

**CLIENT AWARENESS AND EFFECTIVENESS OF THE INFORMATION  
DISSEMINATION STRATEGIES OF A PROSECUTION OFFICE  
IN NEGROS OCCIDENTAL**

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**ABSTRACT**

**Aims:** This paper assessed the clients' awareness and effectiveness of the traditional and modern information dissemination strategies of a prosecution office in Negros Occidental when the clients are taken as a whole and grouped according to geographical location and services availed from the said office. It also identified the challenges encountered by the clients with the information dissemination strategies of the prosecution office.

**Study Design:** This study used the quantitative-descriptive research design.

**Place and Duration of Study:** This study was conducted among the clients of the prosecution office in Negros Occidental, Philippines from June to July 2021.

**Methodology:** Through a validated and reliability-tested researcher-made survey instrument, data were gathered from 50 clients who availed of the services of the prosecution office from June to July 2021. Data on clients' awareness and challenges encountered on the information dissemination strategies were treated using frequency and percentage distribution. Meanwhile, data on the level of effectiveness of the strategies were treated using mean and standard deviation.

**Results:** As a whole, 83% of the respondents (f=415) are aware of the information dissemination strategies of the prosecution office on the average. Overall, the level of effectiveness of the information dissemination strategies of the prosecution office is very high (M=4.32, SD=0.70). The most common challenges encountered by the clients with the information dissemination strategies of the office are limited usage of modern tools for more effective and faster dissemination of information (f=9, %=18), no print and broadcast media for updates on its services (f=8, %=16), no mechanism for feedbacks on the information relayed to the clients and the public (f=7, %=14), no well-established system for disseminating information to the clients and the public (f=6, %=12), and no assigned personnel who takes the responsibility of disseminating the information to the clients and the public (f=6, %=12).

**Conclusion:** Information dissemination is one of the responsibilities of the government to the people. To apprise the public of updates relating to the functions and services of government offices, there should be effective dissemination tools that can transmit the information from the source to the receiver. Despite the emergence of many modern tools to facilitate communication, people still hold on to the relevance and importance of the traditional tools; thus, the role of the traditional tools in any context or environment will be irreplaceable.

*Keywords: Information Dissemination, Awareness, Effectiveness, Prosecution Office, Negros Occidental, Descriptive*

**1. INTRODUCTION**

Every government has a duty to gather, maintain, and make information available to the general public. Public use of government information should be promoted through the dissemination of information, regardless of its shape or format. Because preserving the social compact between the established government and its subjects requires an informed populace, access to government information is regarded as a public right that cannot be denied by any administrative barriers [1].

As an agency under the Department of Justice (DOJ) of the Republic of the Philippines, the Office of the Provincial Prosecutor (OPP) in Negros Occidental shares its vision of a just and peaceful society

anchored on the principles of transparency, accountability, fairness, and truth through the mission of effective, efficient, and equitable administration of justice. It stands on the premise that this vision can be achieved if all of these are clear to all involved in the process. Thus, communication through the information dissemination system is relevant and very essential in the operation of the Office of the Provincial Prosecutor. As a client-centered unit, the OPP ensures that clients are properly guided by outlining and disseminating information related to but not limited to the procedures and requirements for clients to avail of its services, such as preliminary investigation, inquest proceedings, obtaining prosecutor's clearance, and obtaining prosecutor's certification of case status and certified copy of documents [2].

However, not all information disseminated reaches the intended recipients. The researcher, who is an employee of this agency, has witnessed the negative effects of not well-disseminated procedures, updates, and required documents. Perceived poor and ineffective communication and information dissemination often hamper or slow down the process in the OPP. Complaints have been aired but have not been validated, thus were not given attention. Hoping to validate these complaints and determine the awareness of clients over the information dissemination strategies and their effectiveness in serving their purpose, the researcher decided to pursue this study.

Studies on the subject matter are limited in both local and international contexts. These include the efficiency of information dissemination by the Office of Disaster Preparedness and Management (ODPM) on named disasters [3]; the strategies and instruments for disseminating and promoting open government data use in Brazil [4]; the factors affecting the effective dissemination of peace and order ordinances to Punong Barangays in Maria Aurora, Philippines [5]; the e-participation mobile application framework to facilitate better and more convenient communication between the community and the barangay officials [6]; and the impact of social media on public relations practices among information officers in CAMANAVA and Batangas, Philippines [7]. However, no studies focused on the awareness of the clients and the effectiveness of the information dissemination strategies of the prosecutor's office in Negros Occidental, validating the gap in the literature.

Hence, this study was conducted to address the dearth of materials on the subject matter and to determine the clients' awareness and level of effectiveness of the information dissemination strategies and the challenges that the clients have encountered with the information dissemination strategies of the prosecution office. Results of the study were instrumental in designing an Information Dissemination Plan for the prosecution office to raise the level of awareness of clients on the information dissemination strategies and enhance the current practices.

### **1.1 Research Problem**

This study aimed to assess and compare the clients' awareness of the traditional and modern information dissemination strategies of a prosecution office in Negros Occidental when they are taken as a whole and in terms of geographical location and services availed from the said office. Likewise, this study sought to measure the level of effectiveness of the traditional and modern information dissemination strategies of the said office as assessed by clients as a whole and grouped according to geographical location and services availed. Furthermore, it investigated the challenges encountered by the clients with the information dissemination strategies of the prosecution office.

### **1.2 Theoretical Framework**

This study theorized that client awareness and effectiveness of information dissemination strategies result in well-informed and satisfied clients of a prosecution office and reduce errors in complying with the procedures and requirements with the ease of doing business with the office. Moreover, the awareness of the existence of the said strategies promotes its usage, and the assessment of the effectiveness of its usage is instrumental in identifying areas for improvement. The main theoretical foundation of this subject is Marshall McLuhan's [8] Medium Theory, which emphasizes that "the medium is the message" since the medium used to deliver the information may alter or disrupt it. The Diffusion of Innovations

Theory by Everett M. Rogers [9], which defines diffusion as a social communication process by which new ideas, technologies, products, or processes spread over time among the participants in a specific social system via particular communication channels, serves as another foundation for this study. This study is also based on Ronald Burt's [10] Social Network Theory, which claims that social networks are made up of interaction patterns between people and groups produced by message transmission and exchange across time and space. Embedding group members in diverse, established, and emergent communication networks that differ in their structure, the nature of the relationships, and the diversity of links is a key aspect of intergroup situations [10].

## **2. METHODOLOGY**

### **2.1 Research Design**

This study used the descriptive research design to determine the awareness and level of effectiveness of the information dissemination strategies of a prosecution office in Negros Occidental and the challenges encountered by the clients as regards the strategies.

### **2.2 Respondents**

Using convenience sampling, the respondents of the study were 50 clients of the prosecution office that availed of its services during the data gathering period between the months of June and July 2021. These respondents came from the southern and northern municipalities in the Province of Negros Occidental and availed of any of the following services of the prosecution office: Preliminary Investigation, Inquest Proceedings, Prosecutor's Clearance, and Prosecutor's Certification of Case Status and Certified Copy of Documents.

### **2.3 Research Instrument**

A researcher-made survey instrument was utilized. This underwent validation by ten (10) experts in the fields of mass communication and public information using the Content Validation Ratio (CVR) criteria and yielded a validity index of 0.852. For the reliability of the instrument, it was pilot-tested on 30 respondents who were not actual participants of this study; reliability for awareness was 0.818, while it was 0.941 for effectiveness. Both scores suggested that the instrument was highly reliable.

The instrument was divided into four parts: Part I generated the profile of the respondent; Part II was a survey consisting of statements indicating the assessor's awareness of the information dissemination strategies of the prosecution office where the respondents were given two options for their answers: Yes or No; Part III was a survey consisting of Likert-type statements indicating the level of effectiveness of the information dissemination strategies from the perspective of the respondents, where the level of effectiveness was measured on a scale of 1 to 5 with the following interpretations: 5 (very high level); 4 (high level); 3 (average level); 2 (low level); and 1 (very low level); and Part IV was a checklist of the challenges encountered by the clients with the information dissemination strategies of the prosecution office.

### **2.4 Data Analysis**

Descriptive analysis was employed using the appropriate statistical tools to generate answers to the problems of the study. Data on client awareness of the information dissemination strategies and challenges encountered by the clients were statistically treated using average frequency and percentage distribution. Meanwhile, the level of effectiveness of the information dissemination strategies of the prosecution office was statistically treated using mean and standard deviation.

## **3. RESULTS AND DISCUSSION**

### 3.1 Client Awareness of the Information Dissemination Strategies

Table 1 shows that as a whole, 83% of the respondents (f=415) are aware of the information dissemination strategies of the prosecution office, where 86% of the respondents (f=215) are aware of the traditional, and 80% of the respondents (f=200) are aware of the modern, on the average. This means majority of those who participated in the study were aware that the OPP is utilizing strategies to disseminate information to its clients. This awareness is important as it gives the clients the idea of where to source information from the prosecution office. Moreover, despite the technological advancements in information and communication, traditional strategies are still known among clients. In other words, the popularity of traditional strategies has not been overtaken by modern strategies, and clients find traditional strategies more accessible than modern ones.

This finding is supported by Zhang et al. [11] that traditional media, such as phones, television, and oral communication, play essential roles in information dissemination. Battiston et al. [12] also support this finding, as their paper pointed toward face-to-face communication as the most important mechanism in disseminating information. However, this finding opposes that of Raza et al. [13], who found that tools such as agricultural websites, computers, helplines, and landlines were comparatively less effective in terms of cost, accessibility, and accuracy of information.

When grouped according to geographical location, 86.3% of the respondents (f=233) from the South are aware of the information dissemination strategies of the OPP, where 88.1% (f=119) are aware of the traditional, and 84.4% (f=114) are aware of the modern. Meanwhile, 79.1% of the respondents (f=182) from the North are aware, where 83.5% (f=96) are aware of the traditional, and 74.8% (f=86) are aware of the modern, on average. In terms of location, there are more clients from the South than from the North who are aware of the information dissemination strategies of the OPP. However, despite their locations, both groups showed their awareness of the existence of traditional strategies over modern ones. This could be attributed to the fact that personnel at the prosecution office utilize traditional strategies, which the clients are aware of, such as using the telephone, personal communication, postal services, and the like, in sending information to the clients.

Some studies focusing on information dissemination strategies and locations of recipients of information could explain these findings. Orange et al. [14] found that information can be disseminated using various channels and methods. However, these findings are contradicted by Mabika [15], who found the use of mobile phones in disseminating information on agriculture to the farming community of Mashonaland West Province of Zimbabwe to improve the coverage gap created by the available initiatives.

When grouped according to services availed, 77.5% of the respondents (f=93) availing of Preliminary Investigation are aware of the information dissemination strategies of the OPP, where 81.7% (f=49) are aware of the traditional and 73.3% (f=44) are aware of the modern. Moreover, 84.7% of the respondents (f=127) availing of Inquest Proceedings are aware of the strategies, where 89.3% (f=67) are aware of the traditional and 80% (f=60) are aware of the modern. Furthermore, 85.6% of the respondents (f=137) availing of Prosecutor's Clearance are aware of the strategies, where 86.3% (f=69) are aware of the traditional, and 85% (f=68) are aware of the modern. Lastly, 82.9% of the respondents (f=58) availing of the Certification of Case Status are aware of the OPP's information dissemination strategies, where 85.7% (f=30) are aware of the traditional, and 80% (f=28) are aware of the modern. On average, the majority of the clients availing of the services are aware that the OPP is using strategies, both traditional and modern, to spread information to the clients concerning the services of the office. As observed in other previous findings, regardless of the type of services availed by the clients from the OPP, they are more aware of the traditional dissemination strategies. This means that information reaches the clients through traditional tools. This further means that the channel the personnel use to send information is the same channel the clients prefer in receiving the information.

These findings are consistent with Saraswati et al. [16], who found that local governments play a role in disseminating existing technology to improve the welfare of their people through the dissemination of technology and information demonstration, face-to-face communication, information development, and

services in knowledge and technology. Also, the findings are supported by Eisenstein [17], who stressed the importance of communication links with local government units to create trust in the citizens, which will make them involved in their respective communities. However, Rosmani et al. [18] found that knowledge and dissemination of information have flourished today as the development of technology has intensified the dissemination of information from traditional to modern means. Similarly, Wibowo et al. [19] stressed that the Internet and social media need to be balanced with the pattern of dissemination using mass media institutions and information groups synergistically so that dissemination of information can happen at all levels of society.

**Table 1. Client Awareness of the Traditional and Modern Information Dissemination Strategies**

Variable	Traditional		Modern		Whole	
	f	%	f	%	f	%
Geographical Location						
Southern Neg. Occ.	119	88.1	114	84.4	233	86.3
Northern Neg. Occ.	96	83.5	86	74.8	182	79.1
Services Availed						
Preliminary Investigation	49	81.7	44	73.3	93	77.5
Inquest Proceedings	67	89.3	60	80.0	127	84.7
Prosecutor's Clearance	69	86.3	68	85.0	137	85.6
Certification of Case Status	30	85.7	28	80.0	58	82.9
<b>Total</b>	<b>215</b>	<b>86.0</b>	<b>200</b>	<b>80.0</b>	<b>415</b>	<b>83.0</b>

### 3.2 Level of Effectiveness of the Traditional and Modern Information Dissemination Strategies

Table 2 reveals that overall, the level of effectiveness of the information dissemination strategies of the prosecution office is very high ( $M=4.32$ ,  $SD=0.70$ ). Both the traditional information dissemination strategies ( $M=4.33$ ,  $SD=0.69$ ) and the modern information dissemination strategies ( $M=4.31$ ,  $SD=0.81$ ) obtained scores that are interpreted as very high. This means mechanisms of information dissemination strategies are functioning extensively. However, despite the very high level of effectiveness shown by both strategies, traditional strategies obtained scores higher than modern strategies. This finding suggests that despite both strategies functioning extensively, traditional strategies are perceived to be more effective in sending information to the intended recipients. Despite all the innovations introduced by technology to speed up the flow of information, some sectors of society still find traditional strategies far more effective than modern ones.

The United States Postal Service [20] supports this finding as it noted the increase in correspondence mail sent and received between households and the government between 2006 to 2011. Chan et al. [21] also expressed a preference for traditional strategies over modern ones by pointing to the limitations in disseminating online resources. On the other hand, Valle-Cruz [22] found that technology is an essential mechanism for boosting public value generation and recommended that innovative strategies and technologies must be guided by the generation of public value through anti-corruption strategies, open data, access to information, and data privacy.

When the level of effectiveness was assessed according to the geographical location of the respondents, those coming from the South rated the information dissemination strategies very high ( $M=4.34$ ,  $SD=0.65$ ). Both the traditional strategies ( $M=4.30$ ,  $SD=0.69$ ) and the modern strategies ( $M=4.38$ ,  $SD=0.70$ ) obtained scores that were interpreted as very high. This is further interpreted as the mechanisms of information dissemination strategies are functioning extensively. However, despite the very high level of effectiveness that both strategies revealed, the modern strategies obtained higher scores among the respondents from the South. This implies that for this group of respondents, modern information dissemination strategies are more effective in providing them with the information they expect from the prosecution office.

The effectiveness of modern information dissemination strategies is supported by several studies. The study of Usman [23] could attest to this as it acknowledged the role of social media and its major contribution to information dissemination based on its accessibility and diversified format. The study also

acknowledged the role of social media in civic engagement and political mobilization. Results of the study showed that social media is generally preferred by respondents who perceive it as an effective tool for communication.

Similarly, clients from the North rated the effectiveness of the information dissemination strategies as very high ( $M=4.30$ ,  $SD=0.77$ ). Both the traditional ( $M=4.37$ ,  $SD=0.70$ ) and modern ( $M=4.23$ ,  $SD=0.94$ ) obtained rating interpreted as very high. This means the mechanisms of information dissemination strategies are functioning extensively. However, despite the very high level of effectiveness that both strategies showed, the traditional strategies obtained higher scores among the respondents from the North. This implies that clients from the North easily obtain information from the OPP through traditional methods of dissemination despite the modernization of communication systems.

This finding is supported by Zhang et al. [11] that traditional media, such as phones, television, and oral communication, play essential roles in information dissemination. Also, Mahama [24] found that traditional communication channels are equally effective, compared to online communication channels, for critical areas of grassroots development and mobilization. Thus, it is imperative for traditional communication channels and social media channels to complement each other in information flow and feedback mechanisms for the public sector.

When the level of effectiveness was assessed according to the services availed by the clients, those availing of Preliminary Investigation rated the strategies high ( $M=4.17$ ,  $SD=0.89$ ); both the traditional ( $M=4.20$ ,  $SD=0.73$ ) and modern strategies ( $M=4.13$ ,  $SD=1.10$ ) obtained scores interpreted as high. This means the mechanisms of the information dissemination strategies are functioning very satisfactorily. Despite having scores interpreted as high, traditional strategies obtained higher mean scores than modern strategies. This suggests that those availing of the preliminary investigation find traditional strategies more effective than modern ones.

Meanwhile, that availing of Inquest Proceedings rated the level of effectiveness as very high ( $M=4.29$ ,  $SD=0.65$ ). While traditional strategies obtained a very high ( $M=4.47$ ,  $SD=0.53$ ) score, modern obtained only a high rating ( $M=4.12$ ,  $SD=0.87$ ). While mechanisms for traditional strategies are functioning extensively, those for modern strategies are functioning very satisfactorily. Clients availing of inquest proceedings also find traditional strategies more effective than modern ones.

On the other hand, those availing of the Prosecutor's Clearance rated the strategies very high ( $M=4.52$ ,  $SD=0.60$ ); both the traditional ( $M=4.51$ ,  $SD=0.62$ ) and modern strategies obtained scores interpreted as very high ( $M=4.53$ ,  $SD=0.61$ ). This means mechanisms for the information dissemination strategies are functioning extensively. However, clients find modern strategies more effective than traditional ones.

Lastly, clients availing of Certification of Case Status rated the strategies high ( $M=4.19$ ,  $SD=0.66$ ); traditional strategies scored high ( $M=3.86$ ,  $SD=0.91$ ) while modern strategies scored very high ( $M=4.51$ ,  $SD=0.45$ ). While mechanisms for traditional strategies are functioning very satisfactorily, those for modern strategies are functioning extensively. Like those availing of the Prosecutor's Clearance, clients availing of this service find modern strategies more effective than the traditional ones.

The assessment of the level of effectiveness of the information dissemination strategies of the OPP according to the services availed by the clients revealed that those availing of Preliminary Investigation and Inquest Proceedings find traditional strategies more effective than modern ones. Meanwhile, those availing of the Prosecutor's Clearance and Certification of Case Status consider modern strategies more effective than traditional ones. This difference in their opinions may be brought about by their respective experiences with the information dissemination strategies used for information to reach them. To some, traditional may work better, but to others, modern may work the best. Hence, the office needs to utilize both in consideration of the preferences of the clients as to how the information should reach them.

These findings are supported by Ikenwe and Adegbilero-Iwari [25], who found that in Nigeria, the COVID-19 information dissemination was done so frequently, largely to fact-check/correct misinformation and update people with information from government and reputed agencies on many issues relating to the

pandemic. Furthermore, Dominic and Gisip [26] reviewed the effect of the relationship between social media characteristics and users' continuance to use government social media in disseminating information to the public. Since the use of social media among government agencies has not been adequately researched, especially in developing countries such as Malaysia, their study developed a conceptual framework for adopting social media among government agencies.

**Table 2. Level of Effectiveness of the Traditional and Modern Information Dissemination Strategies**

Variable	Traditional			Modern			Whole		
	M	SD	Int	M	SD	Int	M	SD	Int
Geographical Location									
Southern Neg. Occ.	4.30	0.69	VH	4.38	0.70	VH	4.34	0.65	VH
Northern Neg. Occ.	4.37	0.70	VH	4.23	0.94	VH	4.30	0.77	VH
Services Availed									
Preliminary Investigation	4.20	0.73	Hi	4.13	1.10	Hi	4.17	0.89	Hi
Inquest Proceedings	4.47	0.53	VH	4.12	0.87	Hi	4.29	0.65	VH
Prosecutor's Clearance	4.51	0.62	VH	4.53	0.61	VH	4.52	0.60	VH
Certification of Case Status	3.86	0.91	Hi	4.51	0.45	VH	4.19	0.66	Hi
<b>Total</b>	<b>4.33</b>	<b>0.69</b>	<b>VH</b>	<b>4.31</b>	<b>0.81</b>	<b>VH</b>	<b>4.32</b>	<b>0.70</b>	<b>VH</b>

### 3.3 Challenges Encountered by the Clients with the Information Dissemination Strategies of the Prosecution Office

Table 3 shows that the most common challenges encountered by the clients with the information dissemination strategies of the OPP are limited usage of modern tools for more effective and faster dissemination of information (f=9, %=18), no print and broadcast media for updates on its services (f=8, %=16), no mechanism for feedbacks on the information relayed to the clients and the public (f=7, %=14), no well-established system for disseminating information to the clients and the public (f=6, %=12), and no assigned personnel who takes the responsibility of disseminating the information to the clients and the public (f=6, %=12).

The most common challenge encountered is the limited usage of modern tools for more effective and faster dissemination of information. This finding is supported by Al Osaimi and Alghowinem [27], stating that sharing information would not only raise awareness and increase knowledge but could also save lives. Occasionally, governments need to provide critical information to citizens accurately and promptly. There are different information dissemination channels, such as television, radio, SMS, and social media, but these channels have several limitations. Also, David [28] found that there is a wide variety of approaches to social media, from a closed and outsourced system where materials posted go through layers of high-level approval to open and internal systems with greater autonomy in content development. Social media are now considered necessary parts of communication strategies, but how each agency adopts them tends to differ. Moreover, Hamzat and Otulugbu [29] found that social media are being wrongly used to disseminate information on the emergence, causes, prevention, and curtailment of the disease, particularly in a developing country like Nigeria. Song and Lee [30] found that social media is an effective means for the government to improve citizens' trust in government by enhancing their perceptions of government transparency. The study of Ulaş [31] reveals the role of social media tools and applications in disseminating information about COVID-19 in the COVID-19 process.

The second common challenge identified by the respondents as far as the use of information dissemination strategies is concerned is that print and broadcast media are not utilized to give updates on the services of the OPP. Familusi and Owoeye [32] support this finding by emphasizing the role that radio plays in reaching out to large audiences. Their study revealed that radio is the most important instrument in information dissemination because it reaches a larger percentage of people irrespective of location. It promotes the level of awareness of the people on socio-political and economic issues and also enables people to be adequately informed about programs and activities of the government. Moreover, Shalvee [33] supports this finding by focusing on how digital and print media work as a bridge between government and society.

The third challenge is that there are no mechanisms for feedback on the information relayed to the clients. A study by CDA Collaborative Learning Projects [34] highlighted the role of feedback in improving the quality and accountability of aid efforts by listening to the voices of the recipients and affected populations. It also reported how feedback is gathered and utilized to inform decision-making in international assistance efforts.

The fourth challenge disclosed by this study is that there is no well-established system for disseminating information to clients despite the presence of modern tools. This finding is supported by Redoble et al. [5], who found a slight divergence in the case of upland barangays as they manifested little awareness of the existing peace and order ordinances.

Finally, no assigned personnel responsible for disseminating the information to the clients came out as the fifth challenge. This finding is supported by the recommendations in the study of Ladychenko et al. [35]. Since more and more governments are using information technology to provide services and engage people in decision-making processes in rural areas in their countries, training providers and specialists in the field of public administration should introduce the latest information technologies to better meet the administrative needs of citizens and provide services to public authorities using electronic networks.

**Table 3. Challenges Encountered by the Clients with the Information Dissemination Strategies of the Prosecution Office**

Challenges	f	%	Rank
There is limited usage of modern tools for more effective and faster dissemination of information.	9	18.0	1
The office does not tap print and broadcast media for updates on its services.	8	16.0	2
There is no mechanism for feedback on the information relayed to the clients and the public.	7	14.0	3
There is no well-established system for disseminating information to the clients and the public.	6	12.0	4.5
There is no assigned personnel who takes the responsibility of disseminating the information to the clients and the public.	6	12.0	4.5
There are delays in the delivery or dissemination of information.	5	10.0	6
Some information are not delivered to concerned individuals.	4	8.0	7
The office does not maximize technology to enhance its information dissemination activities.	3	6.0	8
Personnel of the office are not familiar with the information dissemination strategies of the office.	2	4.0	9
The office does not prioritize information dissemination services.	1	2.0	10

#### 4. CONCLUSION

Findings pointed to information dissemination as one of the responsibilities of the government to the people. To apprise the public of updates relating to the functions and services of government offices, such as the prosecution office, there is a need for effective dissemination tools that can transmit the information from the source to the receiver. This study disclosed traditional information dissemination strategies to be more popular and effective in bringing the information to the intended recipients. Despite the emergence of many modern tools to facilitate communication, people still hold on to the relevance and importance of the traditional tools for communication and information dissemination. Regardless of technological innovations that may be introduced in the future, the role of the traditional tools in any context or environment will be irreplaceable. The findings of the study likewise pointed to the role that the telecommunications industry plays in the information dissemination activities of the government and of the society in general. Thus, it is but fitting and proper, that the telecommunications industry should strive to reach greater heights to improve its quality of service considering the society's dependence as far as the proliferation of information is concerned.

## 8. CONSENT

In compliance with international and university standards, written consent of the respondents have been collected and preserved by the authors.

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