

NEWS COVERAGE AND ITS IMPACT ON THE CORPORATE REPUTATION OF ORGANISATIONS IN GHANA.

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Abstract: *The study examines the ways in which news coverage by journalist and the various media houses have an influence on corporate reputation of an organization. The media is one of the biggest medium through which information flows. In Ghana, the media is even referred to as the fourth arm of government after the legislature, executive and judiciary. The purpose of the study was to find out news coverage by journalist and media houses impact on the corporate reputation of organization in Ghana. The study used both quantitative and qualitative data. Journalists have a responsibility of doing the job professional without fear or favor. The study revealed that journalist and Media houses are very powerful and as a result any negative reportage by the media houses will go a long way to affect the image and reputation of an organization and a positive reportage can also enhance the image and reputation of the organization.*

Keywords: Media Houses, Corporate Reputation, Journalist, Organization

INTRODUCTION

The media is one of the biggest medium through which information is disseminated to the general public. So much so, that, the media is referred to as the forth arm of government in Ghana. Information dissemination remains the key issue in the daily functioning of every society. As such, the importance of the channel or medium of information dissemination cannot be over emphasized. The media are the multipliers that enable millions of people to receive a message at the same time. In recent times where the media is enjoying constitutional guarantees of freedom of information based on international law of human rights, the spectrum of the media has increased and their ability to influence has also broadened, making the media very powerful. The media has become very important for cooperate organizations who wish to send a particular message about the organization to the general public. As such, media relation is a core activity among the corporate organizations and the media. Media relations have over the years become an increasingly significant profile and this has added value to the business bottom line. According to Argenti (2000). "The media is both a constituency and a conduit through which investors, suppliers, retailers and consumers receive information about and develop images of a company". The kind and amount of information the media will disseminate about an organization, brand, service or product would have a significant role on perception that would be held about the organization, brand or product. This makes the media a powerful tool in making or breaking the reputation of an organization in the corporate world.

The impressions and decisions that are held about a corporate organization or brand can be “affected by peer experiences, advertising, PR, authority advice and estimates as well as personal or mediated impressions”. This therefore could mean that impressions and experiences may or may not be based on reality, but for the decision maker, they are often based on the best available advice or information, which then would form the reputation of the corporate entity. As such, the media is very significant since it has the potency to influence the impression of a corporate organization which would form the reputation of the organization. Reputation is literally explained as the high opinion that people hold about something or someone. It has been defined as “the sum values that stakeholders attribute to a company, based on their perception and interpretation of the image that the company communicates over time” T. Ingram (2001).

With the emergence of new media landscape, it is suggested that, the corporate world is moving away from a competitive market towards a society of reputation where participant estimate each other on the basis of past behavior and anticipation of future behavior. In a society of reputation, there is special emphasis on perception built and held by the stakeholders of the organization. As such, decisions are made based on impressions and reputation, instead of rationality. This paradigm shift creates new challenges for corporate organizations, as their survival and success is no longer dependent on economic performance only, but also on stakeholder perceptions. Stakeholders here, is understood as anyone affecting or affected by the corporate organization, those groups without which the corporate organizations would not exist.

The main import of corporate reputation is that, corporate reputation has to be earned. A corporate organization can create a brand or an image, but whether that image will lead to a positive or negative of the brand or image will depend on what the organization does forward. An important element in the creation of a reputation is the media through which information would be disseminated to the public. The media is therefore very vital in the establishment of corporate organization. The paper therefore intends to find out how the work of journalists and media may have an impact on corporate reputation of organizations in Ghana.

Problem Statement

Corporate Reputation is the endpoint of a chain. A chain that comes from the corporate image which has been created by the organization and the corporate image coming from the corporate identity or brand; which will in turn come from the personality that the organization is trying to create. All of these elements are wrapped up in the corporate communication that the company is producing. For these reasons, corporate organization all over the world continually, spend significant amount of resources on the media to establish and maintain a positive image in the public.

Corporate organizations on some occasions use celebrities both international and local to sell their brands or images, all in the quest of establishing and maintaining a good reputation. Media reportage on corporate organizations and media branding also help in building or destroying corporate reputations that is created. The continuous spreading of good report about a brand or organization contributes to the establishment of a good reputation about the organization.

However, basic uncertainties or multiple certainties, is one of the issues that make reputation management a challenging businesses. The fact is a corporate organizations reputation is not static. It is constantly, quickly, changing and evolving based on the kind of information being disseminated and how it is being propagated. Any information carried through the media could have adverse effect on the reputation of the organization. Therefore, journalist and the media organization hold the magic ward to either make or break the reputation a corporation organization has won over a period of time.

Objectives

The main objective of the study is to find out the influence of journalist and media houses on the corporate reputation of organization. In furtherance to the main objectives the study will also consider the following specific objectives to:

1. Find out how journalist and media organizations work.
2. Examine how news content may have an impact on corporate image of organizations.
3. Find out the tools and techniques within media relations.
4. Find out the principle approaches in evaluating media effectiveness.

LITERATURE REVIEW

The media is often damned on the one hand as pollutants, filling heads with specious trivia, beclouding perception and feeding confusion in the ranks through rising decibels of noise. On the other hand, media are often heralded as catalyst of the social organism-offering ever-changing, ever-multiple views of both fantasy and reality that enrich our lives and bring us to the brink of truth or self-understanding. The media are regarded as both guardians of the status quo and radical vehicles of change.

In our study, we aim at finding out how the media operate, what technology and human factors are involved in the production of information for the audience and also what make each medium unique over the other and what forces are blurring the distinction among media?

Also, the effect of media upon their audience as they fulfill their basic communication functions of persuading, informing, entertaining and transmitting culture.

One may then ask then to what extend are the media beneficial or harmful to individual or the society at large? And also forces in government, in society and within the media themselves serve to put a check on media excesses? Left to them own devices, would profit-oriented media be responsible to society.

The Organization

So many authors have defined organization in different ways. Some of the definitions of organization are as follows:

- According to K.Davis (2000). "Organization may be defined as a group of individuals, large of small, that is cooperating under the direction of executive leadership in accomplishment of certain common object."

- According to C.I. Barnard (2004) "Organization is a system of co-operative activities of two or more persons."

Again, the organization can be explained as a social unit of people, systematically structured and managed to meet a need or to pursue collective goals on a continuing basis. All organizations have a management structure that determines relationships between functions and positions, and subdivides and delegates roles, responsibilities, and authority to carry out defined tasks. Organizations are open systems in that they affect and are affected by the environment beyond their boundaries. One of the basic and influential factors that affect organizational operations is the media.

The Media

The freedom of the press includes freedom of information, freedom of speech and expression of opinion and criticism. However, as right goes with responsibilities journalists, editors, publishers and media workers must be responsible in their work and their obligation by providing outstanding unbiased reports and strive for in their reportage.

According to the oxford 9th edition dictionary, the media is defined as the "means of communication that reach large number of people, such as television, newspapers, magazines and radio". Media is the plural of medium and can take plural or singular verb, depending on the sense intended. The media in recent years is rapidly developing to meet the increasing demand of consumers or audience. The freedom of the press includes freedom of information, freedom of speech and expression of opinion and criticism. However, as right goes with responsibilities journalists, editors, publishers and media workers must be responsible in their work and their obligation by providing outstanding unbiased reports and strive for in their reportage. Thus, the media sector is concerned with the production and distribution of information on a one-to-many basis.

Communication channels through which news, entertainment, education, data or promotional message are disseminated. Media included every broadcasting and narrow casting medium such as T.V, radio, mails, telephone, fax, magazine and internet.

The people or personnel who work in this institution are called journalists. Therefore a journalist is a person who finds out reason of a particular incident, publishes it and makes the society aware of what is going on in surrounding society. A journalist writes professionally about world issues, local events, people and trends. There is a great amount of responsibility a journalist faces when presenting material to the public. Professional journalists follow a standard of conduct and ethics when working in mass media settings such as broadcast, newspapers, magazines and Internet M. Dawn (2003.). The freedom of the press includes freedom of information, freedom of speech and expression of opinion and criticism. However, as right goes with responsibilities journalists, editors, publishers and media workers must be responsible in their work and their obligation by providing outstanding unbiased reports and strive for accuracy in their reportage.

Responsibilities of Journalist

A journalist writes professionally about world issues, local events, people and trends. There is a great amount of responsibilities a journalist faces when presenting materials to the public. Professional journalists follow a standard of conduct and ethics when working in mass media settings such as broadcast, newspaper, magazine and internet.

Whiles various existing codes have some difference, most share common elements including; fairness, impartiality and public accountability.

Legal Responsibility:

Journalists face important legal responsibilities. They should know their rights and the rights of each individual, and they should be sure they are conversant with legal issues. This will ensure there is no intrusion on matters of confidentiality and privacy. Libelous and slanderous remarks can result in legal action against journalists. Some journalistic codes of ethics include a concern with discriminatory reference in news based on race, religion, sexual harassment and physical or mental disabilities.

Social Responsibility:

Media relate current events to the rest of society. These events are presented in the form of pictures and articles. It is the duty of a journalist to make sure the information is presented in a fair, balanced and truthful manner. Relating current events helps keep the general public informed and provides it with entertainment. C. Amapour (2009) a journalist believes that “there are some situations one simply cannot be neutral about, because when you are neutral you are seen as an accomplice, objectivity does not mean treating all sides equally, but rather giving each side a hearing”. It is a journalist's duty not to sensationalize any media event for his/her own benefit.

Professional Responsibility

A journalist has a professional responsibility to present an accurate portrayal of events as they occur. This usually is accomplished through excellent and thorough research. A professional journalist will present only the facts, leaving out her own opinions. Most readers and social commentators are bothered about how journalist shift their attention on matters which are sometimes deem “unnecessary” and “irrelevant”. According to S. Holtz (1999), habits of covering what interest them rather than hard news that need to be covered could seriously damage investigative journalism”. Most journalists would only publish such report that will sell.

Ethical Responsibility

Journalists are bound to a code of ethics. An ethical journalist will provide the audience with meaningful information, but however a journalist should also know when information is too sensitive to be reported. For example, when reporting a crime or a death, journalists should be aware of family members who are involved or who have not yet been notified of the tragedy also issues concerning minors should exclude their names

Credibility

Every organization has only its credibility and reputation to rely on T. Burman (2001). In as much as media and corporate organizations want to hold their good reputation. Media organization must withhold certain critical details from reports like the names of minor children, suspected crime victims' names or information not materially related to particular news reports release of which might harm someone's reputation.

The Press

The freedom of the press includes freedom of information, freedom of speech and expression of opinion and criticism. However, as right goes with responsibilities journalists, editors, publishers and media workers must be responsible in their work and their obligation by providing outstanding unbiased reports and strive for in their reportage.

Media coverage of any organization has an influence on their corporate reputation. Whether **it is** "good" or "bad" news? D. Deephouse (2001) refers to such news as favorable news coverage when an organization is praised for its action or is associated with activities that raise its reputation, while unfavorable coverage refers to reporting which activities that decrease or tarnish its reputation.

In Ghana as side the Ghana journalist association is also an independent and well recognized body that is the National Media Commission (N.M.C), it settles reader-editor conflicts which arise sometimes out of "unfavorable" publications. However, some critics are also of the view that the national media commission helps the media by resolving press-audience difference in-house, which is a disadvantage to audience since the press houses in their haste to be the first to come out with news refuse to contact organization or individual in question to seek their side of the story but after the unfortunate they then will plead for an in-house redress which to the organization is unfair after tarnishing their image publicly.

The National Media Commission (N.M.C) must ensure that there is integrity among Ghanaian journalist and regulate their activities in such a way that media reportage in the country will be fair, accurate and balanced. In (2001), when the criminal libel law was repeal in Ghana the press became free from censorship making it easy for the media to discharge their duties freely without fear leading to the up-spring of many newspapers, radio and television stations as well as freedom of expression. As a result of this in almost every part of the country the commonest phrase was "freedom of speech", however, unfortunately there was some sort of abuse of the freedom of speech, which many media houses suffered as a result of the abuse.

The National Media Commission of Ghana advises media organizations to prevent children from being exposed to books and films suitable only for adults. A film, documentary, television or radio discussion was to be rated and should be aimed at aired at a specified time especially at night when children are asleep. R. Heffner (1975) "Our function is not to improve ideologies, morality, psychology or aesthetic, but to make an educated estimation of what most parents would think a movie should be rated".

The Print Media

Print media is a very powerful way to get information conveyed to the audience it allows the reader to digest the facts at their own time and make it easier for readers to keep records of future reference. Print media can be broken down into two main categories that is; the newspaper and magazine.

Newspaper can be defined as geographically limited regularly published medium serving the general interest of a specific community. The first newspaper “corantos” appeared in England in the 17th century, but the first daily paper did not appear until 1702

According to Colgan (2004) “Print journalism edit more than broadcast”. Print journalist however edit for clarity sake, fairness and accuracy as compared to electronic journalism which exactly with little or no editing.

“Conversely, the relative lack of editing in broadcast journalism warrants short, sharp, succinct language for a more conversational tone Higgins (2004). With electronic media listeners are more concern about the tone and facial expression of the speaker. Listeners usually form their own opinion about a particular person or corporate organization, that is before any speech or statement listeners become bias towards the message and draw their own conclusion.

However, with print media readers are not encouraged when they see lengthy articles and would only read what interest them or just a portion of the full article. Most readers have a perception that since the newspaper or magazine will always be with them they decide when and how much to read at a time.

Ricketson (2004). “Ultimately, the newspaper journalist has little control over the pace at which the story is read; it is the reader who dictates the pace.” With print media, readers keep, recall and sometimes practice the news or information gathered and they can also refer from time to time at their own convince. It’s impossible for readers to interact with writers directly as compared to electronic media.

Alysen (2004). “Average newspaper readers retain and recall more information than do average broadcast viewers and listeners”. An electronic device can be turned or tuned on by a listener or viewer and he or she may later forget it’s on or his or her attention will later be divided or carried away especially when bombarded with lots of commercials adverts or issues that does not interest him or her; unlike print media the reader can be selective on what he or she reads.

Again, print media has posterity that is with print media it’s easy to go back and read last week’s newspaper or magazine. Most libraries and educational institutions keep record of newspaper and magazines dating back decades and perhaps centuries.

In Ghana, if a reader goes to a state library or library of any university archives he or she would retrieve or gather newspaper, books magazine etc written by many authors’ years back. As compared to electronic media, it’s difficult and almost impossible to watch or listen to last month’s news on the television or on the radio, it will be difficult to get Dr Kwame Nkrumah’s the first President of the Republic Ghana’s speech and books on audio or CD but can easily be gotten in print media, therefore electronic media is fleeting.

Both print and electronic media have a way to persuade or influence their respective audiences. In print media, the writer's skills, proficiency in the language, ability to keep reader's in suspense, and also to touch on areas that influence their reader's. Some prolific writer's are able to help their reader's develop a mental imagery of the situation.

In trying to digest the print media, however, there are some demerits associated with it, which include; Information and articles published about a corporate organization or individual which is "unfavorable" especially to the organization may forever tarnish their image, unfortunately, such reports or news will be consumed or read by thousands and millions of readers and would have made their opinions on the issue, this will make it difficult and challenging for the organization to come out and explain issues or tell their side of the story, which in serious cases would affect the organization greatly.

Also, information available in print form may be difficult to transfer to electronic since it's mostly expensive and time consuming, imagine a book of about 2,000 pages being transformed into an electronic gadget the time and energy involved to finish the work.

The Electronic Media

Many people are of the view that electronic media was born out of technology; therefore electronic media is younger than print media. The telephone, radio, television and internet were not initially developed for journalistic purposes, but rather people used it for their personal activities and partly to serve the media.

Electronic media travel faster and farther than print media, because electronic media is visible, it easily catches the attention of viewers as a result of clear pictures and audible sound and voice.

In Ghana, the literacy rate is low and most Ghanaians prefer who listen and view with their eyes rather than to read. As a white man once said "if you want to hide anything from a black man do it writing". To many Ghanaians pictures, images and sound stick better in our minds than writings, therefore electronic media is greatly patronized than print media.

Also, with electronic media, audience or listeners are able to interact with the reporter or host which help in exchange of ideas making it interesting as there are instantaneous reply or action. In recent times most print media are developing an electronic newspaper which their readers can read on-line without buying the newspaper tangibly. The news which is on-line can easily be stored and compressed but as compared to the traditional newspaper, the only way to store the information is by piling them up which in time there will be no space to contain them.

Again, electronic media is less costly and environmentally friendly as compared to print media a reader may have to buy as many newspapers to read to get the desired information or satisfaction but with electronic media the reader only needs to have internet connection on his or her computer and read as many information and newspaper he wishes. Also, the world realize that

there is the need to find alternatives to the problems of ravaging forest for wood pulp causing deforestation and polluting the atmosphere and filling landfills with the residue of paper.

In (2001), when the criminal libel law was repealed the press became free from censorship making it easy for the media to discharge their duties freely without fear leading to the up-spring of many newspapers, radio and television stations as well as freedom of expression. As a result of this in almost every part of the country the commonest phrase was “freedom of speech”, however, unfortunately there was some sort of abuse of the freedom of speech, which many media houses suffered as a result of the abuse.

The National Media Commission of Ghana advises media organizations to prevent children from being exposed to books and films suitable only for adults. A film, documentary, television or radio discussion was to be rated and should be aimed at aired at a specified time especially at night when children are asleep. R .Heffner (1975) “Our function is not to improve ideologies, morality, psychology or aesthetic, but to make an educated estimation of what most parents would think a movie should be rated”.

METHODOLOGY

The study was conducted in Kumasi Metropolis in July 2012. The focus for the study was mainly on journalist and media houses. The media houses comprises, the print, the electronic, the radio etc. 10 media were randomly selected representing 50% of the total number of media houses in the study area. This is a fair representation of the entire population. From each media house, one (1) manager was selected. Forty (40) customers were sampled in Adum Township. Due to time simple random sampling was used to achieve the research objectives of the study. Simple random sampling was used because it gives each respondent an equal opportunity to be selected and also easier and less difficult to use. The study adopted self administered questionnaires as its data collection instrument. Each manager and customer was asked to complete a questionnaire. The questions focused on the role of journalist and the media houses on the corporate reputation of organization.

DATA COLLECTION METHOD

A total number of 70 questionnaires were administered. 60 were administered to the survey sample but 55 questionnaires were retrieved. 50 responses were found usable. Valid responses totaled 50, an 84% response rate which is relatively high despite the nature of the sample. The researcher believes that the sample fairly represents the population surveyed.

RESULTS AND DISCUSSION

Which of the media houses has the highest potential to influence the reputation of an organization?

Table 1.

Response	Frequency	Percentage (%)	Mean	Std. Deviation	Variance
Print media	9	22.5	2.33	0.829	0.687
Radio	22	55.0			
Electronic media	9	22.5			
Total	40	100			

Source: Researcher field survey, 2013

From the table 1 above 9 of the respondents representing 22.5% said that print media can influence the reputation of an organization, 9 of the respondents representing 22.5% said that electronic media can influence the reputation of an organization, also 22 of the respondents representing 55% said that radio has the highest potential to influence the reputation of an organization. In addition, the average responses on the question was (*mean 2.33, standard deviation 0.829, variance 0.687*), this shows clearly that radio has the highest potential to influence the reputation of an organization.

Have you ever been influenced by a commercial advert in the media

Table2. Showing how customer are been influenced by a commercial advert in the media

		customer	commercial advert
Customer	Pearson Correlation	1	.239
	Sig. (2-tailed)		.138
	N	40	40
commercial advert	Pearson Correlation	.239	1
	Sig. (2-tailed)	.138	
	N	40	40

Source: Researcher field survey, 2013

The coefficient of the above correlation analysis $r = 0.239$ shows that there is a positive correlation between customer and commercial advert. This means that, customer are been influenced by a commercial advert in the media. With regards to, *Sig (2-Tailed)* value which is 0.138, we can conclude that there is no statistically significant correlation between customer and commercial advert.

Which type of radio station is your organization familiar with in the metropolis?

Table 3.

Response	Frequency	Percentage (%)	Mean	Std. Deviation	Variance
Luv FM	10	25.0	2.03	0.733	0. 538
Angel FM	19	47.5			
Hello FM	11	27.5			
Total	40	100			

Source: Researcher field survey, 2013

From the table, our observations are that 10 respondents constituting 25.0% said that they are familiar with Luv FM and 19 respondents representing 47.5% said that they are familiar with Angel FM and 11 respondents representing 27.5% said that they are familiar with hello FM. It also shows (*mean 2.03, standard deviation 0.733, and variance 0.538*); the average response of customers of which type of radio station they are familiar with reveals Angel FM.

Which type of newspaper is your organization familiar with?

Table 5

Response	Frequency	Percentage (%)
Kumasi mail	11	27.5
Daily Graphic	29	72.5
Total	40	100

Source: Researcher field survey, 2013

From the table 5 above, it indicate that 11 respondent representing 27.5% said that they are familiar with Kumasi mail, 29 respondents representing 72.5% also c said that they are familiar with Daily Graphic.

Which type of television station is your organization familiar with?

Table 6

Response	Frequency	Percentage (%)
GTV	18	45.0
TV3	15	37.5
CRYSTAL	7	17.5
Total	40	100

Source: Researcher field survey, 2013

From the table 6 above, it shows that 18 respondents constituting 45.0% said that they are familiar with GTV and 15 respondents representing 37.5% said that they are familiar with TV3 and 7 respondents representing 17.5% said that they are familiar with crystal.

How are the activities of journalist and the media affecting the corporate reputation of your organization? Or what relationship exists between activities of journalist/ media and corporate reputation of your organization.

Table 7

		activities of the media	corporate reputation
activities of the media	Pearson Correlation	1	-.209
	Sig. (2-tailed)		.021
	N	40	40
corporate reputation	Pearson Correlation	-.021	1
	Sig. (2-tailed)	.201	
	N	40	40

Source: Researcher field survey, 2013

As shown in Table 7 above, a Pearson correlation coefficient of the test (-0.209) indicates a weak relationship between activities of the media and how it affects corporate reputation of organization. It reveals that bad news content affect corporate reputation of organization negatively. In addition, *Sig (2-Tailed)* value which is (0.021), therefore we can conclude that there is statistically significant correlation between activities of the media and how it affects corporate reputation of organization.

Which of these media relation tools and technique are most influential?

Table 8

		customer	Press conference	interviews	press release	media monitoring and research
Customer	Pearson Correlation	1	-.251	.362(*)	.287	.143
	Sig. (2-tailed)		.118	.012	.013	.021
	N	40	40	40	40	40
Press conference	Pearson Correlation	-.251	1	-.301	-.494(**)	-.266
	Sig. (2-tailed)	.118		.059	.001	.096
	N	40	40	40	40	40
Interviews	Pearson Correlation	.362(*)	-.301	1	.030	.174
	Sig. (2-tailed)	.012	.059		.854	.282
	N	40	40	40	40	40

press release	Pearson Correlation	.287	-.494(**)	.030	1	.334(*)
	Sig. (2-tailed)	.013	.001	.854		.035
	N	40	40	40	40	40
media monitoring and research	Pearson Correlation	.143	-.266	.174	.334(*)	1
	Sig. (2-tailed)	.021	.096	.282	.035	
	N	40	40	40	40	40

* Correlation is significant at the 0.05 level (2-tailed).

Source; Researchers survey, 2012

** Correlation is significant at the 0.01 level (2-tailed).

From the table 8 above coefficient correlation analysis $r = -0.362(*)$, shows that there is a weak correlation between how media relation tools and technique are use to influencing customer by using press conference. This means that, customers are not been influence by press conference. In addition, *Sig (2-Tailed)* value which is 0.118, we can conclude that there is no statistically significant correlation between how media relation tools and technique are use to influencing customers (target market) by using press conference.

Also coefficient correlation analysis $r = 0.289, 0.287$ and 0.143 for interviews, press release and media monitoring and research respectively shows that there is a positive correlation between how media relation tools and technique are use to influencing customer by using these media relation tools and technique. This means that, most of the respondents are been influence by these media relation tools and technique. In addition, *Sig (2-Tailed)* value ($0.012, 0.013, \text{ and } 0.021$) then, we can conclude that there is statistically significant between how media relation tools and technique are use to influencing customer by using these media relation tools and technique.

For how long have you been with the company?

Table 9

Response	Frequency	Percentage (%)	Mean	Std. Deviation	Variance
Less than one year	6	60.0	1.50	0.707	0.500
6-10yrs	3	30.0			
10yrs. and above	1	10.0			
Total	10	100			

Source: *Researcher field survey, 2013*

The data shows that 60% of respondents have been in the company less than one year ,30% of respondents are also been in the company for 6 to 10 years and only 10 % of respondent have been working in the company for over 10 years.

How is your company using the media to reach its target market?**Table10**

		target market	electronic media	radio	print media
target market	Pearson Correlation	1	-.401	.875(**)	.071
	Sig. (2-tailed)		.250	.001	.045
	N	10	10	10	10
Radio	Pearson Correlation	-.401	1	-.746(*)	.524
	Sig. (2-tailed)	.250		.013	.120
	N	10	10	10	10
electronic media	Pearson Correlation	.875(**)	-.746(*)	1	-.071
	Sig. (2-tailed)	.001	.013		.845
	N	10	10	10	10
print media	Pearson Correlation	.071	.524	-.071	1
	Sig. (2-tailed)	.045	.120	.845	
	N	10	10	10	10

** Correlation is significant at the 0.01 level (2-tailed). **Source: Researcher field survey, 2013**

* Correlation is significant at the 0.05 level (2-tailed).

According to the table above, coefficient correlation analysis $r = -0.401(*)$, shows that there is a weak correlation between how media are used to reach target market by using electronic media. This means that, target market are not been influence by electronic media. In addition, *Sig (2-Tailed)* value which is 0.25, we can conclude that there is no statistically significant correlation between how media are used to reach target market by using electronic media.

Also coefficient correlation analysis $r = 0.875(**)$, and 0.071 for radio and print media respectively shows that there is a positive correlation between how media are used to reach target market (i.e. radio and print media). This means that, radio and print media are been the most media that can reach target market easily. In addition, *Sig (2-Tailed)* value (0.001, and 0.45) then, we can conclude that there is statistically significant between how media are used to reach target market (i.e. radio and print media).

4.11 Which of these media in your view do you think has the wider coverage?**Table 11**

Response	Frequency	Percentage (%)	Mean	Std. Deviation	Variance
Print media	2	20.0	2.30	0.823	0. 678
Electronic media	3	30.0			
Radio	5	50.0			
Total	10	100			

From the table 11, it shows that 2 respondents constituting 20.0% said that print media has wider coverage, 3 respondents representing 30.0% said that electronic media has wider coverage, and 5 respondents representing 50.0% said that radio has wider coverage. It also shows (*mean 2.30, standard deviation 0.823, and variance 0.678*); the average response of respondents reveals that radio has wider coverage.

Do you think news content have an impact on corporate reputation of an organization?

Table 13

Response	Frequency	Percentage (%)	Mean	Std. Deviation	Variance
Yes	8	80.0	1.20	0.422	0.178
No	2	20.0			
Total	10	100			

Source: *Researcher field survey, 2013*

According to the table 13, it shows that 8 respondents constituting 80.0% said that news content have an impact on corporate reputation of an organization and 2 respondents representing 20.0% said that news content do not have an impact on corporate reputation of an organization. It also shows (*mean 1.20, standard deviation 0.422, and variance 0.178*); the average response of respondent's reveals news content has an impact on corporate reputation of an organization

SUMMARY AND FINDINGS

The study takes a close look at how powerful journalist and the media has become and the influence it has on the corporate reputation of an organization. The media is one of the biggest medium through which information flow. The media has grown from strength and increase in coverage. In Ghana the media is even referred to as the fourth arm of the government after the Legislative, Executive and Judiciary. The media and journalist play an instrumental role in the corporate reputation of an organization. Journalist and the media houses can make and unmake the reputation of an organization through their news content. Since most organization are moving from the days of satisfying customers to both customers satisfaction and building of corporate reputation. The study also reveals that the media can be categorized into two (2) broad divisions, that is, the print media and electronic media. Many arguments have cropped up as to which of these two is the best.

Journalists have a responsibility of exposing government officials who abuse their office as well as information and educate their audience or the general public on issues surrounding them.

The research was intended to know from both management and customers about why they prefer a particular media house over the other, and which of the media house reach them better in a language they best understood and satisfy them better; and also why management prefer using a particular media to help them build their corporate reputation.

The study revealed that most respondent prefers the radio as a means to receive their information as compared to any other medium. Also, most respondents prefer the local radio stations that give information in their local language. Also, the respondents gave suggestions and opinions upon how journalist can improve upon their work.

Some organizations have bitterly complained about how certain media houses have wrongfully tarnish their hard earned reputation in a day.

CONCLUSION

From the various analyses done in relation to the objective setting, it can be concluded that the activities of media house have an effect either negatively or positively on reputation of a corporate organization. This is because in our daily lives as audience we need information to sometime make a decision. In modern times where consumer rights are on the rise (consumerism) and customers will only want to be associated with organization with good reputation. Hence, organization must strive not only to satisfy the needs of customers but also to build and maintain good reputation.

In the study it came to the realization of the researcher that, media effectiveness aids in the effectiveness of corporate reputation. Most respondents say that the media gives them more information than any other means and helps them in decision making. Also, a media house which have build and maintain a good reputation in the eyes of their customers have attracted equally with organization with good reputation to do business with and also, customers tend to patronize products and service from such media houses and corporate organization.

RECOMMENDATION

It was realized that, from the research even though most corporate organization depend on the media to give out information to target audience and such help them to build and maintain a corporate reputation.

However, organizations in their quest to build and maintain a corporate reputation should get close to their customers themselves and use other medium to inform their customers, sometimes other than to use the various media houses.

Journalist need to attend workshops and training periodically to be abreast with the current changes in modern times to be able to deliver effective information. Also, the building and maintaining of corporate reputation does not only lie in the impact of the media but also the organization's ability to be ready from junior level to senior level management to strive to build a good reputation for themselves.

Again, irrespective of whatever message communicated to the target audience, it must be done through a medium familiar to as well as in a language best understood to them, making the decoding process easy. Also, control measures and bench marks should be put in place to ensure that the ultimate reputations intend to be achieved by both the organization and the media houses is achieved.

Lastly, media houses as they strive for more loyal listenership and readers must ensure they build a good reputation and report factual information and properly edited news contents. This will help their audience have a sense of trust and commitment to them.

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