campaign, says that breastfeeding

can help to give children a good start in life because breast milk promotes cognitive development and protects the child against infections and chronic diseases. In this mother's day the aim was to support mothers breastfeeding in public, confident that New Zealand is a place where doing the best for your child is a source of pride, not shame.

20 March 2006-Media Release/Barnardos Web Campaign

Barnardos welcomes Children are unbeatable booklet

Barnardos has a booklet that includes seven very good reasons for not hitting children as well as practical guidance and managing children's behaviour without the use of physical punishment. So, it is the way of supporting "children are unbeatable campaign". According to New Zealand's manager of marketing and communication, this booklet is a great source for parents and parent educators. Barnardos is also organizing Children's Day. Children's day will be on the first Sunday of March 2007. That is why Barnardos is starting to plan events for this day. Also Barnardos is trying to increase the number of organisers, participants and activities.

18 May 2006- Media Statement/Barnardos Web Page Campaign

Budget 2006

Every Child Counts

Children play an essential role in the social and economic development. That is why Budget 2006 places a strong emphasis on economic transformation to ensure New Zealand's competitiveness in the global economy. Dr. Ian Hassall who is Every Child Counts spokesperson says that "children are our most important human resource, and their development is essential to achieving the best possible social and economic outcomes for all New Zealanders".

Undated/Barnardos Web Page

Campaign

Are we teaching our kids to be violent?

Child, Youth and Family research results show that last 10 years, 53,000 notifications of child abuse and neglect a year. So, this results show that New Zealand is a violent country. The Strategies with Kids Information for Parents is working for New Zealand community and they try to promote positive and effective discipline for parents .S.K.I.P says to parent that don't use physical punishment is a great proactive initiative and parent should be educate that have been raised with harsh discipline and authoritarian parenting styles.

28 October 2006- Media Release /Barnardos Web Page

Campaign

Under-fives prepare for Big Toddle

This is a very big activity of Barnardos. Thousand of under-five year olds are warming up in preparation for Barnardos Big Toddle. Children have to complete early childhood course which is organized by local Barnardos staff. After completing the course, children will receive special medals and fun pack. This event Barnardos New Zealand's first Big Toddle and the level of interest has been fantastic.

19 April 2005 –General news/NEW ZEALAND HERALD

Campaign

Push to highlight children's issues

Eleven years old Luke Lolesi is enrolled at the Waipa children's Art House in Kihikihi. His parent says before to start art house he was a very angry, naughty and impatient child. Some children are also as like as Luke. For this reason, everybody in the art house just tried to work in and help children. Most of people think that "Every Child Counts" is a useful campaign to help children that they said every town needs an art house where children could develop their personalities. However , some people also think that the campaign will argue that investing a bit more money into extra help early in life such as children's art programme –can help young people to achieve their potential rather than costing society more through crime and misbehaviour.

EDUCATION PROGRAMMES

19 March 2006

Educating the public/Barnardos Web Page

Newztel News: TRN 2ZB”Gary Ward”

This is an interview between Tony Wadsworth who is a presenter and Sir Roger Singleton who is a former head of Barnardos UK. They are talking about physical abuse to children. Singleton compares New Zealand and UK. According to Singleton many parents don't know any thing about what the law is about it. Singleton says that parents should know disciplining and controlling their children, looking at much more acceptable rewards and punishments. Barnardos organized “Children are unbeatable in UK”. Barnardos think that children do have a right to the same degree of respect and legal protection which adults receive. According to Barnardos, physical punishment was not an effective way of changing children's behaviour.

11 May 2006-Media article /Barnardos Web Page

Educating the public

Tools for good parenting – International Day of Families (15 May 2006)

15 May is International Day of families. The aim is supporting families and of bringing about positive changes in the family and also helping parents to raise their children into healthy, well-adjusted, responsible and caring adults. Recent research shows that there are six important key principles to raise happy, healthy and responsible children.

Firstly, parents should give lots of love and affection. Secondly, parents should listen, talk and understand children. Thirdly, parents should be an always example for children. So, parents always have to be careful about their behaviour and responses. Fourthly, because of good discipline children need limits and boundaries. Also if children break the rules, parent should know how to punish children. Finally, try to be patient to children.

19 July 2006 –Media Release/Barnardos Web Page

Educating the public

Family Integrity repugnant views exposed

Barnardos thinks that violence on children is unacceptable behaviour. Family integrity research results shows that because of physical abuse children's affected emotionally .Consequently, family integrity's views are extreme and repugnant to all reasonable New Zealanders. People can learn more information in Family Integrity Web Sites.

20 July 2006 –General News/NEW ZEALAND HERALD

General educating information

Smack ban 'breaking up Families'

This article is not directly about Barnardos .It is about violence to children and there is an example from Sweden. I family use physical abuse to children, government is being taken away their children form family. After that families are fighting to get their children back. There are really strict rules in Swedish rules about physical abuse to children. Barnardos also believes that parents have to know how to punish children without using physical abuse.

POLITICAL/PUBLIC CONCERNS AND PUBLIC POLICY

27 July 2005 –Media Release/Barnardos Web Page

Public policy

**Barnardos votes No to a merger of the Families and Children's
Commissioners**

Barnardos CEO's Murray Edridge says that children's issues are specific and need to be given greater voice. That is why children's commissioners is the lead advocate for the children of this country and this is the very effective way to do this.

12 April 2006 –Media Release/Barnardos Web Page

Advocate government policy

PlunketLine decision- implications for community engagement

Barnardos New Zealand believes that the government needs to think very carefully about outcomes for children and the engagement of community agencies when it makes decisions such as “PlunketLine”. Murray Edridge who is CEO’s of Barnardos says that Plunket has a good reputation in New Zealand for working hard for children. Consequently, Plunket appears to have delivered very well on a contract which was limited primarily by the funding the government.

28 May 2006-Media Release/Barnardos Web Page

Political/ Lobbying government

Barnardos fronts up to Select Committee for repeal of Section 59

This article is about oral submission at the justice and Electoral Select Committees. Murray Edridge who is CEO’s of Barnardos summed up the Barnardos New Zealand’s oral submission to the select committees. This committee is for children’s well being.

18 July 2006 /Barnardos Web Page

Public concerns

Letter to the Editor

This is a letter about child abuse. Because most young Maori families used violence on children. It is an important issue in New Zealand. CYF’s statistics shows that Maori involvement may be high however; today 60% of abuse notifications involve non-Maori families. Also CYF’S statistics shows that nearly 64,000 children in New Zealand are likely to have been physical abused or neglected , across all New Zealand last year. There are lots of question that why families are using violence to children. The important reasons are probably education, economic situations, parenting skills and other societal shortcomings.

6 September 2005-General News/NEW ZEALAND HERALD

Political party's support

Party policies to help New Zealand families

Political parties in New Zealand are doing some activities to help New Zealand families. For example; National party organizes parenting course. It focuses early interventions for families most in need. Also Barnardos organizes parenting courses to support New Zealand parents.

BARNARDOS WORK / STAFF

30 January 2006- Media Release/Barnardos Web Page

Staff

**Barnardos New Zealand welcomes Arihia Bennet, the new Regional
Manager for the South Island**

This media release is about Arihia Bennet's job in Barnardos as a South Island Regional Manager. In this media release, they give information about Arihia's background.

3 March 2006- Media Release/Barnardos Web Page

Defining Barnardos work

Barnardos in unique position to help children thrive.

This article is about Barnardos position for children. Sally Babington who is Barnardos North Island's Regional manager says that Barnardos is in a unique position to help children because Barnardos focused on charitable activities for early childhood education, to care variety of child and family services.

APPENDIX III: Media Content Analysis

PLUNKET

POLITICAL/PUBLIC CONCERNS AND PUBLIC POLICY

17 January 2005- Media Release/Plunket's Web Page

Political Lobby group/ Children's Commission

Littlies Lobby Urges Investment in the Early Years

The Littlies Lobby is urging all political parties to make a commitment to policies that will ensure investment in the early years of child development. Because child's social, educational and health development are very important. The Littlies Lobby is a joint initiative of Plunket and the office of the Children's commissioner. It is designed to increase awareness of the importance of the early years of a child's life and promote the well being of children and families.

13 October 2005- Media Release /Plunket's Web Page

Election Pamphlets give way to Charity Appeal Envelopes

Election Pamphlets have given way to appeal envelopes as charities get their annual appeals underway. 2,000 posties have delivered Plunket appeal envelopes to one and a quarter million letter boxes throughout the country between the 17-24 October. All money collected locally is used by Plunket in that community to ensure children have a healthy and safe start in life.

7 December 2005 –Caption story /Plunket's Web Page

Publicity

Eyebright Awards

The annual National Eyebright Awards were established by principal Plunket sponsors Wattie's and Huggies in 2003, building on a partnership with the Royal New Zealand Plunket Society which spans a combined total of 25 years. Also Plunket get the Eyebright Award –winning Plunket team in 2005. This is the first Eyebright Award to honour a parent from within the Plunket community.

CAMPAIGNS

As we mentioned before, Plunket is a non-profit, community-based organisation whose goal is to ensure that New Zealand children are among the healthiest in the world. For this reason Plunket organizes different campaigns that are about children's safety, and health.

26 January 2005- Media Release/Plunket's Web Page Campaign

Plunket backs call on child resistant packaging

Plunket is supporting the call by Safekids New Zealand for automatic dishwasher powders to be supplied only in child resistant containers. Sue Campbell who is Plunket's National Child Safety Advisor says that dishwasher powder poisoning is dangerous for children, that is why Plunket staff constantly reinforce the safety message about poisoning in the home. The message is always keep dishwasher powder out of the reach of young children.

9 May 2005- Media Release/Plunket's Web Page Campaign/Programme

Good news on Meningococcal B immunisation front

Plunket organized the Meningococcal B immunisation programme. Plunket gives information to families about Meningococcal B. Children and young people aged between six weeks and 20 years are eligible for the vaccine and will receive three doses, given about 6 weeks apart. This disease moves very quickly. For this reason, parents need to know what to do.

19 April 2005 –Media Release/Plunket's Web Page Supporting Campaign

Every Child Counts –a campaign for all New Zealanders

Every Child Counts campaign is to call on political parties to consider the role of children in the economic and social development of New Zealand. Plunket supports to Every Child Counts campaign. Kaye Crowther who is New Zealand President of Plunket says that Every Child Counts believes that children play an important role in the future of New Zealand.

5 May 2005- Media Release/Plunket's Web Page

(To support *Well Child Week*, 9-15 2005)

Campaign

A 'Rainbow' on the Plate

Plunket organized Well Child Week (9-15 May) which is promoting plenty more fruit and veges in Kiwi children diets. The aim of Well Child Week is to show importance of healthy nutrition for children. According to Plunket children should eat variety of fresh fruits and vegetables red, yellow, green, purples. Consequently, meal time will be colourful as a rainbow, healthy and fun for children.

26 October 2005- Media Release /Plunket's Web Page

Public relations campaign

Serving up Love and Affection on Children's Day

30th October is Children's Day and Plunket President Kaye Crowther says love and affection are necessary for human beings like food and air. For this reason, people should show their love to their children. According to researches around the world loving touch, cuddling, cooking and showing love to children is the best way for them to learn to appropriately feel and show love for themselves. Consequently parents show their love to children not just in Children's Day but everyday .Because it affects emotional, physical and mental health of the children.

JOINT VENTURE

Plunket has a leading role in helping parents and communities keep their children healthy and safe. Therefore, Plunket sometimes comes together with other organisations that have also services for children and parents to provide better conditions for parents and children.

3 February 2005 - Media Release/Plunket's Web Page

Joint venture

Child health and parenting organisations move closer

Plunket and Parents Centres NZ have signed a memorandum of Understanding to support each other in improving parenting skills and child health for New Zealand families. Plunket's President, Kaye Crowther says that Plunket 150 years old organisation and experienced in parenting and child health. For this reason, both organisations will have a strong working relationship.

1 March 2005- Media Release/Plunket's Web Page

Joint venture

Report Highlights Need to Invest in Children

According to the latest report from UNICEF'S Innocenti Research Centre, Plunket is calling for greater investment in our children following the release of Child Poverty in Rich Countries 2005. Paul Baigent who is a Plunket Chief Executive believes that poverty impacts on every aspect of a child's life experience that is why Plunket commends the UNICEF report to the Government. They also believe some important key points that is the following recommendations.

- Defining and monitoring child poverty.
- Setting time- bound targets for reductions of child poverty
- Focussing research and policy making on the broader forces that determine the economic well being of children.

1 June 2005 –Media Release/Plunket's Web Page

Joint venture

Mandatory Standard on Baby Bath Aids Urged

Plunket, Safekids New Zealand and Water Safety New Zealand organized Mandatory Standard on baby bath aids. The organisation want a safety standard for baby bath aids. For this reason, Australian competition and Consumer Commission (ACCC) requires manufacturers to display a warning label on any baby bath and sold in Australia. The label must be visible and must also warn that babies never be left unattended in the bath. Sue Campbell who is

Plunket's National Child Safety , says that labelling on products are not consistent nor does it go far enough in warning about the dangers of using bath aids. It is a type of caregiver education for families and it is very important.

EDUCATING PROGRAMMES

Plunket programmes aim to support families with young children by providing appropriate clinical and support programmes, educational activities and so on. That is why; Plunket offers a range of parent education and support groups to improve parental skills and confidence to ensure the health and well-being of their children. This work was started in response to the needs and interests of local communities and largely organised by volunteers. Plunket is organizing education programmes because the aim is to ensure the competent and thorough delivery of well child health.

2 March 2005- Media Release/Plunket's Web Page Promotional /educational programme

More 'people' needed in the lives of our children

Dr. Bruce Perry who is international expert gives a seminar about the health and development of young children with other people. Dr. Perry said that there are many people who are smart, but they do not know how to have relational skills. For example; some of them can not take smartness and turn it into wisdom and positive action from people around them. He thinks that children need more elderly people in their lives. So, it will be good positive interaction for children's relational skills.

10 March 2006-Media release/Plunket's Web Page Educational programme

Maori Health Symposium

Plunket Waitemata city organized symposium about Maori health issues. This symposium focused on solutions for the wide range of problems that Maori whanau in the community are wrestling with.

PLUNKET'S WORK / STAFF AND LOCAL STORIES

Plunket has experienced and qualified staff work in partnership with volunteers to provide free well child services to all families. Plunket's has also different type of services which provides to safe and health conditions for children. So, we can say that Plunket works to achieve successful health outcomes for all New Zealand children. That is why; Plunket has so many volunteers that provide and organize the social networks, organisational support and fund-raising. I am going to give analyse articles about Plunket's work and staff.

23 March 2005- Media Release/Plunket's Web Page

Local stories

Plunket clinics still popular with Waikato families

Plunket is still seeing new more families and it is visiting families in Waikato area. Plunket operates 28 clinics in that area.

23 March 2005- Media Release/Plunket's Web Page

Local stories

Plunket home visits popular with Wanganui families

Plunket increased their services in Wanganui area. They started to see more families in Wanganui that is why enrolments of Plunket increased. There is Plunket clinic service, Plunket home visiting service and also services for Maori and Pacific Island children. For example; there is a service for Maori and Pacific Island people for breastfeeding.

24 March 2005- Media Release/Plunket's Web Page

Local stories

Plunket clinics still popular with Taranaki families

A visit to a local Plunket clinic remains a popular choice for most new families using Plunket in the Taranaki area. In this area, Plunket operates 21 clinics.

20 April 2005- Media Release/Plunket's Web Page

Local stories

Plunket clinics still popular with Nelson and Marlborough families

A visit to a local Plunket clinic remains a popular choice for most new families using Plunket in the Nelson /Marlborough area. In this area, Plunket operates 11 clinics.

22 April 2005- Media Release/Plunket's Web Page

Local stories

Plunket clinics still popular with Canterbury families

Plunket operates 53 clinics in this area. Also Plunket continues to see new more families in Canterbury. A national comparison for the same six month period shows that 52% of Plunket contacts were through home visits.

24 April 2005- Media Release/Plunket's Web Page

Local stories

Plunket home visits popular with Auckland families

Auckland area is one of the biggest and important areas for Plunket. Plunket is still continued to see more new families in Auckland. There are 30 Plunket clinics in this area.

26 April 2005- Media Release/Plunket's Web Page

Local stories

Plunket clinics still popular with Wellington families

Plunket operates 21 clinics and 3 Family centres in the capital and Coast DHB area. Also Plunket continues to see new more families.

26 April 2005- Media Release/Plunket's Web Page

Local stories

Plunket home visits on the rise in Otago

Plunket is starting to visit more families than before. Most of new families like Plunket's home visiting service. For this reason, number for enrolments of Plunket is growing. Also there are 41 Plunket clinics in the Otago area.

28 April 2005- Media Release/Plunket's Web Page

Local stories

Plunket home visits on the rise in Southland

Plunket is starting to visit more families than before. Most of new families like Plunket's home visiting service. For this reason, number for enrolments of Plunket is growing. Also there are 36 Plunket clinics in the Southland area.

4 May 2005- Media Release/Plunket's Web Page

Local stories

Plunket clinics still popular with Waitemata families

Plunket is still seeing new more families and it is visiting families in Waitemata area. Plunket operates 35 clinics in that area.

30 May 2005 –Media Release/Plunket's Web Page

Local stories

Plunket home visits popular with South Auckland families

Plunket is starting to see new families in South Auckland .South Auckland is one of the fastest growing areas in New Zealand. There are over 30 Plunket clinics in this area.

9 May 2005- Media Release/Plunket's Web Page

Promoting Plunket

A day of celebration for Plunket parents and families

14th May is a Plunket Founder's Day. Plunket president Kaye Crowther says that Plunket has been a big part of New Zealand through almost a century of change. That is why Plunket celebrated 98th commemoration in various ways by the hundreds of Plunket Branches throughout New Zealand. Plunket has always been about community helping. They have strong values of caring, trust and empowerment that appeal to many people. For this reason, Plunket is trying to do whatever they can do for community. Plunket has many thousands of staff and volunteers working together doing everything from raising money for activities, parent education...etc.

9 May 2005- Media Release/Plunket's Web Page

Local stories/work

Plunket clinics still popular Mid/South Canterbury Families

Plunket operates 19 clinics in the Mid/South Canterbury area. Also Plunket visits new families and people are very happy home visiting service of Plunket.

11 May 2005 -Media Release/Plunket's Web Page

Plunket's work

Graduation for 61 new well child nurses

61 nurses graduated from Post Graduate Certificate in Primary Health Care specialty Nursing and they started to use their qualification with Plunket. Plunket has also Plunket Nurse Course- the Graduate Diploma in Community Child and Family Health Promotion. Every year, Plunket nurses and a growing number of Maori and Pacific providers, bring their specialist skills to over half a million visits in family homes, Plunket clinics and Plunket Karitane Family Centres.

12 May 2005 -Media Release/Plunket's Web Page

Local stories/work

Plunket home visits popular with Hawkes Bay families

Plunket increased their services in Hawkes Bay area. They started to see more families in Hawkes Bay that is why enrolments of Plunket increased. There is Plunket clinic service, Plunket home visiting service and also services for Maori and Pacific Island children. For example; there is a service for Maori and Pacific Island people for breastfeeding.

26 May 2005- Media Release/Plunket's Web Page

Local stories

Plunket home visits on the rise in Wairarapa

Plunket increased their services in Wairarapa .They started to see more families in Wairarapa that is why enrolments of Plunket increased. There is Plunket clinic service, Plunket home visiting service and also services for Maori and Pacific Island children. For example; there is a service for Maori and Pacific Island people for breastfeeding.

27 May 2005- Media Release/Plunket's Web Page

Local stories

Plunket home visits popular with Gisborne families

Plunket is starting to see more new families in Gisborne. Because of good service the enrolment with Plunket increased, especially by first time parents. Most of parents prefer home visits service of Plunket.

15 April 2005 –Media Release/Plunket's Web Page

Local stories

Plunket home visits popular with MidCentral families

Plunket operates 22 clinics in this area. Also Plunket continues to see new more families in MidCentral area. A national comparison for the same six month period shows that 52% of Plunket contacts were through home visits, 41% through clinic visits and 6 % through other centers.

2 June 2005 –Media Release/Plunket's Web Page

Staff

Six new Plunket Nurses for Counties Manukau

Six new Plunket nurses have graduated with a Post Graduate Certificate in Primary Health Care specialty Nursing and they will work in Counties Manukau. Linda Polaschek who is a Plunket's National Clinical Educator says that they are specialty nurses making an important contribution to the Government's Primary Healthcare strategy and whose service is highly values by New Zealand families.

10 June 2005-Media Information/Plunket's Web Page

Information of Plunket/Public relations

Plunket Conference

Palmerston North

(600 volunteer delegates representing 8,000volunteer members)

Highlights from Thursday 9 and Friday 10 June 2005

In this conference, there were three main speakers Cindy Kiro who is children's commissioner, Kaye Crowther who is Plunket New Zealand President and Paul Baigent who is Plunket Chief Executive. Cindy Kiro talked about the United

National Convention on the rights of the child and New Zealander's responsibilities, the well being of children in New Zealand, the diversity of New Zealand families. Kaye Crowther mentioned about child poverty, Plunket's services, and Plunket volunteer services. In addition Paul Baigent talked about Plunket strategy, Plunket's budget and Every Child Counts campaign. These are the important points of the conference.

13 June 2005 -Media Release/Plunket's Web Page

Promoting Plunket

Children's safety a priority at Plunket Conference

Plunket's main aim is to provide care, safety and protection of children. Plunket's President Kaye Crowther says that families must be able to raise their children in a safe and secure environment. But to do this they must have good parenting skills and the support of the community in which they live. For this reason, Plunket's aim short and long-term strategies to support safety of children and their families.

- Compulsory parenting education in secondary schools
- Supported by comprehensive parenting education programmes.

Plunket organizes conferences because they believe they should give support and parenting knowledge to families for healthy and safe child development.

28 June 2005 -Media Release/Plunket's Web Page

Local work/stories

Plunket clinics still popular with Hutt families

According to Plunket, most new families are using Plunket in the Hutt District Health Board area. This article mentioned that Plunket clinics are not only popular choice for checking out the health and progress of children, but also great meeting place for parents and caregivers.

29 June 2005 – Media statement/Plunket’s Web Page

Promoting Plunket

Action must follow awareness

Royal New Zealand Plunket Society always works with children and families. According to Crowther who is Plunket’s President says that Government and all New Zealanders to recognize the importance of all children and take appropriate action in support of them. That is why Plunket is trying to provide this.

30 June 2005- Media Release/Plunket’s Web Page

Plunket staff/Public relations

In nurses and mums we place our trust

According to Kaye Crowther who is Plunket’s New Zealand President, nurses and mothers are highly trusted professions. Because parenting is one of the most difficult professions and also nurses are “lovely ‘, ‘helpful’, and ‘supportive’. They are friendly to parents and they give appreciative comments.

30 June 2005- Media Release/Plunket’s Web Page

Local work/stories

Plunket home visits popular with Lakes families

Plunket is starting to see more families and making more home visits in the Taupo and Rotorua. According to Colleen Fakalogotoa who is Plunket’s general manager says that home visits are still that most of parents prefer and such visits increase health outcome.

3 July 2005-Media Release/Plunket’s Web Page

Local work/stories

Plunket nurses on overdrive to meet demand

According to results, Plunket nurses and health delivery staff have delivered a 60 percent increase in contacts with high need families over the last four years. Most of families with young children need health and parenting advice. For this reason, Plunket nurses are professional and very helpful for families. According to Colleen Fakalogotoa who is Plunket’s general manager says that Parents and Plunket greatly value the important work of our Well Child Health staff.

25 November 2005- Caption story/Plunket's Web Page

Volunteers

Volunteer skills need to be acknowledged

Plunket President Kaye Crowther sent thank you cards to volunteers in International Day of the volunteer. Kaye Crowther says that saying thank you is the easy part getting that sincere message to all volunteers is a little more difficult. Plunket organized volunteer education programmes to ensure volunteers have the skills, knowledge and resources to work on behalf of Plunket.

6 September 2006/Plunket's Web Page

Promoting Plunket

Party polices to help New Zealand families

Political parties in New Zealand are doing some activities to help New Zealand families. Plunket also organized services and programmes to support New Zealand parents. Plunket organized health check services for 92 percent of babies; and also programmes about pre-birth education, playgrounds, car seat rentals, toy libraries, free parenting courses of babies under one, extending to children up to three; high school courses on the basics of parenting courses.

April 2006

Information about Plunket line/Plunket's Web Page

History of Plunket Line

Plunket line started on 11 April 1994. It was giving service 7 day between 4pm-11am. Then 8 February 1999, Plunket Line closed. 60,000 New Zealanders sign a petition calling for the reinstatement of Plunket Line. After that Plunket Line reopens on 16 August 1999. From 16 August 1999 to 13 August 2000, Plunket Line received 52,213 calls. Then Plunket Line gets a new look and one million dollars from Pub Charity Inc. to fund Plunket Line per one year from 1 October 2001 to 30 September 2002. Ministry of Health calls for tenders in early 2003 for a Well Child Health telephone service, as part of Headline, a pilot programme soon to go national.

Ministry of Health was to select most competitive tender by 1 March 2006, and complete negotiations with a view to signing a final contract by 31 March 2006. Plunket is informed of the results of the tender on 7 April 2006. As a result, the important issue for Plunket Line is Plunket line and Health Line service is different population segments, at different times, about different issues, using different skills and processes.

9 February 2006 –General news/ NEW ZEALAND HERALD

Plunket's staff

Plunket nurses set to get pay in line with hospitals

Plunket nurses have been offered a 13 percent pay rise. Most of Plunket nurses are complaining about the less salary. Plunket nurses were specialist in caring for children aged under five, but most had other areas of experience. Plunket is the supportive of their nurses. Chief executive of Plunket, Paul Baigent said that "Plunket nurses do a fantastic job, Plunket need to be recognising what their peers are being paid for similar job."

24 February 2006- General news/ NEW ZEALAND HERALD

Staff/Public relations

First male Plunket nurse & nbsp; creates historical first

This news is about Plunket's first male nurse. Keith Curry started to work in Plunket 1998. He is now responsible for delivering Plunket's Well Child Healthcare services to new mothers and their babies in the city's Otangarei area. For some mothers this is so different that they can have a mid-man (instead of midwife) when they are pregnant. Plunket's general manager of clinical services, Angela Baldwin, said Mr. Curry had a wealth of community and clinical experience, and a strong commitment to providing support for parents.

30 February 2006- General news/ NEW ZEALAND HERALD

Staff/Public relations

Plunket nurse's star shines bright

This news about services of Plunket nurses. Plunket nurses are trying to help parents not just New Zealanders and also other nationalities. Plunket nurses

are visiting houses to check a baby however sometimes Plunket nurses faces some difficulties. Because some families say “we can not speak English” and they are closing door. However, Plunket nurses are very helpful for children and also parents.

8 April 2006 – General news/ NEW ZEALAND HERALD

Plunket line

Plunket loses Government helpline contract

Plunket has cancelled the government contract that was a 24 hour helpline for parents and caregivers. The service was organized by Plunket. It was really high-quality service that provides specialist child health information and advice. The articles are mostly about healthy development and growth of children, child safety and protection, parenting skills, services of Plunket, nursing in Plunket etc. According to Plunket most of children need care because there is a temporary crisis in their family or they have experienced abuse or neglect .So, they need to be protected. Families must be able to raise their children a safe and secure environment and to do this they must have good parenting skills. That is why Plunket provides alternative care for children and helping to families about parenting skills.

PROGRAMMES

As I mentioned before Plunket’s work in the delivery of essential well child health and other support services to families and their babies is about developing healthy children and communities. Depending on that Plunket organizes a programme which includes safety and health of children.

19 May 2005 – Media statement /Plunket’s Web Page

Programme

Budget 2005 delivers small package for families

According to Plunket, the budget delivers a range of small but important initiatives to support families. Every activity which is small or big need budget. There are lots of useful activities and programmes that Plunket’s organized such as; increased support for childcare, new early childhood education

funding. Depending on Plunket everyone needs parenting education and access to information about child development even before they became parents.

26 May 2005- Media Release/Plunket's Web Page Programme

Under fives to show muscles

This media release is about activity which is vaccination programme. Meningococcal B injections started to school to help protect against deadly disease. Plunket strongly advises parents and caregivers to immunise their children against Meningococcal dangerous disease.

13 June 2005 –Media statement/Plunket's Web Page Supporting programme

Every Child Counts Supports call for Section 59 repeal

Plunket is also organisation that supports Every Child Counts campaign. Plunket thinks that New Zealand should protect children same as adults and pets. That is why parents have to change their attitude and they should learn effective ways to discipline their children. Section 59 is the Crimes Act of 1961, and it means the bit of the law that allowed parents to use 'reasonable force' when disciplining children.

14 October 2005- General News/NEW ZELAND HERALD Programme

Help for parents difficult to find says Families Commission

Plunket is organizing parenting course for mothers. It is good opportunity for mother because they have chance to make connection with other mums, being able to have adult interactions , and also mothers are learning lots of useful information .for example ; breastfeeding. Most of mothers found that Plunket's parenting course is very useful for them. However, for some mothers it is embarrassing to seek help. It is evidence that the family has a problem. On the other hand, according to Plunket, most parents need parenting advice.

MONEY RAISING /FUNDRAISING ACTIVITIES

As we know that Plunket is a non-profit organisation and a major source of income for Plunket is fundraising activities. Many local businesses, organisations and people generously supported the fund-raising activities of Plunket. I will give examples of fundraising activities of Plunket.

10 June 2005-Caption Story/Plunket's Web Page

Fundraising

'Give me five'-Plunket and ANZ ask New Zealanders

It is a campaign that name is "5's for under five. ANZ was sponsorship for this campaign and Plunket was asking New Zealanders to collect their 5 cents and bring them into ANZ branches In that way people donate to Plunket and Plunket will be helpful for children and families.

6 September 2005-Media Release/Plunket's Web Page

Fundraising/Publicity

Help Di with the Plunket Appeal

The media release is about activity (17-24 October) that is organized by Plunket for Di Alexander. Di's experience involvement with Plunket ties in neatly her aim of ensuring this to rises as much as money as possible in the Wellington and Wairarapa.

6 September 2005-Media Release/Plunket's Web Page

Fundraising/Publicity

Help Eunice with the Plunket Appeal

The media release is about activity (17-24 October) that is organized by Plunket for Eunice Creswell. Eunice's experience involvement with Plunket ties in neatly her aim of ensuring this to rises as much as money as possible in the Nelson and Malbrough.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Jo with the Plunket Appeal

The media release is about activity (17-24 October) that is organized by Plunket for Jo Fitzpatrick. Jo's experience involvement with Plunket ties in neatly her aim of ensuring this to rises as much as money as possible in the Counties Manukau area.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Liz with the Plunket Appeal

The media release is about activity (17-24 October) that is organized by Plunket for Liz McClure. Liz's experience involvement with Plunket ties in neatly her aim of ensuring this to rises as much as money as possible in the Canterbury area.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Cath makes Plunket Appeal more appealing

Cath Copley creates a new idea which is anyone in Waitemata who collects more money for the Plunket appeal will be entered into a prize draw for a \$ 500 Westfield City Shopping Voucher. The aim is to raise more money as possible.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Carol with the Plunket Appeal

Carol Brice who is extensive involvement with Plunket about 16 years and she also operates the local car seat rental scheme. Her goal is to raise money for Plunket in the Hawkes Bay area.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Annushka with the Plunket Appeal

Annushka Lee-Smith who is responsible in the Waikato area, wanted to raise money in that area. She says collecting is a great way to build a healthy community.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Andrea with the Plunket Appeal

The media release is about activity (17-24 October) that is organized by Plunket for Andrea Findsen. Andrea's experience involvement with Plunket ties in neatly her aim of ensuring this to rises as much as money as possible in the Bay of Plenty area.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Alia with the Plunket Appeal

Alia Ryan in Rotorua who is a veteran coordinator in Plunket Appeals and her aim is to ensure and raise as much money as possible in the Rotorua area. So, if she can get more money, she can arrange toy libraries, playgrounds and coffee mornings.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Alan with the Plunket Appeal

Alan Taylor who is Plunket committee member, manages Taranaki area car seat rental scheme and coordinated Plunket education programmes throughout the province wants to raise more money for Taranaki area. Alls donations will be used by Taranaki Plunket branches to support Taranaki children.

**6 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Veronica with the Plunket Appeal

The media release is about activity (17-24 October) that is organized by Plunket for Veronica Fieldsend. Veronica's experience involvement with Plunket ties in neatly her aim of ensuring this to rises as much as money as possible in the Manawatu and Wanganui.

**7 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Kathryn with the Plunket Appeal

Kathryn Sutherland is an extensive volunteer of Plunket and she wants to raises funds in the Otago area where she has lived for her whole life. If she can get enough funds, she wants to organize antenatal and parenting education support programmes, parent support groups...etc.

**7 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Alexia with the Plunket Appeal

Alexia Biggs who is responsible in the Mid and South Canterbury area, wanted to raise money in that area. She says collecting is a great way to build a healthy community.

**7 September 2005-Media Release/Plunket's Web Page
Fundraising/Publicity**

Help Margaret with the Plunket Appeal

Margaret Gardner in Gisborne who is a veteran coordinator in Plunket Appeals and her aim are to ensure and raise as much money as possible in the Gisborne area. So, if she can get more money, she can arrange local programmes, parenting education support programmes, parent support groups.

APPENDIX IV: Questionnaires for Staff in Selected Organisations



Auckland University of
Technology
Te Wānanga Aronui O Tamaki
Makau Rau

This survey is your opportunity to have a say about your experience working in a children's non-profit organization. When answering the questions, please consider your current work in a children's non-profit organization. We wish to investigate people's opinions about non-profit organizations. It should take no more than thirty minutes. If there is a question you cannot answer or do not want to answer, please leave it blank and move on to the next question. By completing this questionnaire you have given your consent to participate in the research.

If you any questions about this, please contact Nurcin Coskun.

Masters student, Department of Communication Studies

Tel: 0211 166870

Email: nurcincoskun@gmail.com

When you have finished the survey please post it to Nurcin Coskun who gave it to you.

Thank you for agreeing to complete our survey.

Question A1.1 Organization _____

Question A1.2 Please indicate which of the following categories best describes your organization:

Local/national Regional International

Question A1.3 Several different types of organizations are listed below. Please check the ONE that best describes your group or organization.

- _____ a. A human service organization
- _____ b. A social movement organization.
- _____ c. A research or academic organization.
- _____ d. A religious organization.
- _____ e. A political organization.
- _____ f. A professional organization or association.
- _____ g. A government agency.
- _____ h. Other (Please describe)

Question A1.4 How many years and months have you been in this non-profit organization? _____

Question A1.5 Do you work full time or part time in your non-profit organization?

Full time Part time

Question A1.6 Are you working voluntarily? Yes No

Question B1.1 Why do you choose to work in a children's non-profit organization?

Question B1.2 Describe the main tasks you do in your work?

Question B1.3 Does your organization participate in publicity campaigns?

Yes No

Question B1.4 Are you personally involved in these campaigns very often?

Yes No

Question B1.5 How well do the public know about your organization in Auckland?

Very well

Not at all

Question B1.6 What do you base this judgment on?

Question B1.7 Does the local media carry news about your organization and your activities?

Yes Do not know No

Question B1.8 If so, is the coverage negative or positive?

Negative Do not know Positive

Question B1.9 Is any of the coverage sourced to your own press releases?

Yes Do not know No

Question B1.10 How often do you engage in community activities to promote your organization?

Very often

Very seldom

Question B1.11 Do you think the public supports the community activities?

Yes Do not know No

Question C1.1 How can the public help children in need of care and support?

Clothes

Food

Shelter

Education

Money

Other goods

Question C1.2 How frequently does your organization use volunteers?

Daily Weekly Monthly

Occasionally for special projects Rarely Not at all

Question C1.3 Does your organization have a strong public relations department?

Yes No

Question C1.4 How useful do you find public relations for non –profit organization?

Not At All Useful

Not Very Useful

Not Sure

Somewhat Useful

Very Useful

Question C1.5 Do you think ethics is important for public relations practice in your organization?

Yes No

Question C1.6 How important do you think ethics and public relations are in helping to develop the organization's reputation?

(Select only one of the following options)

Not At All Important

Not Very Important

No Opinion

Somewhat Important

Very Important

Question C1.7 Is it important for local government to establish and operate by a set of strong ethical values?

- Yes To a large extent Not really
 Not at all No comment

Question C1.8 Does your organization have alternative ways or activities to achieve other goals related to ethical behaviours?

- Yes No

Question C1.9 Does your organization have protocols on cultural safety so that different cultural needs are protected?

- Yes Do not know No

Question C1.10 Do you have any suggestions on how to improve ethical behaviour in your organization?

Question C1.11 What are the major ethical issues in your organization?

This final section is to see if the previous answers for various groups in the population differ. All answers are treated with confidentiality and only aggregated data for groups will be published.

Question D1.1 What is your gender? (Please circle) M F

Question D1.2 What is your age? (Please tick)

Under 20 20 – 29 30 – 39

40 – 49 50 – 59 60 – 69

70 – 79 80 or older

Question D1.3 What is the highest level of formal education you have? (Please tick)

High School / College

Diploma / Trade Certificate

University Degree

Thank you very much for your kind cooperation with this research.

Please return the questionnaire to the Nurcin Coskun who asked you to complete the questionnaire.



Auckland University of Technology
Te Wānanga Aronui O Tamaki Makau Rau

APPENDIX V: Semi-Structured Interview for Selected Organisation's Team Leaders

1. How long have you been in this non-profit organization?
2. Why did you choose to work in children's non-profit organization?
3. Can you describe the main tasks you do in your work?
4. Is it easy to get volunteers?
5. Does Barnardos/Plunket have ethical codes? If yes; what are they?
6. How useful are they for your organization? If no; do you think they are needed?
7. How could the organization develop ethical codes?
8. Are there any ethical issues in your organization?
9. Do you think public relations useful for a non –profit organization?
10. Do you have a public relations department in your organization? If yes, what is their main work?
11. How effective are your public appeals for donations?
12. How would you describe your public profile?
13. What are your future plans for Barnardos / Plunket?
14. Does your organization have protocols on cultural safety so that the needs of cultures such as Maori are protected?

APPENDIX VI: Participation Information Sheet for Questionnaire

Date Information Sheet Produced:

17.07.2006

Project Title

“Importance of Ethical Public Relations in Non-profit Organizations”

Invitation

My name is Nurcin Coskun. I am a student at Auckland University of Technology conducting research for an MA degree in Communication Studies. I am under the supervision Dr. Janet Bedggood. You are being invited to take part in a research project. Your participation is completely voluntary and your involvement in this research would help our understanding of this issue.

If you are interested in this study, please take time to read the following information carefully. I can explain more about the research if you contact me by telephone or email. My contact details are at the bottom of the page. It will take approximately 30 minutes to complete this questionnaire. The time depends on how much you want to say. The questionnaire is in English and questions are easy to understand. If you do not want to participate you do not have to. By completing and returning the questionnaire you will have given your consent to participate in the research. Your name will not be recorded on the questionnaire and no one, except the researchers, will see your finished questionnaire. So, the information you provide is completely anonymous.

If you agree to take part you don't have to answer all the questions if you don't want to. Ask Nurcin Coskun or Dr. Janet Bedggood (Principal supervisor) if there is anything that is not clear and you would like more information.

What is the purpose of this research?

This thesis will analyse the importance of ethical public relations for non-profit organizations. The questionnaire is designed for workers in two different children's non-profit organisations in Auckland. There are lots of non-profit children organisations all over the world and sometimes their voices are not heard. That is why they need public relations because public relations is a key factor informing the public about an organisation's work. It provides good communication between an organisation and the public. If communication is effective it will generate support from the public, often in the form of voluntary work for the organisation. The research aims to find out what you think is important for public relations in your organization.

How are people chosen to be asked to be part of this research?

This study focuses on two different children's non-profit organizations in Auckland. You have been invited to participate in this study because you are an adult (20 years and above) who is working full time in one of the non-profit organisations as either a volunteer or an employee.

What happens in this research?

First, the organisations have agreed that I ask for volunteers to complete a questionnaire through posting a notice on their staff notice board. The questionnaire is focused on ethical, public relations in non-profit organizations and will be administered to staff who volunteer to participate. Second, I will conduct follow-up interviews with team leaders to understand how they see themselves and their teams working ethically and how their work relates to the public relations activities of the organisations.

What are the discomforts and risks?

I do not anticipate any risk in participation, other than that you may become uncomfortable answering some of the questions. I do not believe that the questions are potentially embarrassing or likely to cause discomfort. If you do not want to answer the questions, you do not have to. Also as the names of the participants will not be recorded, there is a minimal risk that the study will constitute an invasion of privacy.

What are the benefits?

The results of this research may be useful for non-profit organisations, because I will give feedback on the findings to you to help your organisation. Depending on these findings, the organisation may change its activities or it may identify issues to consider.

How will my privacy be protected?

The information you provide in the questionnaire form will be anonymous. Do not record your name on the questionnaire. No one, except the researchers, will see your finished questionnaire. The results of questionnaire will be used for the thesis and may be published in academic journals and other outlets considered suitable by the researchers.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr. Janet Bedggood-School of Communication Studies, Auckland University of Technology, janet.bedggood@aut.ac.nz. , (09) 921 9999 ext.7015.

For concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda, madeline.banda@aut.ac.nz , 921 9999 ext 8044.

Who do I contact for further information about this research?

Researcher Contact Details:

Nurcin Coskun, Master student, Department of Communication Studies

Phone: 0211 166870

Email: nurcincoskun@gmail.com

Project Supervisor Contact Details:

Dr. Janet Bedggood-Principal supervisor, Department of Communication Studies

Phone: (09) 921 9999-7015

Email: janet.bedggood@aut.ac.nz

Approved by the Auckland University of Technology Ethics Committee on type the date final ethics approval was granted, AUTEK Reference number type the reference number.

APPENDIX VII: Participation Information Sheet for Interview

Date Information Sheet Produced:

29.05.2006

Project Title

“Importance of Ethical Public Relations in Non-profit Organizations

Invitation to Participants:

My name is Nurcin Coskun. I am a student at Auckland University of Technology conducting research for an MA degree in Communication Studies. I am under the supervision Dr. Janet Bedggood. You are being invited to take part in a research project. Your participation is completely voluntary and your involvement in this research would help our understanding of this issue.

If you are interested in this study, please take time to read the following information carefully. I will explain more about the research if you contact me by email or telephone. My contact details are at the bottom of the page. If you decide to take part you will be asked to sign a consent form.

Even if you do choose to participate, you can withdraw from the study at any time without having to give any reasons. Ask Nurcin Coskun or Dr. Janet Bedggood (Principal supervisor) if there is anything that is not clear or if you would like more information.

How will my privacy be protected?

All materials about the interview (audio tape and the interview notes) will remain the property of the researcher and will be securely stored for six years. If you do not want to be named the interviews will be confidential, and any possible identifying factors will be left out of the final report.

What is the purpose of this research?

The purpose of this interview is to collect information to find out what you think is the importance of ethical public relations in non-profit organizations.

How are people chosen to be asked to be part of this research?

This study focuses on two different children's non-profit organization in Auckland. You have been asked to be interviewed for this study as a team leader in one of the organisations.

What happens in this research?

This thesis will analyse the importance of ethical public relations in non-profit organizations. The one-to-one follow on from the questionnaires that other staff are completing. The interviews will investigate how you see yourself working ethically and how your work relates to the public relations activities of your organisation. The interviews will be recorded on audiotape if you agree; otherwise I will use hand-written notes. Transcripts of the interviews will be provided for verification.

What are the discomforts and risks?

I do not anticipate any risk in participation as no sensitive or personal questions will be asked during the interview.

I will focus on general questions about the ethics and public relations work of the organisations so the probability of any type of harm is very low during the interview. However, the questions might be considered to have minimal risks and you may become uncomfortable answering some of the questions. If you suffer from discomfort you can access AUT's counseling service and contact them and tell them you are involved in this research.

AUT Counseling Service

Wellesley Campus

Location: Level 2, WB Building

Phone: 921 9992

What are the benefits?

The results of this research may be useful for non-profit organisations because I will give the feedback on findings to you to help your organizations. Depending on these findings, organizations may change their activities or they may be used to improve the quality of organization's services.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr. Janet Bedggood-School of Communication Studies, Auckland University of Technology, janet.bedggood@aut.ac.nz, (09) 921 9999 ext.7015.

For concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda, madeline.banda@aut.ac.nz , 921 9999 ext 8044.

Researcher Contact Details:

Nurcin Coskun, Masters Student, Department of Communication Studies
Tel: 0211 166870 Email: nurcincoskun@gmail.com

**Approved by the Auckland University of Technology Ethics Committee
on *type the date final ethics approval was granted*, AUTEK Reference
number *type the reference number*.**

APPENDIX VIII: Consent to Participation in Research

Title of Project: Importance of Ethical Public Relations in Non-profit
Organizations

Project Supervisor: Dr. Janet Bedggood

Researcher: Nurcin Coskun

-
- I have read and understood the information provided about this project
 - I have had an opportunity to ask questions and to have them answered.
 - I understand that I can withdraw from the study at any time without having to give any reasons
 - I understand that I can contact AUT's counselling service if I feel discomfort.
 - I understand that participation in this study is voluntary.
 - I give consent that I would like to be involved in this interview
 - I wish to receive a copy of the research report tick one
Yes No
 - I wish to receive a copy of the transcript of my interview to check it tick one
one
Yes No
 - I give my permission for this interview to be audio taped. tick one
Yes No
 - I consent to my name being used in this research: tick one
Yes No

Participant Signature: _____

Participant Name: _____

Date: _____

Project Supervisor Contact Details: (09) 921 9999-7015

**Approved by the Auckland University of Technology Ethics Committee on
AUTEC Reference Number**