

EFFECTIVENESS OF PUBLIC RELATIONS STRATEGIES ON *CLEAN IT UP!* CAMPAIGN AT UNIVERSITY OF ILORIN, NIGERIA

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ABSTRACT

Given the poor culture of environmental cleanliness among students and staff at the University of Ilorin, Nigeria, the authors led Public Relations undergraduates to embark on an advocacy (Clean it Up!) which was an annual campaign. The objective was to enlighten the University community on the need to ensure environmental cleanliness specifically on waste disposal in line with the seventh Millennium Development Goal with a view to effecting attitudinal and behavioural change of staff and students. Target population was all students and staff of Faculty of Communication and Information Sciences where the public relations students were domiciled. Public relations strategies adopted were radio, social media, printed T-shirts and hand bills and actual cleaning of the faculty. The campaign which involved the entire public relations students at the Department of Mass Communication was mounted on Frank Jefkin's 6-point public relations process. The one-day campaign lasted between 9:30 am and 3:00pm. After the campaign, six staff and nineteen students, at which saturation was attained, were purposively selected and physically interviewed. Findings show that littering appears to be part of life among some staff and students, and that the campaign creates significant impact on waste disposal culture of staff and students as responses from some informants indicate desire to desist from littering; after the campaign, staff and students show commitment to ensure general environmental cleanliness. Findings further show that not too long after the campaign, some staff and students relapsed to their old habits of littering. The study concludes that advocacy campaigns that hallmark public relations are indispensable activity that impacts on all sectors of human existence. The study recommends among other things, the need for facilitators of the campaign to ensure its continuity; and that subsequent campaigns should be re-strategized by prioritizing negative effect as well as evolving punitive and reward strategies for maximum impact.

Keywords: *Campaigns, environmental cleanliness, pick it right, millennium development goals, public relations*

INTRODUCTION

Among the eight Millennium Development Goals, the seventh goal borders on environmental cleanliness and sustainability. The Millennium Development Goals generally emerged in response to the world's main development challenges. Asemah (2011) elaborates that these goals were drawn from the actions and targets contained in the Millennium Declaration that was adopted by 189 nations and signed by 147 heads of state and governments during the UN Millennium Summit in September 2000. Even though these goals could not be realized at the targeted year-2015, they are being pursued. The essence of the seventh goal is in part, to integrate the principles of sustainable development into the country policies and programmes, and reverse loss of environmental resources.

The University setting being a microcosm of a sovereign nation is not averse to the demand of the Millennium Development agenda. As a key stakeholder that advances knowledge and enhances social capital empowerment, university management normally entrench mechanisms to ensure environmentally-friendly entity. However, behaviour and attitude of both staff and students undermine this effort. For example, littering constitutes environmental challenge and is considered an inappropriate behaviour. The penchant to litter indiscriminately appears to be a habit among some staff and students. This is probably because the dying culture of non-littering has not been fully developed and without appropriate social sanctions (Hing & Gunggut, 2012). Studies also suggest that people litter without thinking (Ockels, 2003). This means even if preventive measures are put in place, people who are deficient in doing things right are likely to violate such measures. In recognition of the fact that healthy environment contributes significantly to teaching and learning process, but for the fact that poor sanitation culture inhibits this objective, it becomes imperative to use public relations strategies to effect attitudinal and behavioural change of staff and students.

Public relations is a planned communication that can be used by individuals, government and non-governmental organizations to build and maintain mutual understanding with the public. As a planned communication, public relations is capable of redeeming an organization's image and in its place, improving confidence, goodwill and mutual understanding and patronage that every organization or institution needs for survival.

STATEMENT OF PROBLEM

Public relations plays a crucial role in society, especially in environmental cleanliness and preservation. Understanding its practices, strategies and tactics begins with the knowledge and skills students acquire in institutions of learning. Given the all-round orientation public relations students receive, they are prompted to embark on advocacy campaigns including environmental cleanliness. Importance is attached to environmental cleanliness because a healthy environment contributes to healthy living and positive learning outcomes. This explains why one of the Millennium Developmental Goals is emphatic on environmental sustainability.

Literature exists on campaigns for environmental cleanliness. Some studies on university cleanliness have the objective of examining the effects of environmental education practices on students' awareness of the environment and problems in their environment (see Simsekli, 2015), and are foreign (see Levy & Marans, 2012). While there is little or no studies on students' campaign on environmental cleanliness in the University setting particularly at the University of Ilorin and Nigeria in general, unsuccessful wars by university authorities on

environmental cleanliness have been documented (see Levy & Marans, 2012). Such studies point to the fact that conventional cleanliness directives and campaign seem to be unsustainable and degenerate the culture of cleanliness. Against this backdrop, this study seeks to evaluate the effect of students' campaign (CLEAN IT UP!) on staff and students as a more viable option to conventional cleanliness directives to improve and maintain environmental cleanliness at the University of Ilorin. Findings will not only contribute to expand scholarship, but also reinforce the need for attitudinal and behavioural change among staff and students. In addition, it will enable facilitators and students, who embark on the annual campaign to modify their strategy for optimal results in subsequent campaigns. In order to carry out the study, the following objectives proved useful. These objectives include to:

- i. Understand current behaviour of staff and students at the University of Ilorin toward environmental cleanliness.
- ii. Know the willingness of University of Ilorin staff and students to change negative behaviour toward environmental cleanliness due to the enlightenment campaign.
- iii. Find out the extent to which the environmental cleanliness campaign impacted on University of Ilorin staff and students.

THEORETICAL FRAMEWORK

The study made use of the Public Relations Transfer Process Model developed by Frank Jefkins in 1988. The basic assumption of the model is that some embedded negative attitudes and behaviours exist in people when dealing with them issues that border on behavioural change. These negative attitudes and situations can be changed to positive ones. Jefkins (1988) identifies the negative constructs as hostility, prejudice, apathy, and ignorance which can change into positive constructs such as sympathy, acceptance, interest, and knowledge respectively.

Hostility means unfavourable disposition to a cause, issue or situation. Prejudice which is symptomatic of hatred can galvanize negative thoughts and actions toward an issue or situation. Apathy is the idea of abandonment or a lack of interest no matter how relevant the issue or situation may be to an individual or group of people. Ignorance entails a lack of knowledge. That is the inability to understand the importance of an issue or situation. As Nweke (2001) cited in Oluwasola (2016) maintains, the model is an antidote against some negative developments in organizations, institutions or government. On account of this, Jefkins (1988) cautions that unless these negative dispositions are changed, people will continue to have a poor attitude suggesting that people will continue to exhibit ingrained negative attitudes and behaviour.

In order to check the negative stance, Jefkins proposes corresponding positive constructs. These include sympathy, acceptance, interest, and knowledge. Sympathy entails a shift from a state of hostility to compassion. The acceptance which implies endorsement or approval is a departure from prejudice. The interest which is the opposite of apathy is emblematic of the willingness to embrace acceptable behaviour. Knowledge which is synonymous with understanding and awareness means that once there is a shift from ignorance, people become aware and enlightened about what the expected behaviour should be and possibly key into it.

Putting to perspective the operationalization of the model, Ukwela (2016) emphasizes that at first sight, people may be hostile to a given idea, issue or situation but with public relations strategies such hostility can be changed to sympathy which will make the hostile

person develop a listening ear. Ukwela furthers that when the first stage is conquered, then prejudice will give way to acceptance; apathy will give way to interest and as recipients develop the interest to learn, more knowledge takes over ignorance leading to the adoption of fresh values, ideas, issues or situations. The model is presented below:



Source: Jefkins, F. (1988, p.9).

LITERATURE REVIEW

A public relations campaign refers to the concerted effort of individuals, groups of persons, organizations, or institutions to build socially responsible relationships by achieving research-based goals through the application of communication strategies and the measurement of outcomes. Campaigns are borne out of concerns about issues or phenomena that erupt with a high propensity of adversely affecting members of a given entity. While some campaigns could aim at raising the political consciousness of people, others could be to create awareness of the need for power conservation. In the same vein, some campaigns could be to increase patronage of a brand, product or service. In this context, the degeneracy of the culture of proper waste disposal and general environmental cleanliness gave birth to the campaign.

Existing literature on advocacy campaigns on the environment essentially focuses on environmental sustainability. Most of these campaigns were carried out outside the precinct of institutions of learning. For example, Hing and Gunggut's (2012) campaign was in an urban setting whose objective was to effect positive attitudinal and behavioural change towards indiscriminate littering. After evaluating the campaign, Hing and Guggut discovered that people were naturally forgetful of campaign messages and suggested reinforcement of prompting devices like verbal messages to serve as a constant reminder to people against littering.

The campaign by Levy and Marans (2012) situated on a university campus had the objective of enhancing a campus culture of environmental sustainability. This multi-faceted campaign went beyond the cleanliness of the campus. Its scope extended to energy conservation and preservation of the ecosystem at a time the global community was battling with the effects of environmental degradation. Levy and Marans synthesized research on environmental behaviour, analyzed how the current efforts aligned with research, and described how they developed research-based recommendations to reverse environmental degradation.

In the case of Simsekli (2015), rather than embark on an advocacy campaign, carried out a study tagged, "An Implementation to Raise Environmental Awareness of Elementary Education Students" based on an earlier campaign. The aim of the study was to examine the effect of environmental education practices on elementary education students' awareness of the environment and the problems in the environment. Findings from participating students revealed that, after the implementation, there was an increase in the number of students who mentioned the problems associated with environmental cleanliness, the causes of the problems in the environment and proposed solutions for those problems. The study also indicated that students volunteered to take part in environmental cleanliness activities within and outside the school.

Studies have shown that campaigns are not always successful and a number of reasons are responsible for campaign failure. As Hing and Gunggut (2012) have pointed out, campaigns (which in this context are essentially cleaning campaigns, focusing on washing toilets, sweeping and picking up rubbish thrown out by people indiscriminately) devoid of penalties are unlikely to yield maximum results. The implication is that the absence of punitive measures or a reward system could render a campaign impotent. This is translated to mean that after the campaign, there is a tendency for people to litter the environment with objects ranging from pieces of paper, tissue papers, sweet and biscuit wrappers, used cans, water sachets, food containers, and plastic bottles.

Apart from the lack of a campaign's inability to stress enforcement strategy leading to its failure, the lack of a mechanism to monitor who litters and the inability to enforce non-littering culture rules and regulations against littering and general environmental cleanliness limit the success of a campaign. The inability to enforce rules is due to the difficulty to identify who is responsible for the litter.

Another contributory factor is the inability of a campaign to address the root cause of littering and unfriendly environmental practices. Most campaigns focus on litter which is the manifestation of the problem. This is different from the cause people erroneously feel the phenomenon is common thereby believing that people are dedicated to carrying out the responsibility.

Due to indiscriminate littering that constitutes environmental blight, some ways have been advanced to mitigate it. Ways to improve environmental cleanliness may involve two strategies namely; antecedent and consequence strategies which when combined leads to the third, known as integrated approach (Hing & Gunggut, 2012). Antecedent strategy consists of prompts for verbal or written messages, awareness or education, demonstrations, and goal setting. Consequence strategy includes reward and punishment. Integrated strategy is a combination of both antecedent and consequence strategies which yields better results. For example, public relations campaign may be insufficient for attitudinal and behavioural change without verbal or non-verbal messages and rewards and punishment. A drawback is lack of waste bins. This is why it is necessary for the university authorities to, in the first instance, make provision for basic facilities and equipment for cleaners to ensure a pleasant and conducive sanitary condition.

METHODOLOGY

Public Relations Campaign Strategies

The public relations strategies for the campaign were based on Frank Jefkins' six-point planning process which he devised in 1994. Elements of the planning process include situation analysis, objectives, publics, media strategy, budget, and evaluation discussed as follow:

Situation analysis: This is also known as research or trend analysis or environmental scanning and monitoring. An objective public relations programme cannot be planned seriously without detailed knowledge of the current situation ((Baines, Egan & Jefkins, 2004). It is the detailed knowledge that places the planners on an elevated pedestal to strategize and execute the campaign to its logical conclusion. Given these insights, the authors and students, in the course of the campaign, scanned the environment so as to identify the major environmental problem. Observation showed that both staff and students indiscriminately littered the Faculty of Communication and Information Sciences at the University of Ilorin, Nigeria. In spite of routine cleaning by cleaners, the behaviour recurs and appeared to be a

culture contrary to what should be expected of staff and students in the University. Of greater concern is the fact that waste bins were strategically placed in certain locations and verbal caution was made at interpersonal level on the need for proper disposal of waste, yet people did not use these facilities appropriately.

Objective: This refers to the set target the campaign intends to achieve. It marks the stage the process of determining priorities and application of constraints begins (Baines, Egan & Jeffkins, 2004). Objectives are expected to take recourse to what is termed SMART (Strategic, Measurable, Actionable, Realistic and Timely) analysis. In practical terms, campaign planners arrive at potential objectives through brainstorming. The broad objective of this campaign was to create general awareness on the need for proper waste disposal and general environmental cleanliness in offices, lecture rooms, laboratories, sit-out stands etc. This is because indiscriminate littering constituted eye-sore and casted a dent on the aesthetics of the Faculty.

Publics: Publics represent the target population for any public relations campaign. The centrality of publics in any campaign lay with the fact that without publics there will be no basis for carrying out the campaign because they constitute integral element of the campaign. Publics need to be carefully chosen because they determine success of campaign objectives and planning. Viewed from this prism, staff and students of the Faculty automatically were chosen for the campaign. These were academic and non-academic staff as well as all students irrespective of level and programme they pursued.

Media Strategy: Given that the campaign was aimed at changing attitude and behaviour to acceptable ones, the campaign made use of a combination of media strategy and tactics. The rationale for combined media was for other media to complement one another. The synergy of these media tactics was thus relied on to achieve the distinct impact on the target audience. One of the media was Unilorin 89.3 FM radio station located within the faculty as a training radio station for Mass Communication students in particular where jingles and announcements were made in English Language which is the official language of communication. After the campaign, news report about the campaign was featured both in Unilorin Bulletin and Unilorin 89.3FM to reinforce earlier publicity in the same radio station. Besides, the awareness campaign was presented on the students' social media platform (WhatsApp). The organizers printed and displayed a large banner at the entrance of the Faculty Building as well as handbills which were distributed to the public while participants and Faculty staff were given printed T-shirts. Underscoring the significance of media use for campaigns, Olayiwola (2014) averred that the education, awareness and enlightenment they create contribute to achieve understanding and acceptability (cited in Nmere, Okolo, Abugu, Alio & Aneto, 2020).



Figure 1: Banner for the campaign

At kick-off, speeches were made by the authors and Dean of the Faculty, Prof. R.G. Jimoh to revive the essence of the campaign to the Faculty community. The speeches were centred on the need for staff and students, being key stakeholders of the Faculty to be proactive in ensuring environmental cleanliness at the Faculty.



Figure 2: Cross section of staff addressing participating students



Figure 3: Participating students listening to the address



Figure 4: Group picture of staff and participating students after the address

Budget: This is the financial implication of the campaign. It requires a careful estimate of the workload. Without money the campaign will end at ideation stage. Budget is similar to the shopping list that a householder prepares before going shopping, reminding the shopping what to buy, which in turn is controlled by the amount of money that he or she has available in cash or on credit (Agboola, Olabowale, Osunde, Akinbode, & Borishade, 2020). Therefore, to actualize the campaign the participants made individual contribution to procure working materials like rakes, trash cans, brooms, mouth/nose cover, buckets, baskets, detergents, and snacks and drinks. Similarly, the budget was expended on banner, handbills, and T-shirts.

Table 1: Budget for 2019/2020 *Clean it Up* campaign

S/NO.	ITEM	COST (#)
1	Placement of jingles and announcement in Unilorin 89.3FM	Waived
2	Procurement & printing of 125 pieces of <i>Clean it Up</i> T-shirts	168,000.00
3	Procurement & printing on twenty (20) medium size dust bins	60,000.00
4	Banner and handbills	15,000.00
5	Cleaning equipment/materials (brooms, rakes, hand gloves, packers, nose/mouth cover, cobweb brushes, detergent, buckets, mopping sticks, small bowls, air fresheners, sanitisers)	13,000.00
6	Ten (10) packs of soft drinks & biscuit	12,500.00
7	Water tanker	10,000.00
8	Transportation	5000.00
9	TOTAL	229,500.00
10	Incidentals 10% of Net cost	22,900.00
11	GRAND TOTAL	252,400.00

Evaluation: Public relations campaign does not terminate at execution stage but ends with evaluation to determine if changes occurred. According to Peter Hutton cited in Theaker (2001), evaluation is a sensible part of any public relations programme and there must come a point when inquiry must be made about the effect the public relations spend have on the campaign. Therefore, evaluation helps to examine the campaign's success and accumulate information about the effectiveness of the public relations strategy as well as describe the changing attitudes and behaviour of target audience (Newson, Turk & Kruckeberg, 2004). In carrying out evaluation, some results can be recorded, observed or experienced, and these are apparent. Having embarked on the one-day general awareness which involved media use and actual cleaning of offices, lecture rooms, laboratories, toilets and the general Faculty environment, the authors evaluated the outcome of the campaign.



Figure 5: Some participants packing refuse



Figure 6: One of the participants washing a toilet



Fig. 7: One of the participants cleaning cobweb in a lecture room

To gain insights into the effectiveness of a campaign, Grunig and Hunt (1984) cited in Obe and Adedayo (2010) categorized evaluation of public relations campaign into three namely (i) simple effectiveness; that is whether the campaign has worked in terms of output, (ii) objectives-effectiveness; that is whether the campaign met its objectives, and (iii) creation of desired effects; that is whether the programme achieved the desired effect.

The authors evaluated the campaign using qualitative approach. They conducted in-depth interview with 6 staff and 19 students purposively selected based on the campaign objectives. Results show that the campaign was generally successful. In specific terms, data was presented as follow along set objectives.

FINDINGS

RO1: Understand current behaviour of staff and students at the University of Ilorin toward environmental cleanliness

In answer to objective one which sought to establish current behaviour of staff and students toward environmental cleanliness, some of the informants revealed that they were culpable as they unconsciously littered the Faculty and its environs. Informant 6, who spoke the mind of others admitted that:

I can't deny the fact that my behaviour constitutes environmental blight. Often, when I buy sweets or biscuit, I dispose the wrapper carelessly despite the fact that provision is made for that. As a matter of fact, I have been doing that without giving a thought to it that it messes up the environment probably due to the insignificance of the wrapper until now that my attention is drawn to it on a serious note.

Similarly, informant eleven said indiscriminate disposal of pieces of papers, plastic bottles and water sachets which had become a menace at the Faculty is a product of students' misdemeanours that she was one of them. In her words:

It may sound funny, but it appears to be a norm for us students and even staff to litter the environment. In my case, for example, until recently, I was indisposed to littering the environment. I used to consider it an indecent conduct but unfortunately, I can't exactly say when and what came over me to litter mainly lecture rooms where I always left used water sachets.

On the contrary, other informants disclosed that they were always weary of indiscriminate littering of the Faculty. They premised their response on the fact that apart from provision of waste bins at strategic locations which they disposed waste; they were not brought up to indulge in such unpleasant behaviour. Informant one testified in this direction that:

There is no reason whatsoever for me to litter. Even if I am distant from where waste bins are placed, it is incumbent unto me to walk up to the nearest bin to dispose of waste materials. It's rather unfortunate some of my colleagues have not and are not ready to realize that it is improper to litter. And that has been my grouse with them especially those that refuse to see reason they should dispose of wasted materials appropriately even when you caution them.

RO2: Know the willingness of University of Ilorin staff and students to change negative behaviour toward environmental cleanliness due to the enlightenment campaign

Objective two bordered on the preparedness of University of Ilorin staff and students to change negative behaviour toward environmental cleanliness due to the public relations enlightenment campaign. All informants especially those who were in the habit of indiscriminate littering hitherto the campaign disclosed that they would fully key into the public relations advocacy. The informants whose behaviour towards environmental cleanliness was already favourable believed that the campaign would reinforce their positive conduct. Informant 7, who was among those that were careless on waste disposal prior to the campaign had this to say:

Until when the environmental cleanliness campaign was carried out, it didn't just occur to me that mere throwing of pieces of papers, ice-cream wrapper etc. would generate issues or environmental concern. But now that I have been sensitized like many others, more so as my colleagues were directly involved in the clean-up, I deeply feel challenged and this has marked a turning point in me in terms of my negative behaviour towards general environmental cleanliness of the Faculty, University at large and even beyond.

Informant 12 also shared similar disposition that the campaign had helped her to reconsider her nonchalant behaviour towards littering and had therefore, resolved to desist from indiscriminate disposal of objects. According to her:

I would like to appreciate the campaigners, in the first instance, for organizing the programme. It has richly created the general awareness and enlightened on the need for environmental cleanliness; what we all should have ordinarily known but downplayed. By virtue of the sensitization of the campaign, I am poised never to litter again. After all, in our homes and places of worship, these are the basic things we observe and the University shouldn't be an exception.

Among the informants who claimed were already averse to indiscriminate disposal of pieces of papers, wrappers of items and plastic bottles was informant 13, who was of the opinion that the campaign reinforced his belief in a virtue he already upheld as he said:

Let me first of all remark that when you are doing what is right and what others say or do in affirmation of the right thing, you feel fulfilled and gratified. That's

exactly the state I find myself in now. Right from childhood, I was not brought up with the culture of indiscriminate disposal of refuse; what I have maintained up to this moment anywhere anytime. The campaign has rekindled my conduct in this regard.

RO3: Find out the extent to which the environmental cleanliness campaign impacted on University of Ilorin staff and students

The thrust of objective three is the extent to which the environmental cleanliness campaign has impacted on University of Ilorin staff and undergraduates. Varied degrees of impacts are inferred from the various responses of informants. While some responses were strong, others were weak and even neutral. Among those informants who felt the campaign left an indelible positive impact on him was informant 4, who had this to say:

Unquestionably, the campaign significantly impacted on me. Some of the minor things I used to do, most often unknowingly were the things activated in the theme of the campaign and this creates a sense of guilt in me. Beyond that, I am happy that I am now better educated on how I will regulate my behaviour such that my conduct does not aggravate environmental concerns not only on campus but wherever I find myself.

Despite the fact that Informant 8 claimed the public relations campaign impacted positively on her, she sounded reserved as she said:

Much as I may say the campaign left a mark on me, I don't think it should be celebrated because in most places at least in Nigeria, the culture of littering is not new. That is why when you go to some places, littering appears to be the order of the day. More so, decency of our Faculty is comparatively better by far when juxtaposed with some other Faculties within and outside of this University. But for the fact that the campaign was undertaken, it has sent signals for us to have a rethink on how we take care of the environment.

Even as other respondents admitted that the public relations campaign impacted on them in one way or the other, response of Informant 9 points to the contrary as she said:

To the best of my understanding, I did not consider the campaign a novelty. I have been exposed to relatively similar campaigns though with different focus and objectives. Given also that I don't litter neither do I compound issues about environmental cleanliness, the only thing I would say is that much as it might have put others on their toes, it did not leave any mark on me.

In addition to the responses elicited from informants, the authors complemented the data with observations three weeks after the campaign. They observed that in the first week of the campaign, both staff and students exhibited sensitivity in environmental cleanliness at the Faculty. Littering ceased drastically up to the second week. However, during the third week, scanty pieces of papers, wrappers and used water sachets/bottles were noticed in some lecture rooms and around the Faculty. This implies a gradual relapsed to what one may term an ingrained behaviour that could not be easily changed all of a sudden.

DISCUSSION

Issues of environmental cleanliness and sustainability have become at the front burner in and outside academic circles. In recognition of the dying culture of uplifting a decent environment, public relations undergraduates at the University of Ilorin, Nigeria embarked on a public relations campaign. The objective was to create awareness and restore the buried behaviour of staff and students on littering and general environmental cleanliness. This was primarily through advocacy and actual cleaning of the Faculty of Communication and Information Sciences at the University.

Given that a public relations campaign begins with planning and ends with evaluation after successful implementation of the campaign that constitutes integral aspect of this discourse, the authors went ahead to evaluate the level of success based on results from in-depth interview and personal observation. The result was revealing.

The first study objective was to assess the current behaviour of staff and students and result show that staff and students demonstrated negative behaviour towards littering. This could be related to family background and learning acquired from other agents of socialization like peer influence and possible deficient schools of learning unlike mass media and religious institutions that savour cleanliness. The basis for this assertion cannot be divorced from the understanding that the Faculty and University in general as a place for learning lack the capacity to monitor deviants responsible for littering. Therefore, erring staff and students naturally have the tendency to indulge in littering. But for some staff and students who conduct themselves properly in this regard is noteworthy. Suffice it to note that in the midst of positive behaviour of some staff and students toward proper waste disposal, others who were aggressively involved in the indiscriminate dumping of refuse did so unknowingly consistent to findings by Hing and Gunggut's (2012), who posit that many people who litter do so unconsciously. Though unconscious of their actions, their ignoble behaviour is not an excuse at least at the citadel of learning where students and staff, by virtue of their educational status, are expected to be of acceptable conduct. Environmental cleanliness is not an activity or rite that should only be observed at homes or other public places alone. Therefore, it can be deduced that those who exhibit negative behaviour towards environmental cleanliness is a reflection of what they do elsewhere including at their homes.

It is significant to note that after the campaign, some respondents expressed enthusiasm to prioritize environmental cleanliness particularly by avoiding indiscriminate dumping of refuse. Their testimony infers that, imbued by the campaign, they would eschew from littering in affirmation of the basic tenets of public relations transfer process model. The public relations transfer process canvases for attitudinal and behavioural change from negative to positive standpoint. Ukwela (2016) elaborates that at first sight, people may be hostile to a given idea, issue or situation but with public relations strategies such hostility can be changed to sympathy which will make the hostile person develop a listening ear; when the first stage is conquered, then prejudice will give way to acceptance; apathy will give way to interest and as recipients develop the interest to learn, more knowledge takes over ignorance leading to adoption of fresh values, ideas, issues or situations.

When informants were required to comment on whether the public relations campaign impacted on them, some of the comments were in the affirmative. This is an indication that the time, money and efforts invested in the campaign was not in vain. Nevertheless, other informants were of the view that the campaign did not impact on them. To this category of informants, environmental cleanliness is a normal thing to do and one does not need to wait for a nudge from a campaign before wasting it right. By this, it could be

inferred that it is not everybody that was impacted by the campaign probably because of the set objective for the programme which was mainly on creating awareness with a view to altering attitude and behaviour. This affirms the assertion by Baines, Egan and Jefkins (2004) that success of every campaign depends largely on the set objectives and target audience.

On the possibility of target audience to change behaviour permanently or relapse after sometime, personal observation that ensued after the campaign show pockets of littering in lecture rooms and in and around the Faculty barely three weeks after. This is an indication that some people still upheld negative behaviour towards littering presumably because some people are responsible for tidying the faculty thereby amplifying what Jefkins (1988) cautions that unless these negative dispositions are changed, people will continue to exhibit ingrained negative attitudes and behaviour. To a large extent, this was expected in view of the absence of punitive measure or reward or lack of mechanism to identify those responsible for the littering to enforce compliance for proper waste disposal. On account that some staff and students continued to litter indiscriminately probably due to the focus of the campaign which had no intention to seriously and systemically stop littering by using punitive measures underscores Hing and Gungut's (2012) assertion. According to Hing and Guggut, most campaigns make no serious attempt to condemn or penalize those who litter apart from the general statements made during the take-off speeches which are elusive messages as "Waste It Right", "Avoid Litter", "Please Do Not Litter", "Love Our Faculty", or "The Cleanliness of Our Environment is Our Responsibility" etc. In spite of the mixed responses in answer to the set objectives, on a whole the public relations campaign was successful.

CONCLUSION

From inception of public relations as a course of study and activity, it has been impacting on society in diverse ways needless to emphasize its roles of creating awareness, harnessing understanding and encouraging patronage. The successful campaign which undergraduates of public relations embarked on is a testimony to the fact that public relations will maintain its vantage position in society. Sustaining and improving on the successes recorded in the campaign is a reinstatement of what public relations stand for.

Based on findings, it is hereby recommended that:

The staff that midwifed the campaign should improve and ensure the sustainability of the campaign as a training platform for students. This will not only fully equip the students to become professionals but also contribute to creating awareness on campus issues.

Given that some staff and students appeared not to have changed their behaviour toward environmental cleanliness, it is recommended that organizers of subsequent campaigns should re-strategize by prioritizing negative effects, evolve punitive and reward strategies for maximum impact.

Staff and students who have positive disposition and those whose negative disposition was changed due to the campaign should not relapse to old and unacceptable behaviour. By so doing, they would be contributing greatly to environmental sustainability. Future campaigns should be a university-wide programme rather than limiting it to a faculty for greater impact. This could possibly attract the attention of university management for financial and material support for a more robust campaign.

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