



**DETERMINANTS OF MEDIA RELATIONS IN PUBLIC SECTOR
GOVERNMENT ORGANIZATIONS: IN THE CASE OF CITY
GOVERNMENT OF ADDIS ABABA.**

BY

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ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATIONS

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENTS FOR THE
DEGREE OF MASTER OF ARTS IN PUBLIC RELATIONS AND STRATEGIC
COMMUNICATION.

ADDIS ABABA, ETHIOPIA

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Declaration

I declare that this project is a product of my own independent research work and the thesis entitled “Determinants of media relations: in the case of city government of Addis Ababa public sector government organizations” is my original work and has not been presented for a degree, diploma or fellowship to any other university and I further maintain that all the sources of materials referenced, information derived, cited used for the thesis have been given the appropriate acknowledged.

Abebe Chernet

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COMMUNICATION

Dedication

This research project is dedicated to my grandparents Mr. Workayehu Kassa and Ms. Asmarechi Liyawu who made our family to be what a family destined to be. I also dedicate this study to my mother Ms. Turayenet Workayehu and my father Mr.Chernet Wondemu for providing their out most support. Moreover, it is also dedicated for my wife Ms. Netsanet Demese and children Adele and Mikal Abebe for their love, support, understanding and patience during the time I was undertaking my studies. May God bless you all!

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COMMUNICATION

Certification

This is to certify that this thesis entitled “Determinants of media relations: in the case of city government of Addis Ababa public sector government organizations” Submitted in partial fulfillment of requirements for the degree of master of arts in public relations and strategic communication, in college of humanities, language studies, journalism and communication .Department of public relations and strategic communication, Addis Ababa University, done by Mr. Abebe Chernet, ID, No, GSR/5680/10 is carried out by him under our guidance.

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Date: _____

ABSTRACT

Journalist and public relation professionals' relationship has been seen as "antagonistic" for several decades in both journalism and public relations scholarship. This study aimed to determine factors that affect media relations in city government of Addis Ababa public sector government organizations. This study employs Qualitative and quantitative research based studies, specifically explanatory design. So as to get reliable information the study used survey, in-depth interview and document analysis. The study purposefully incorporated 5 communication directors from 5 public sector government organizations and 77 journalists who work in 19 private and government Medias. Data received was presented in the form of tables, graphs as well as narrative statements. The study revealed that social Medias are not applied properly for media relations purpose , the application of public information model by the selected public sector government organizations caused problems on the task of media relations, the strategies being used by the media and public sector government organizations are affecting the media relations tasks and experience of journalists and knowledge gap of preparing Press releases and conferences were other factors that affect media relations. The study concluded that government at all levels must establish a coordinating forum between the government and the leadership of the media. This forum can be used to straighten out any misunderstandings that arise in the day to day relationships and also start a new culture of mutual cooperation.

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LIST OF ACRONYMS

ET	Excellence theory
PR	Public relations
PRP	Public relations professionals
MR	Media relations
APSGO	Addis Ababa Public sector government organizations
EBA	Ethiopian broadcast authority

CHAPTER ONE:

1. INTRODUCTION

1.1. Background of the Study

Public relations and journalism scholars have long investigated the nature of media relations, specifically the working dynamic between journalists and public relations experts. Accordingly the definition of media relations is the relationship between public relations professionals and journalism that is not developed through random meetings (Supa & Zoch, 2009). Public relations professionals have strategic and calculated reasons for contacting journalists and working towards building relationships with those professionals.

A Media relation (MR) is a specialized sub-branch of public relations. MR staff increases public awareness and understanding of an organization's activities by sending information to the media and by inviting the media to see operations first hand. A common historical argument for using media to communicate has been that anything written by a journalist has more credibility with audiences than direct communication (such as advertising), because it is seen as coming from an independent third party.

Public relations professionals depend on the media because it is cost-efficient and more credible than advertising (Larsson, 2009). Journalists do not depend on public relations experts and have certain distrust towards strategic communicators. Journalists find the information PR professionals are providing is not beneficial and worthwhile for the news (Supa & Zoch, 2009). The values of the information, PR professionals are providing journalists haven't changed in the past twenty years either, and the media doesn't see the importance in most of the information disseminated by the professionals (Supa & Zoch, 2009).

Moreover, public relations can truly mean the difference between life and death for an organization, or a difference between productivity and failure. Governmental organizations have only recently become significant players in public relations in Ethiopia context. Moreover, Government public relation professionals' duties include communicating the activities of government institutions so that citizens

can benefit from them, getting feedback from citizens so that programs can be amended, modified or continued, advising government officials on how best to communicate with citizens, solving taxpayers' problems as well as educating administrators and bureaucrats about media relations (Akpabio, 2005).

Internationally, for over 20 years, the relations between journalists and public relations professionals have changed very little (Supa & Zoch, 2009). The purposive interview (with 15 public relation professionals and 15 journalists) made by the researcher so as to proceed on this research indicates that even in Addis Ababa the relationship between journalists and public relation professionals is weak. Because of this factor, this study focused on identifying factors which affect the working relationships between government public sector public relation professionals and journalists, who works for serving the citizens of Addis Ababa.

1.2. Statement of the problem

The identification, development and pitching of organizational stories to media outlets has been germane to the public relations discipline since Grunig and Hunt (1984) described "press a gentry" as one of four models of public relations (p. 29). But the academic study of media relations was, for many years, subject to the stigma that it is primarily a tactical function of a public relations program (Grunig, 1990).

A recent definition of media relations speaks to both its tactical function and strategic importance. Supa and Zoch (2009) state that "media relations is the systematic, planned, purposeful and mutually beneficial relationship between a public relations professionals and a Mass media journalist." Media relations in practice is more tactical, but it also can contribute to achieving long term strategic objectives, such as a better image of the company or brand, appropriate media profile, a change in behavior of target audiences, better relations with the local community, greater market share, the impact on government policy, better relationships with investors and better relations in industry (Theaker 2004, p. 161).

In practice, it often happens that the articles in the media (in terms of volume and content) do not match with wishes and expectations of the organizations. According to Supa and Zoch (2009) lack of knowledge about the field of media relations is the most common reason for this divergence. Moreover, companies do not follow the advice of Supa and Zoch (2009), about using the strategy of targeted media relations.

A general confusion resulting from an inability or refusal to distinguish varieties of public relations professionals and kinds of journalists became evident in the 2006 media spat which followed Julia Hobsbawm's launch of Editorial Intelligence (Davies, 2006). If nothing else the media row revealed that neither journalism nor public relations may be regarded a homogeneous group. However, it also highlighted that the relationships between journalism and public relations needs to be understood better.

According to Owanda (2010) the distrust and scorn between the two professions is not one sided. Grunig & Hunt (1984) says to listen to journalists and public relations professionals 'talk about each other is to get the impression that the field of media relations is a battleground (p.223). Journalists feel besieged by hordes of press agents and publicists - 'flacks' – as they call public relations people, who dump unwanted press releases on their desks and push self-serving stories that have little news value.

Public relations professionals, on the other hand, feel they are at the mercy of reporters and editors, who would rather expose than explain, and who know little about the complexities of their public relations organization." The distrust and scorn is not one-sided, neither is the hostility between public relations practitioner and journalist recent phenomenon. Jeffers (1977, p.302) found that journalists viewed public relations practitioners as obstructionists" who prevent journalists from obtaining the truth. Journalists also considered themselves "superior" to public relations practitioners in status, ethical, and skills terms.

It seems that the hostility between the two functions has existed almost as long as the two professions have existed (Owanda, 2010, p.35). Charron (1994,p.43) states that public relations professionals and journalists find themselves mutually dependent on one another, a situation which demands cooperation, while their divergent control interests cause distrust and opposition.

However, according to DeLorme & Fedler (2003), far year's journalists have charged that public relations professionals are unethical, manipulative, one-sided, and deceptive. Journalists also complain that PR professionals serve special interests rather than the public. Public relations professionals respond that journalists have a narrow and self-righteous view of public relations, a profession in which ethical conduct is important.

It is obvious that, many public relations professionals rely on the media to provide third party endorsement for what they are selling as well as providing the means of reaching a large carefully targeted segment of a market that coincides with the users of a particular media product. Similarly there are journalists who, with worries about ever shrinking resources and increasing competition, are concerned with maximizing audiences and finding stories at the least cost for the medium that employs them (Davis, 2008).

On the other hand ,Seitel (2001) states that a primary responsibility of a public relations professional vis-vis the media, is to help the organization to have a mutual understanding with stakeholders , which requires a working knowledge of what drives the media. Meanwhile, Hendrix (2001) suggests that the practitioner in media relations must know how each media outlet works. Similarly, Jefkins (1986) says that the skilled public relations expert will be a master of the media, knowing what is available, how they differ and how to use them to the best advantage. Jefkins' thoughts explain his critical view that media relations, which is the most visible tip of the public relations iceberg, is often the worst performed public relations task.

As it is public relations task, Many scholars have examined the relationship between public relation professionals and journalists (Aronoff, 1975; Brody, 1984; Cameron, Sallot, & Curtin, 1997; Feldman, 1961; Kopenhaver, Martinson, & Ryan, 1984; Jeffers, 1977; Sallot, 1990; Supa & Zoch, 2009), and have continuously come up with similar results, that the two professions share at best a tenuous working relationship, at worst, a distrustful non-communicative relationship.

Generally at the international level there is media relations research that is available in either academic or professional literature (in fact, there is a substantial amount of professional literature, training seminars, websites, columns, blog posts, and so on) ; however, in Ethiopia context there is a lack of available information that identifies media relations. Furthermore, there has been little relative focus from academic researchers on media relations as compared to other aspects of public relations practices. The media relations can play great role within Ethiopian government and politics but it is under researched field. Because of lack of researches on Ethiopian context, the researcher forced to make a mini research in Addis Ababa on the relationship between public relation professionals and journalists. For the purpose of this study, by randomly selecting, the researcher made purposive interview with 15 journalists who work in private and government media organizations, which mission is serving the citizen of Addis Ababa. Moreover, the researcher interviewed 15 public relation professionals / communication directors /, who are working in Addis Ababa, in different public and private organizations. The findings indicate that journalists resent PR professionals as pitch boring, non-newsworthy. PR professionals on the other hand resent journalists as taker of story in unwanted directions or not responding to their pitches at all.

Noticing these facts, this research therefore tried to identify factors that affect this relationship, at the time of discharging their duties. In addition from these factors the major ones were explored. Mainly the study focused on Addis Ababa public sector government organizations/APSGO/ and Medias, whose mission is serving the citizen of Addis Ababa and administered by Ethiopian broadcast authority/EBA/.

1.3. Objectives of the study:

1.3.1. General objectives: The general objective of the research is;

to solve the credibility and trust issue of media relations in city government of Addis Ababa public sector government organizations.

1.3.2. Specific objectives : The specific objectives of the research are;

- To assess media strategies of government that affect media relations.
- To assess relationship between usage of new communication technologies and media relations.
- To investigate how public relation models affect media relations.

1.4. Basic research Questions

RQ1: Which new communication technologies usage affects the media relations?

RQ2: To what extent public relation models are helping media relations?

RQ3: Which media strategies of government affect media relations?

1.5. Significance of the Study

The findings of this study would provide some insight into the government media-relations in the public sector of Addis Ababa with regards to answering the research objectives stated above. Castelli (2007) notes that little research have been conducted on the way public relation is practiced in government organizations. In order to understand government media relations, we must first determine factors which affect media relations which are being practiced in government organizations. This study further provided some insight into strategic approaches that are used for better the relationship between public relation practitioners and media in Addis Ababa. The study further assisted with filling the gap in knowledge about the relationship between public relations practitioners and journalists. The findings also provided data for possible exploration by other researchers.

1.6. Scope of the Study

1.6.1. Delimitation of the Study

This research was delimited to 5 public sector government organizations, from which 5 public relation professionals, who has a direct relation with media relations at the time of the study were included. Moreover there are 26 Medias which are administered by Ethiopian broadcast authority and have a mission of serving citizens of Addis Ababa city in Amharic and English language. From this yearly Medias list of the selected public sector government organizations, which were working closely at the time of the study with this 5 organizations, indicated the prominent Medias were 19. In this 19 Medias 263 reporters were working and the researcher delimited to all 77 journalists, who were assigned for public sector media issues in the 19 media organizations.

The only prerequisite in the election of these 5 organizations were because they are listed as high public service giving organizations in the city of Addis Ababa (Addis Ababa city government executive and municipal service organs reestablishment proclamation No.35/2012). With that, the researcher assumed

these organizations have active media relations teams, given the size and nature of their service as well as their social obligation towards the public. Similarly journalists were selected according to their close working relationship with the selected organizations. As such, it is the researcher's hope that the findings of this study would reflect the factors which affect media relations.

Conceptually, the study was delimited to investigate the factors affecting media relations. Specifically, the study was delimited to the application of Public relation models; (The application of Public Information Model and Two-way Symmetrical Model), the use of new communication technologies variable; (the use of online social networking sites) and the media strategies of Government; (Hegemonic power of government and interests of dominant group, government control of information, Carefully articulated Political messages, Journalistic issues of Press releases, reasons and press materials for Press conference ,Agenda Setting power of the media, the nature of News Values and media frames). Other variables were not the part of this study. However, variables which have interrelationship with the independent variables were treated concurrently.

Concerning the research designs, the study was delimited to mixed methods research design .Similarly, the study was delimited to purposive sampling techniques and survey. Among other data gathering tools this research was delimited to questionnaire, interview and document review.

1.6.2. Limitation of the study

The study only concentrates on the public relations departments of public sector government media relation practitioners in Addis Ababa and journalists, who were assigned by 19 media's to public sector issues, have direct relation with these sectors. Media relations practices of economic and the private sector do not form part of the study.

1.7. Operational definitions of terms

Government public sector organizations: are government organizations, which are listed in the category of high service giving institutions by city government of Addis Ababa Administration. That includes Health, Youth and sport, Education, Female and children affair and Social affair bureaus

(Addis Ababa city government executive and municipal service organs reestablishment proclamation No.35/2012).

Media list: A media list documents the key media contacts who would be interested in stories about your business or area of expertise. These media contacts may include journalists, reporters, bloggers, producers, freelance writers and editors across print, online, blogs, radio and television (<https://publicrelationssydney.com.au/tips-for-creating-an-excellent-media-list>).

1.8. Organization of the Paper

The paper organized in to five chapters. Chapter one introduces the study by describing the background, statement of the problem, objectives and significance of the study. The second chapter covers literature review dealing with definition and concepts of media relations.

The third chapter incorporates Design and Methodology of the study including description of the sources of data, data collection and data analysis. The fourth chapter incorporates analysis and interpretations of data including the results and discussion of the study. The fifth chapter includes conclusion, recommendation and scope for further study.

CHAPTER TWO:

2. REVIEW OF MEDIA RELATION RELATED LITERATURE

2.1. Introduction

This chapter consisted of concepts, definitions, and discussion on the importance of media relation. It also discussed the practice and theoretical frame works of media relations and definitions of public relations. Under this chapter, assessing media relation theoretical frame works and its importance in application were the major concerns.

2.2. The global perspective on public relations and journalism

In countries like Ethiopia little research has been conducted on the way public relations is practiced in public organizations. In order to further our understanding of government public relations, we must first determine what type of public relations models are used in government organizations and what role the public relations professionals play (Castelli, 2007). However, the relationship between public relations and journalism is, and always has been, a complex and necessary symbiotic liaison of mutual dependence (Kuar & Shaari, 2006).

Research on the relationship between public relations officers and journalists indicates that both journalists and public relations practitioners are skeptical of each other's roles (Pincus, Rimmer & Rayfield, 1993). At the heart of this problem is the perceptual climate journalists, among others, think that public relations practitioners do not understand news. Public relations practitioners, on the other hand, complain that journalists do not understand the role of public relations (as cited in Bolinger, 2001 and Kaura and Shaari, 2006, p. 4).

There is need for Public Relations activities to help citizens understand their privileges and responsibilities under a democratic form of government (Omondi, 2014, p.16). Much of the significant dialogue needed to ensure democracies function properly is generated, molded and enunciated by Public Relations professionals. The success and stability of democratic government are determined by continuous citizens' approval, and this approval is the one public information officers seek. In the democratic system, it is assumed that government will respond to the wishes of the governed and Public

Relations work to determine the wishes of the governed and strive to make government responsive to those wishes (Omondi, 2014, p.16).

Much of the literature on the relationship between journalists and public relations practitioners indicates that the majority of attitudes and perceptions journalists hold towards public relations practitioners are generally negative (Aronoff, 1975). According to Grabowski (1992), some researchers believe public relations professionals often make fundamental mistakes when they interact with journalists. Grabowski (1992) further indicated that such mistakes include being ignorant about the needs of a journalist, offering media releases and story ideas that lack news value or relevance to the target audiences, contacting journalists when they are frantically busy on deadline and being obstructive. These mistakes and tactics as Grabowski (1992) states frustrate and annoy journalists and often result in them viewing public relations professionals negatively.

Bollinger (2001) also points out that journalists and editors do not trust public relations professionals and have a poor attitude towards the profession. Wilcox,DL.and GT,cameron (2012) point out that journalists receive hundreds of news releases that are poorly written, contain no news and read like commercial advertisements without the graphics. As such, it is no wonder that after a while, journalists form the opinion that the majority of public relations practitioners are incompetent given their excessive use of hype and promotion in news releases.

Another common complaint by journalists and editors is that practitioners lack subject knowledge (Grabowski, 1992). Grabowski further stated that practitioners need to have technical knowledge of their field in order to be taken seriously. Additional to these another problem that journalists have towards public relations officers is the outdated and stereotype perception that public relations practitioners are flacks, which according to Wilcox,DL.and GT,cameron (2012) is a derogatory term for press agents. Seemingly, Derlome & Fedler (2003) also states that for years, journalists have charged that public relations professionals are unethical, manipulative, one-sided, and deceptive. They also complain that PR professionals serve special interests rather than the public.

McCoy, Renaud, Wagler, Struthers, and Baker (2011) argue that journalism and public relations have had a long and often contentious relationship. Much of that disharmony comes from the major difference in how the two groups serve their constituencies. Journalists write stories to inform a general

audience. Public relations practitioners provide information to particular audiences on behalf of their clients. Both groups use similar techniques, but their responsibilities, objectives, and the way they frame information can be quite different (McCoy, Renaud, Wagler, Struthers & Baker 2011, p.3).

The relationship between journalists and public relations (PR) practitioners has attracted serious attention over many decades from academics. Scholars such as (Aronoff, 1975 & Jeffers 1977, Callard, 2011) examine how the two perceive each other in terms of credibility and status and come to the conclusion that all was not well and that it was by no means an easy relationship. This view has with it a steady flow of literature claiming journalists and PR practitioners have an often-troubled relationship fraught with antagonism (White & Hobsbawm, 2006, as cited in Callard, 2011).

According to DeLorme and Fedler (2003) difficulties in the relationship can be traced back to the rise of publicity in the 19th century and the unethical tactics, such as bribes, gifts and stunts, that early public relations practitioners used as a way to gather media attention and coverage for their clients or organizations. Over time, this behavior led journalists to view public relations as deceptive, unethical and foolish (p. 105).

White and Hobsbawm (2006) notes that while public relations practitioners are aware of the extent to which they work with and provide information to journalists, journalists are perhaps less willing to acknowledge the use made of public relations material. According to Stegall and Saunders (1986) over time journalists and public relations professionals have tried to work out what each other's' role entail to determine where the boundaries in their relationship lie. During this process, however, misunderstandings have arisen and stereotypes have been created, such stereotypes include journalists dismissing PR practitioners as spin doctors, media manipulators, corporate flunkies, flak catchers and paid liars (Comrie, 2002, p. 158). On the other hand, PR practitioners 'view of journalists is not always healthy- with some believing journalists are incompetent bunglers who quote out of context and sensationalize the negative (Stegall & Saunders, 1986, p. 341). The historical origins of the relationship, therefore, appear to have laid the foundations for a troubled relationship that over the years has done anything but ease the friction.

The interaction between Public relations practitioners and journalists as they exchange information, often for mutual benefit is referred to as media relations (Grunig & Hunt, 1984). In similar vein media

relations is defined by Turk (1985) as the practice, performed by public relations professionals, of providing information subsidies to the media to systematically distribute on behalf of their client. Its goal is to establish trust, understanding and respect between the two groups (Lattimore, Baskin, Heiman, Toth, & Leuven, 2004). However, seemingly as problematic to define as public relations, media relations can generally be viewed as the relationship between the uncontrolled mass media and public relations practitioners (Kendall, 1996).

Scholars have examined the current relationship between journalists and public relations practitioners, there have been no studies that have uncovered the problem's historic roots specifically from the views of journalism's early insiders (Derlome & Feedler, 2003, p. 100). Additionally, Kaura & Shaari (2006) states that public relations has a vital and strategic role to play in building and enhancing on-going or long-term relationships with an organization's key constituencies, including the media public.

Callard (2011) stated that every day, journalists and PR practitioners around the world interact with each other as part of the news production process (.p.2). He further states that public relations practitioners suggest stories and provide journalists with information they have shaped that they would like to see published in the newspaper.

The researcher believes that Journalists contact public relations professionals for information or interviews to help produce news stories. While this may, from the outside, seem like a simple and smooth transaction, hence it is often not the case. Instead, the relationship that journalists and public relations practitioners have can often be troubled due in part to their mutual dependence but often also their conflicting goals. Because of this knowing the determinant factors can help to solve such problem.

Howard (2004) explains that the only way for media relations people to overcome the skepticism and hostility from journalists is to master the fundamentals on how to assist them as this makes the difference in the long-term relationships with the media. On a different note, Sallot and Johnson (2006) found that journalists perceived public relations practitioners who were former journalists to be more skilled and ethical than those who have no journalistic experience.

2.3. Modern Media Relations

There is not a lack of media relations research that is available in either academic or professional literature (in fact, there is a substantial amount of professional literature, training seminars, websites, columns, blog posts, and so on); however, there is a lack of available information that identifies media relations through the lens of a strategic function of public relations. Darnowski estimated that around 80% of professionals' practice media relations at least in part during their work week (Darnowski, et al, 2013). There have been little relative focus from academic researchers on media relations as compared to other aspects of public relations practice. Much of that published research has been concentrated on the relationship between practitioners and journalists, and the picture it paints is not an attractive one.

DeLorme and Fedler (2003) stated that the hostility between the professions was born at the end of World War I, when journalists feared that efforts by publicists would reduce the advertising revenue of newspapers. Voros and Alvarez (1981) compared the relationship to the game of baseball, and that most often earned its 'hardball' nature based on written and unwritten rules and traditions.

This disconnects hits at the heart of the problems associated with media relations. Supa and Zoch (2009) posited that the problem can, and has, been overcome on an individual level, but widespread distrust continues. They go on to state the challenge lies in the hands of the professionals, that it is their responsibility to overcome negative perceptions held by journalists, knowing those efforts may be hindered by other practitioners who use tactics that are considerable undesirable (and unethical) by journalists. And though the relationship between professionals and journalists lies at the heart of media relations, it is not the only area that has been explored by researchers.

One of the more popular areas of study currently is the impact of technology on public relations practice (Briones, et al, 2011; Diga & Kelleher, 2009), of which media relations is a major part. However, few studies have specifically examined the impact of technology on the relationship between journalists and practitioners or the process of media relations.

There are several notable exceptions. Wilson and Supa (2013) examined whether public relations professionals and journalists used Twitter to augment their relationship. They found that while journalists and public relations professionals were using Twitter in their day-to-day personal lives, they

were not using it to communicate with members of the other profession. Supa (2014) followed up this study with a qualitative examination of the adoption of social media in the media relations relationship, and found that while some journalists and practitioners saw social media as a way to augment an existing relationship, it still must adhere to the more traditional rules of media relations, including understanding deadlines, beats, and contact preferences.

Technology and media relations are a recurrent theme in much of the media relations literature, whether it be practicing media relations via corporate websites (Kent & Taylor, 2003), understanding how to use new communication technologies to communicate with journalists (Duke, 2001), or the use of new communication spheres made possible by emerging web technologies, ie, the online press room (Callison, 2003; Gonzalez & Ruiz, 2006). As communication technologies continue to change, we can expect to see an increased number of these articles that look to address those changes in the media relations function. The tactical practice of media relations, that is, the actual construction of news releases, pitches and other media materials is also often explored by academics. Zoch and Supa (2014) offer ideas on making news releases more attractive to journalists, while Aronoff (1976) gives ways to predict whether or not media relations efforts will be successful. These studies seek to better inform the practice of media relations, but often do so on a small scale, and do not address the field in its entirety.

2.4. Media relations as part of public relations

Public relations represent a long-term effort of organizations focused on creating and maintaining good relationships and mutual understanding and communication with all important stakeholders, which significantly contributes to its acceptance in the environment (Smith and Taylor, 2004, p. 444). It is a managerial activity which is in the organizational structure of the company close to the main director or the part of the management itself. It has gradually evolved from an activity of influencing media coverage, which is now called media relations and represents only a part of the public relations (Smith and Taylor 2004, p. 445).

Media relations constitute a mutual relationship between journalists and media relations professionals, who provide information about their company and changes in it to journalists; through the media they want to reach other target Public (Supa and Zoch 2009).

2.5. Media relations tools

2.5.1. Press release

A press release is a basic media relations communication tool, which helps organizations to provide to the media information. Smith stated that press release is a communication tool that helps the public to acquire with and also encourage a journalist to look for more information (Smith, 2004, p. 204). The written message about a specific change in the organization is sent to the media to include this information as news in the media. Press release is deliberately short and written in a style that is attractive to the editor (Fill, 2005, p. 691). Unfortunately, only every one out of ten messages sent to the media is published. Bland et al relate this to the following causes: incorrectly selected target media and poorly written message with too many technical details (Bland et al., 2001, p. 80). Similarity Pang relates it with terminology incomprehensible to target audience and the lacks of news value - news do not exist or is too old or irrelevant in terms of attractions to readers (Pang 2010).

When writing a press release there should be taken into account the five basic journalistic questions - who, what, where, when, why (Pang 2010). The writing language should be understandable to readers, without using jargon and explaining any technical issues. Pang (2010) points out that it should not be suggested to journalists how to write their stories, because this is considered as interference in editorial decisions.

The researcher believed that press release is a basic media relations communication tool and the way how press release prepared and sent to media in the selected 5 organizations might be one factor that affects the media relations.

2.5.2. Press conference

A press conference is organized in case of a large, significant event for which a press release would not provide details that organization would like to underline (Fill, 2005, p. 691). Novak explains that we organize a press conference when we want to communicate our important news to all the media at the same time and give them an opportunity to ask questions. It is always necessary to provide for journalists a material that contains a reconstruction of all statements, photos and important general information that illuminate the background (Novak 2006, p. 204).

A press material is a company's personal card, which includes all important information about the company; the photos, biographies, company brochure, internal newsletter, among others (Smith 2004, p. 205). An interview with representatives of organizations allows the communication of news and opinions of the organization about a problem or event (Fill, 2005, p. 691).

Fill explains that journalists decide to interview in case they want an in-depth narration of a particular topic. It is recommended to try to predict what a journalist will ask and to prepare some replays. Journalists often want the representatives of the companies to comment some news or events. In a statement the representative of the company tells the company's opinion about the topic in a few sentences. It is important that the statement is brief and answers the journalist's question (Smith 2004, p. 205).

The researcher noticed that press conferences play a great role in order to communicate important news to all media at the same time. But the way how it is organized and administered might cause problem in media relations.

2.6. The use of new communication Technologies for media relations

The modern practice of media relations is transforming with the emergence and use of new media technologies, which aid in the professional relationships among practitioners and journalists. Bleecker and Lento (1982) explained that technology transforms the way we send, receive and process information. Today, "new media" have become a worldwide phenomenon and a major focus in academic research within the field of communication (Xianhong & Guilan, 2009).

Media relations have incurred a fundamental shift with the emergence of the Internet, changing the way practitioners and journalists interact. Public relations practitioners must accept that traditional forms of media relations, such as crafting an information subsidy and sending them to journalists, are becoming outdated and putting practitioners out of touch with the journalists, who are looking for effective relationships being built over time through valued information exchange (Supa, 2008). An increasing number of practitioners are acknowledging that traditional media relations is losing dominance in public

relations; therefore, scholars, educators and practitioners must explore the new era of media relations (Waters, Tindall & Morton, 2010).

Ultimately, professionals and journalists are able to utilize new technology to enhance both professions and achieve mutual goals. Kirat (2007) best explains the new online relationship, stating,

There is a common denominator between online journalism and online public relations both need each other and both use news, reports and data from each other. Online journalism needs and uses online public relations. Public relations departments use online newspapers and publications to monitor the organization's corporate image, news coverage and public opinion. (para.4)

Media relations professionals and journalists perceive that online media has enhanced the relationship in all interactions (Shin & Cameron, 2003b). The Internet has developed and promoted media relations (Kirat, 2007).

However, the Internet holds a vast array of possibilities yet to be explored by professionals in both fields. Callison (2003) asserts that the Internet “has the potential to be a key public relations tool but is not currently being used to its full potential in media relations” (para.11). In this aspect, the researcher believes that, this literature supports the study. As the Internet (and its users) has matured, the interconnectivity of the public has become seamless using new resources such as social media, which hold the potential to drastically impact the media relations landscape.

2.6.1. Social Media

Social media have been heralded as groundbreaking interactions which will allow for networked communication to occur instantaneously (Lariscy, Avery, Sweetser & Howes, 2009). Social media describes online practices the use technology by enabling people to share content, opinions, experiences, insights and media themselves (Lariscy, et al, 2009). These social media sites encourage two-way symmetrical communication among its participants. This approach to social media allows public relations professionals to reach and interact with multiple publics and stakeholders, ultimately opening the possibility for mutually beneficial relationships (Berger & Dong-Jin, 2003).

As it is stated on Diga & Kelleher public relation professionals use social media as a media relations resource, which may increase their perceived expertise in the eyes of journalists (Diga & Kelleher, 2009). More often now, journalists are experimenting with social media to collect sources and story ideas, which means public relations practitioners need to engage those journalists on those platforms (Waters, Tindall & Morton, 2010). The future of online media relations is currently unclear; however, for public relation professionals and journalists, identifying the most appropriate and useful social media is pivotal in their attempts to provide information to the public.

2.6.2. Potential of Twitter

The budding influence of Twitter is extremely valuable to public relations professionals and journalists to fulfilling the basic functions of their professions. Twitter's primary function as a Nano-blogging site is self-assertion and also the ability to give "voice" of one's ideas regarding a specific issue, establishing the possibility for relationship foundation that is inherent in any social media network (Xifrau & Grau, 2010). However, Twitter is unique among social media, as Smith (2010) explains,

Twitter is more than a message engine – it is a platform for social connection and promotion. Interactivity is a driving force of Twitter use, and involvement seems dependent on technological facilitation (functional interactivity) and interdependent messaging (contingent interactivity). (Para. 29).

Journalists have tapped Twitter to help fulfill their professional responsibilities by creating profiles and sending out tweets to their audiences (Stassen, 2010). Twitter can be a serious aid for journalists, acting as a living, breathing tip sheet of facts, news sources and story ideas (Farhi, 2009). Successful journalists are using Twitter to enhance their ability to engage and interact with the public. As an organization, Twitter has recognized its usefulness to the journalism profession and in the summer of 2011, released "Twitter for Journalists: A Best Practices Guide." Twitter is being used to not only distribute information to the public, but as a source in creating the news, both of which public relations professionals need to pay particular attention.

Little academic research has been done on how media relations professionals are using (or not using) twitter to establish or maintain relationships with journalists but the researcher believes that Media

relations professionals must realize how Twitter is being used by journalists, and how they can reach organizational goals by interacting with journalists and the public to create the coveted mutually beneficial relationships. Because Twitter is a dynamic environment for user interaction (Smith, 2010), and because it provides an opportunity to interact with not only journalists, but the public directly, understanding how this unique form of social media is being used currently for media relations should be of paramount importance to public relations professionals and Researchers. As a result this literature helps the study in the above mentioned factors.

2.6.3. Website

The creation of a website for journalists is a part of the presentation of the organization online. Andrewes (2006) explains that a good organizational website meets the needs of the user as part of a complex network. Tench et al. (2007) have found that the most effective and the most popular tool of media relations are honest, well presented personal messages forwarded by Website, e-mail, in person at meetings or in the form of a press folder.

As it is mentioned on <https://www.nngroup.com/articles/why-journalists-leave-pr-sites/> the researcher believes that journalists use website to read news, for news sources, for researching their stories and to confirm information they did find. Moreover website plays a great role on improving and affecting media relations.

2.7. Theories and models for the study

This section of the research presents theories and public relations models on which the study based on. These are [Agenda Setting](#), [theories of media and government relations](#) and the Grunig and Hunt's models of public relations .According to Black (1999) theories are formulated to explain, predict and understand a phenomena and, in many cases, to challenge and extend existing knowledge, within the limits of a critical bounding assumptions. The theoretical framework introduces and describes the theory which explains why research problem under study exist (Black, 1999).

2.7.1. Media Power

The media are extremely influential social agents. Some media theorists suggest that media power can range from discrediting political leaders, to toppling governments and even to starting or stopping wars (Griffin 2003). For businesses, negative media coverage can decrease sales, reduce financial standing and destabilize trading relationships. Conversely, media have the power to disseminate information rapidly, which can be invaluable when organizations need to reach mass audiences cheaply and quickly, such as during product recalls.

Organizational media relation, therefore, deals both proactively and reactively with the risks and opportunities of media power. Proactive media relation builds positive reputation by communicating good behavior. Typical tasks include running events and collating media information kits, along with creating a media policy and media risk management plan. Policies determine who is authorized to speak with the media, and ensure that all spokespeople are trained. Risk plans assess the likelihood of, and prepare for, negative media scenarios or crises (from a serious accident to hostile or biased coverage). Reactive media relation responds to damaging coverage, usually by launching and adapting a pre-prepared response plan, including key messages that demonstrate the organization's concern for the safety, wellbeing and interests of all its stakeholders.

Reactive media relations communicate evidence that the organization is behaving appropriately, and can only be effective if that evidence is available and accurate. Quality media relation, then, takes a strategic view that any publicity is not necessarily good publicity. Even positive media exposure is wasted effort if it does not reach audiences connected with the organization, such as politicians who make laws regulating the relevant industry, customers who buy products, donors who respond to fundraising requests, competitors who adapt to news about strategies, or shareholders who base investment decisions upon financial news. Media relation's key consideration is the nature and number of audience members reached, not the nature and number of media stories. When media coverage does reach relevant audiences, however, it can significantly impact their views and excision making. How, and just how much, the media can influence these publics is explained in the theory of agenda setting.

2.7.1.1. Agenda Setting

Journalism professors McCombs and Shaw, who first used the term ‘agenda setting’ to describe news selection in 1968, say the media have the power to choose which events are considered significant or unimportant by society (McCombs, 2000). Not all daily world events can fit into a newspaper or news bulletin, so the media select and filter events when crafting ‘news’. Further, McCombs and Shaw argue that elements not selected by the media are not usually discussed in the community either. McCombs and Shaw conclude that the media decide what will be ‘on the agenda’ for public discussion, arguing that these selections are made according to an informal code of ‘news values’.

2.7.1.2. News Values

O’Sullivan (1983) defines news values as “professional codes used in the selection, construction and presentation of news stories in corporately produced mainstream press and broadcasting” (p. 153). You will not find such a code framed on the wall at your local newspaper partly because news values are slightly different for each publication, depending upon its market positioning and competition, and partly because evidence of hard ‘rules’ would contradict press freedom, journalists’ most revered principle. Instead, then, news values are naturalized values, learned by watching and imitating others on the job. Journalists learn what is newsworthy, developing a ‘nose for news’ (Manning, 2001; McGregor, 2002a).

The researcher believed that news values affect the media relations because it emphasizes in selection, construction and presentation of stories from the media perspective rather than public relation professionals. Similarly it makes the public relations professional information to be ignored.

2.7.1.3. Topic Frames

Once ‘newsworthy’ topics make the agenda, there is a second level of agenda setting where the media emphasize certain attributes of those topics and cue audiences to ‘read’ them in certain ways. Entman (2007) calls this ‘framing’. McCombs and Shaw believe that media frames tell audiences how to think about topics, for example, by choosing which viewpoints on each topic are aired and in what order or priority. Frames include ‘contextual cues’, which are not actually part of the content, but, are familiar or

understood ‘points of reference’ as to how that content is intended to be read (Iyengar & Simon, 1993). For example, an item is cued as ‘important’ if it is placed on the newspaper’s front page or as the ‘lead’ (first) article in a news broadcast. In agenda setting terms, both stages have occurred in this article. First, the topic has been selected by the media as newsworthy and placed onto the public agenda. Second, the issue has been framed. It has been signaled as important by its front-page placement, and certain attributes of the issue have been shown as important by their inclusion, prioritization and added emphasis in headlines, introductory paragraph, photos and captions. Other possible viewpoints and interpretations are shown as unimportant by their exclusion.

Topic Frames play a role in telling audience how to think about a specific issue from the media perspective. The researcher think that this makes public relation professionals view of media on a negative perspective.

2.8. The theories of the media and government relations

This part deals with the theories and models to explain the relationship between the media and government as well as political rhetoric and news management. As Lipmann (1922: 29) rightly observes “the world that we have to deal with politically is out of reach, out of sight, out of mind”. In fact, most of the time, we face a world with which we do not have direct experience. Under this condition, the media help us reach out the world which is inevitably constructed by certain news frames which are selected under different motivations with consistent biases (McQuail 2006: 36).

As we don’t have opportunity for independent validation of information for most of the events, public inevitably relies on the media (Van Gorp 2005: 484). At this point, the media does not operate as a fully independent actor. It has a reciprocal relationship with governments which certainly influences the news management and the information public gets. Scholars of mass communication have developed different theories and models to explain this dynamic relationship and its consequences on the information public gets. Communication scholars mainly have referred the concept of ‘hegemony’, ‘propaganda model’, ‘indexing approach’, and ‘news management and political rhetoric’ to explain the relationship between the government and the media.

2.8.1. Public relations models

According to Black (1999) theories are formulated to explain, predict and understand a phenomena and, in many cases, to challenge and extend existing knowledge, within the limits of a critical bounding assumptions.

Grunig and Hunt (1984) make an important contribution to defining what public relations are and what it is not. They define public relations as management of communication between an organization and its publics. (p. 6). One of the most useful ways of thinking about public relations has been through the description of public relations models that identify the central ideas of public relations and how they are related to each other. There have historically been four models of public relations used to define the variations in the way public relation is practiced (Castelli 2007, p.1). Grunig and Hunt generally defined the four models in their 1984 book as press a gentry/publicity/, public information, and two-way asymmetrical and two-way symmetrical (p.1). However, only two models namely the public information model as well as the two ways symmetrical models were employed in the study.

2.8.1.1. Public information model

Public information model uses press releases and other one way communication techniques to distribute Organizational information. Castelli (2007) states that in most literature, government public relations practice has typically been described as following the public information model. The researcher believes that the application of public information model especially at the selected government organizations causes problems on the task of media relations.

2.8.1.2. Two-way symmetrical model

The researcher believes that the miss application of Two-way symmetrical model is affecting the media relations activity. According to Grunig (2001) the two-way symmetrical model depicts a public relations orientation in which organizations and their publics adjust to each other. It focuses on the use of social science research methods to achieve mutual understanding and two-way communication rather than one-way persuasion. In 2001, the theorist by the name James E. Grunig created other names for the

symmetrical model as mixed motives, collaborative advocacy, and cooperative antagonism. His intent was to present a model that balanced self-interests with the interest of others in a give-and-take process that can waver between advocacy and collaboration (p.62). Grunig argues that this model was the most ethical because all groups were part of the resolution of problems (p.62). The Two-way symmetrical model according to Grunig and Hunt, (1984) has its goal in a mutual understanding between organization and its publics. They further state that this model relies on open dialogue between the parties and ideally both management and the publics will change somewhat after a public relations effort. (p. 23). The end result is often viewed as a compromise, a solution that would benefit both the organization and its public. But the researcher believes that it is not applicable and this is the way how this literature supports the study.

2.8.1.3. Excellence theory

As defined by Grunig et al. (2002), in a broad sense public relations can simply be defined as management of communication between an organization and its publics. (p. 2). Grunig's model of Excellence in public relations is a benchmark for success in public relations (Grunig et al, 1995) as well as one of the most cited paradigms in the public relations literature. The model helps to define excellent public relations and demonstrates why and to what extent it contributes to producing effective organizations. (Grunig, Grunig & Dozier, 2002, p.10).

Public relations contribute to organizational effectiveness when it helps reconcile the goals with the expectations of its strategic constituencies by building long-term relationships with strategic constituencies. Public relations is most likely to contribute to effectiveness when the head/senior public relations manager forms part of management meetings where he or she is able to shape the organization's goals and to help determine which external publics are most strategic (Grunig, Grunig & Dozier, 2002, p. 10).

The excellence theory first explained the value of public relations to organizations and society based on the social responsibility of managerial decisions and the quality of relationships with stakeholder publics. For an organization to be effective, according to the theory, it must behave in ways that solve the problems and satisfy the goals of stakeholders as well as of management. If it does not, stakeholders will either pressure the organization to change or oppose it in ways that add cost and risk to

organizational policies and decisions. To behave in socially acceptable ways, organizations must scan their environment to identify publics who are affected by potential organizational decisions or who want organizations to make decisions to solve problems that are important to them. Then, organizations must communicate symmetrically with publics (taking the interests of both the organization and publics into account) to cultivate high-quality, long-term relationships with them.

Based on this theory about the value of public relations, the excellence theory derived principles of how the function should be organized to maximize this value. First, involvement in strategic management was the critical characteristic of excellent public relations. Public relations executives played a strategic managerial role as well as administrative manager role. Public relations also were empowered by having access to key organizational decision-makers (the dominant coalition) (J. E. Grunig 2006; Toth 2007).

Second, public relations lose its unique role in strategic management if it is sublimated to other management functions. Sublimation to another function resulted in attention only to the stakeholder category of interest to that function. Sublimation to non-strategic management function also usually resulted in asymmetrical communication. An excellent public relations function was integrated, however. Programs for different stakeholders were gathered into a single department or coordinated through a senior vice president of corporate communication. An excellent public relations function did work with other management functions to help them build relationships with relevant stakeholders.

Third, the excellence study showed that a symmetrical system of internal communication increased employees' satisfaction with their jobs and with the organization. However, internal communication generally was not practiced unless organizations had a participative rather than authoritarian culture and a decentralized, less stratified (organic) structure rather than a centralized, stratified (mechanical) structure.

The study in Slovenia (L. A. Grunig et al. 1998) showed that the excellence theory is generic to many contexts, as long as the theory is applied differently when contextual variables are different. The research in Slovenia also resulted in the addition of ethics to the excellence theory – a sixth component (Public Relations Ethics).

Therefore, the excellence theory supports this study in a sense that it is advocating for organizational qualities that allows public relations to contribute to the effectiveness of the organization, through good relationship building with the public and important stakeholders (journalists). Building and maintaining relationships with publics falls under the strategic management heading of public relations and is the key characteristic of excellent public relations. According to Grunig (1992) strategically managed public relations is designed to build relationships With the most important stakeholders of an organization (p. 123) .Organizations can perform more effectively by developing and maintaining relationships with these organizations and individuals to achieve their goals in a mutually beneficial way.

2.9. Professional journalism

“The first job of journalists is to find out, to communicate accurately, and to be truthful. If a journalist cannot be trusted, then this profession will be neither believed nor respected in public judgment.” (Hargreaves, 2003).

Ethics for journalists is crucial as people depend on them to access unbiased news. Information is power and journalists who are in the business of gathering and spreading information are said to be redistributing power; a role that makes them powerful. This implied that some ethical practices are necessary, so there is a commitment to a proper and a fair use of power by journalists and media practitioners (Faridah Ibrahim, 2010).

Journalists and public relation professionals should be honest, truthful and reveal all crucial facts. They must be experienced and sensitive at times of grief and trauma. They should never suppress information or deform them and never allow personal believes or commitments to alter the story (Hoo and Yeing (2010)).

CHAPTER THREE:

3. RESEARCH DESIGN AND METHODOLOGY

Under this chapter, researcher tried to present the research methodologies employed in the study. And also focuses on the reasons for site selection ,research method and design, target population and sampling, data types and sources, data collection instruments, data Processing and Analysis.

3.1. Research method and Design

3.1.1. Research method

In this study qualitative and quantitative approaches, explanatory design were used (Creswell, 1994).As explained by different scholars, all methods have limitations, researchers felt that biases inherent in any single method could neutralize or cancel the biases of other methods. Triangulating data sources a means for seeking convergence a cross qualitative and quantitative methods were born (Jack, 1979). From the original concept of triangulation emerged additional reasons for mixing different types of data. For example, the results form one method can help develop or inform the other method (Green, Caracelli, and Graham, 1989).

A mixed methods approach is one in which the researcher tends to base knowledge claims on pragmatic grounds. It Employed strategies of inquiry that involve collecting data either simultaneously or sequentially to best understand research problem. The data collection also involved gathering both numeric Information (e.g., on instruments) as well as text information (e.g., on interviews) so that the final database represents both quantitative and qualitative information (Creswell, 1994).

Therefore, the researcher tried to build, holistic picture of the issue under study, by analyzing words, detailed views of informants and numeric Information in the natural setting. Qualitative and quantitative approaches were employed to best understand research problem. Using this method is advantageous to ensure validity, reliability and triangulation of the findings and to control possible data bias.

3.1.2. Research Design

To answer the research question of this study, the researcher employed Qualitative and quantitative research based studies, specifically explanatory design. This design is like a general framework of a research which helps to collect, analyze and interpret qualitative and quantitative data one after the other. In this researcher design, quantitative data were collected first and determinants of media

relations would be identified. Then to assure the determinant of media relation, qualitative data were collected through interview.

3.2. Theoretical framework

The conceptual framework of the study was focused on excellence theory because Grunig's theories of Excellence in public relations is a benchmark for success in public relations (Grunig et al, 1995) as well as one of the most cited paradigms in the public relations literature.

3.3. Source and Type of Data

The qualitative and quantitative types of data were employed to get reliable information by specifying objectives of the study through survey, in-depth interview and document analysis. With regard to data sources, both primary and secondary sources of data were employed.

3.3.1. Primary Data Sources

In this research basically, primary data source were employed to gather first-hand information to achieve the objectives of the research. The sources of primary data included public relation professionals and journalists /reporters/.

3.3.2. Secondary Data Sources

In the secondary data, detailed reviews of the yearly plan and report of communication directorates of the selected public sector government organizations were taken place. Especial emphases were given to documents which indicate factors that affect the relationship between journalists and public relation professionals.

3.4. Target population and Sampling

The study incorporated 5 communication directors in 5 public sector government organizations and 77 journalists who work in 19 private and government Medias, which work and have a mission of serving the citizens of Addis Ababa. The researcher selected the population through purposeful method. This is because of the assumption that factors which affect media relations were similar in nature .Therefore, the target populations of the study were 5 communication directors and 77 journalists.

3.5. Sampling Techniques and Procedures

Selections of appropriate samples were depended on the sampling procedures the researcher follow and the nature of the tools that were planned to be applied. To this end; the researcher used purposive sampling techniques and survey. This technique is meant to give as appropriate response for the questions mentioned earlier. Purposive sampling mostly used in qualitative research, thus, for identification of information or data, it requires selecting individual or group of individuals that have deep understanding and knowledge on the profession and subject matter. Kumer (2011) states that; to go to those people who in your opinion are likely to have the required information and be willing to share it with you. Accordingly, the researcher purposively selected respondents for this study based on the judgment that the data obtained from these purposively selected respondents on the basis of their experience in media relations meet the purpose of the study.

3.6. Data Collection Instruments

3.6. 1. Questionnaires:

A survey of 77 reporters, who work at 19 private and government Medias, were conducted to identify determinants of media relations with regard to perceived occupational status.

The survey consisted of 24 questions which were prepared in English. In order to make sure the return of all questioners, the researcher distributed and collected the questioners personally communicating with journalists in each media. More over the survey questions were attached in Appendix A.

Questionnaires were used to collect data from large group of participants. Both qualitative and quantitative data were collected through this instrument. The tool consists of both close and open ended items. The close ended items were optional questions which have a five point of Likert scales which found to be strongly agree = 5, agree = 4, undecided = 3, disagree = 2, strongly disagree = 1. Similarly, a five point Likert scales, not at all (1) ,rarely (2),occasionally (3),frequently (4),very frequently ,(5) were used. Such types of scales can measure opinions or views of participants on a specific issue. Moreover multiple equations were employed.

3.6.1.1. Survey Sample

10 sample Surveys were distributed in 2 Medias. Similarly the information gathered from the sample survey were compared with the desired research questions and corrected accordingly.

3.6. 2. Depth Interviews:

Following Survey depth Interviews were conducted. In her explanation of the use of depth interviews, Curtin (1999) explains that they are used because “they yield the most information concerning participants’ meanings and can uncover relational patterns and concentrate on the processes involved” (p. 58). Similarly (Kothari, 2004) states by preparing the relevant in-depth interview questions, the researcher found out the research questions and discussions made the platform to the fluent. This form of data collection method helps to read the question and gives the correct resolution. As a result the researcher used in-depth interview to obtain valuable data from the 5 communication directors.

The primary grounds for applying this method of data collection system is that the research questions need more explanations and the sample size of the respondents were limited along with research objectives.

The structured in-depth interview was not followed strictly; the researcher as well as the interviewee could be asked additional remarks at any time. Later on, each set of statement, there is an open-ended discussion on the specific issue due to the factors mentioned above. Because only 5 communication directors who work in the selected 5 public sector government organizations and have media relations duty were used for the depth interviews, it is likely that a breadth of knowledge was attained.

Interviews were conducted with five communication directors purposefully because these individuals experienced the central phenomenon. Each interview followed an interview guide, and the average interview length was approximately one hour. All interviews were conducted in person at the selected organizations office by the researcher. In-person interviews are preferred because they may result in a greater level of disclosure and trust on the part of the interviewee.

The interview schedule was pre-tested using graduate students with experience in media relation, and was tested for time, clarity and for problems with reactivity. More over the interview were conducted and recorded in Amharic so as to get detail information. Similarly for the purpose of the study it was translated in to English by the researcher.

The interview guide questions were generated based on the research questions. The purpose of the interview guide was to provide some structure for the interviews, however, the questions served as a guide only, and many of the interviewees provided much additional information, both related and unrelated to the guide questions. For the convenience of in-depth interview codes has been assigned. Especially code K1 was assigned for Addis Ababa health bureau communication director, code K2 for Addis Ababa Public affair bureau communication director, code K3 for Addis Ababa women and children affair bureau communication director, code K4 for Addis Ababa youth and sport bureau communication director and code K5 for Addis Ababa education bureau communication director. More over a copy of the interview guide is included in Appendix A, “Interview Schedule Guide.”

3.7. Data Analysis methods and Processing

Data analysis in mixed methods research relates to the type of research strategy chosen for the procedures. Thus, analysis occurs both within the quantitative (descriptive and inferential numeric analysis) approach and the qualitative (description and thematic text or image analysis) approach, and often between the two approaches (Creswell, J. W. (1994)).

Depending on the nature of the data obtained from respondents, the quantitative and qualitative data were analyzed one after the other. The quantitative data were analyzed by the researcher using the Statistical Package for Social Science (SPSS version 22) computer software. Descriptive and inferential statistical analyses were used.

The qualitative data obtained from documents and participants were organized based on the themes. The data were audio recorded, transcribed and translated at the best quality. The transcribed data were analyzed by quotation.

3.8. Ethical Considerations

Ethical issues exist at any stage of research process and should be addressed from the beginning to the final reporting. It is obvious that ethical consideration is crucial as other aspects in the process of conducting research for the reason that it significantly affects successful accomplishment of the study. Accordingly, the researcher considered ethical issues from the designing stage of the research to the reporting of the findings of the research.

During interview and survey in the fieldwork, the free and informed consent of the informants to participate were obtained and the researcher also informed the informants and subjects under study that their confidentiality and anonymity were maintained in a way that any information obtained from them were kept in secret and were not utilized for other purposes other than the objectives it intended for.

During the final stage, the researcher informed the participants that he maintained the confidentiality of the interviewees and surveyed reporters that the issue of confidentiality and anonymity during reporting of the findings of the research were being taken care of.

CHAPTER FOUR:

4. DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introduction

The purpose of this study is to identify major factors that affect media relations focusing on Addis Ababa public sector government organizations and Medias, whose mission is serving the citizen of Addis Ababa and administered by Ethiopian broadcast authority. To achieve this objective, data were collected by survey. Moreover, data were collected by analyzing documents of communication directorates' current yearly plan and reports. In this study, the gathered data from both parties were analyzed and discussed in detail. In order to identify the major determinants of media relations, the study aimed to answer the following research questions. Which media strategies of government affect media relations? Which usages of new communication technologies affect the media relations? and to what extent public relation models establish media relations?.

In order to answer these questions, this chapter was pulled from the three main themes, and specific sub-themes, that emerged from the data analysis in order to build on the result and discuss the meaning of the findings. This chapter begins with a discussion of quantitative data, followed by qualitative data and concluded with discussion of the research findings.

4.2. Quantitative data analysis

Data are collected for the study from both public relation professionals as well as journalists. The survey questions designed for journalists were sent to 77 journalists in Addis Ababa and all the 77 journalists completed the survey. This gives 100 percent response rate. From the surveyed 77 journalists, 41(53.2%) of journalists who are assigned for public sector government organizations were male and 36 (46.8%) were female.

More than half of journalists 54(64.1%) who are working with the selected organizations fall between 18 and 25 years of age category .On the other hand, 13(19.9 %) categorized in 26-33 Years and only 10(16%) in 34-41 years of age. This implies that most of journalists who are working currently with the selected organizations are not experienced journalist. But Hoo and Yeing believe that journalists should be honest, truthful and reveal all crucial facts. They must be experienced and sensitive at times of grief

and trauma. They should never suppress information or deform them and never allow personal beliefs or commitments to alter the story (Hoo and Yeing (2010)).

4.2.1. Journalists survey results in terms of new communication technologies usage.

The first new communication technologies usage survey question, asked how journalists correspond with public relations professionals and journalists were asked to give more than one answer. As a result from 77 surveyed journalists 62(80.5 %) of them choose phone .Similarly from the surveyed population 51 (66.2%) prefer to correspond in person (face to face), 36 (46.6%) choose Facebook and only 4 (5.2 %) selected Twitter. But LinkedIn, Blogs and Website are not being used by journalists to correspond with public relations professionals as it is stated on Table 1.This indicates that when corresponding with public relation professionals’ journalists use twitter and face book.

Table 1: journalist’s tools of correspond with the selected organizations

I correspond with the selected organizations in a professional manner through												
Answer	Phone		Twitter		Facebook		in person		LinkedIn		Blogs and Website	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Yes	62	80.5	4	5.2	36	46.8	51	66.2	0	0	0	0
No	15	19.5	73	94.8	41	53.2	26	33.8	77	100	77	100
Total	77	100.0	77	100.0	77	100.0	77	100.0	77	100	77	100

Table 2: Journalists’ usage of new communication technologies

New communication technologies I use for gathering information								
Answer	Twitter		Facebook		LinkedIn		Blogs and Website	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Yes	4	5.2	75	97.4	0	0	0	0
No	73	94.8	2	2.6	77	100	77	100
Total	77	100.0	77	100.0	77	100	77	100

When journalists were asked which new communication mode they use for gathering information, Facebook is most used with 75(97.4 %) of the journalists surveyed. Twitter stood second by being used by 4(5.2%) of journalists. Whereas LinkedIn, Blogs and Website are not being used by journalists for gathering information as it is stated on Table 2.

Table 3: Journalists’ view for new communication technologies

I think face book, Twitter, LinkedIn, Blogs and organizational Websites are valuable means in disseminating news and information					
New media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Face book	✓	-	-	-	-
Twitter	✓	-	-	-	-
LinkedIn	✓	-	-	-	-
Blogs	✓	-	-	-	-
Organizational Websites	✓	-	-	-	-
Frequency	77	-	-	-	-
Percent	100.0	-	-	-	-

Table 3 indicated that, all journalists believe face book, Twitter, LinkedIn, Blogs and organizational Websites are valuable means in disseminating news and information. However, as it is indicated on Table 1 and 2 new communication technologies usage of journalists with the selected public sector government organizations for media relations purpose is insignificant. Similarly when journalists asked in which new communication technology mode they receive press releases from the selected organizations, large number of them 51(66.2%) confirmed that they don’t receive press releases from the selected organizations at all. But only 15(20.7 %), 7(9.1) and 5(6.5%) receive press releases from the selected organizations through Email, Fax and Facebook accordingly. Whereas LinkedIn, Blogs and Website are not being used by journalists to receive press releases from the selected organizations for professional purpose as it is indicated on Table 4.

Table 4: Tools through which journalists receive of press releases

I receive press releases from the selected organizations through												
Answer	Email		Fax		Facebook		None		LinkedIn and Twitter		Website	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Yes	15	20.7	7	9.1	5	6.5	51	66.2	0	0	0	0
No	62	79.3	70	90.9	72	93.5	26	33.8	77	100	77	100
Total	77	100.0	77	100.0	77	100.0	77	100.0	77	100	77	100

On the other hand, as it is stated on Table 5 when journalists asked the question “how often you use face book for your daily responsibilities at work?”, 75 (97.4) of them responded occasionally and 2 (2.6%) frequently. Similarly 58 (75.3%) of journalists use face book occasionally and 19 (24.7%) frequently to get information from public relation professionals using Facebook. But 76 (98.7%) journalists use face book to interact with the 5 public sector government organizations. This shows that even if journalists use Facebook for their daily responsibilities at work, so as to interact with the 5 public sector government organizations, they are not applying it for media relations purpose.

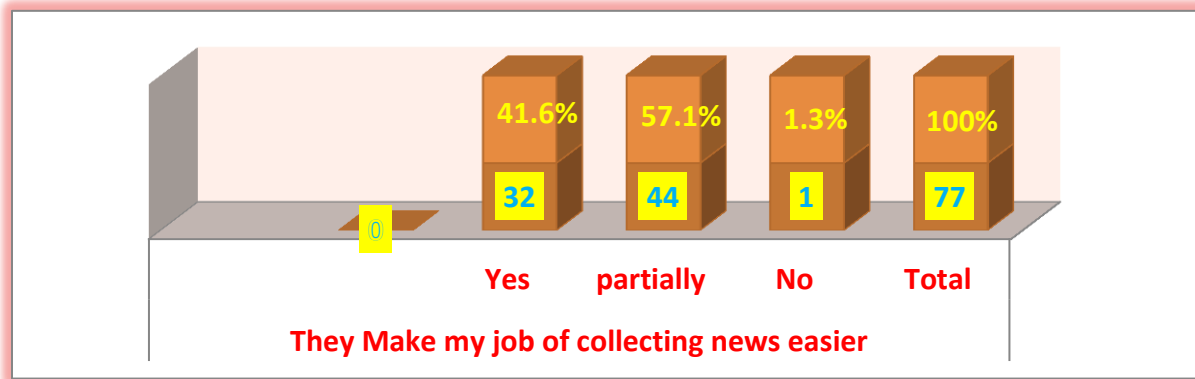
Table 5: Journalists use of Facebook

I use Facebook						
Answer	To get information from public relation professionals		For my daily responsibilities at work		To interact with the 5 public sector government organizations	
	Frequency	%	Frequency	%	Frequency	%
Not at all	-	-	-	-	-	-
Rarely	-	-	-	-	-	-
Occasionally	58	75.3	75	97.4	-	-
Frequently	19	24.7	2	2.6	76	98.7
Very frequently	-	-	-	-	1	1.3
Total	77	100.0	77	100.0	77	100.0

4.2.2. Public relations models application view of journalists

Question1. The 5 public sector government public relations professionals are cooperatively working with me.

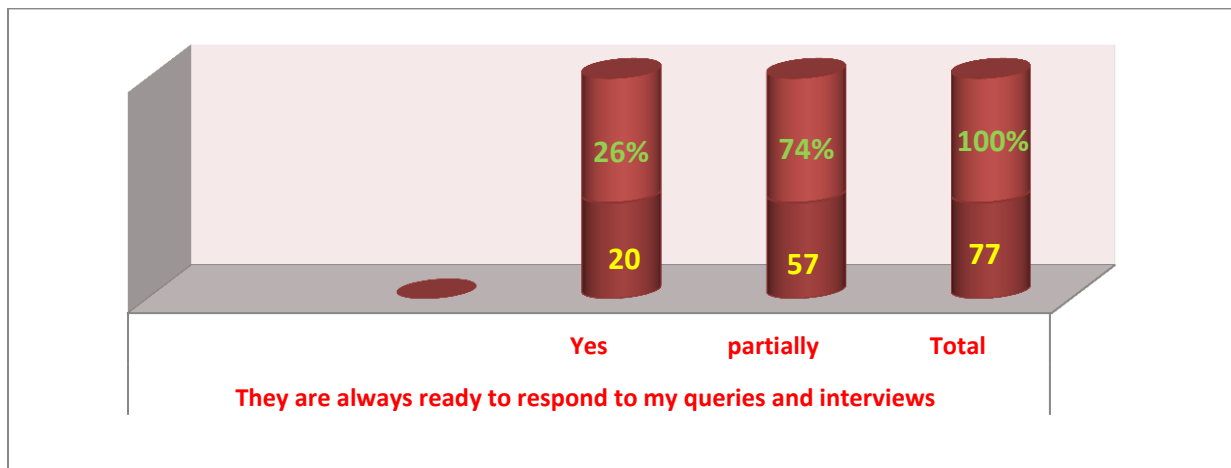
Graph 1: The role of public relations professionals for making journalists job easier



As it is mentioned on Graph 1, over half of 44 (57.1 %) surveyed journalists stated that the selected organizations public relations professionals make journalists job easier partially but another 32 (41.6%) said they are making their job easier.

Questions 2 and 3. The 5 public sector government public relations professionals are always ready to respond to my queries and interviews.

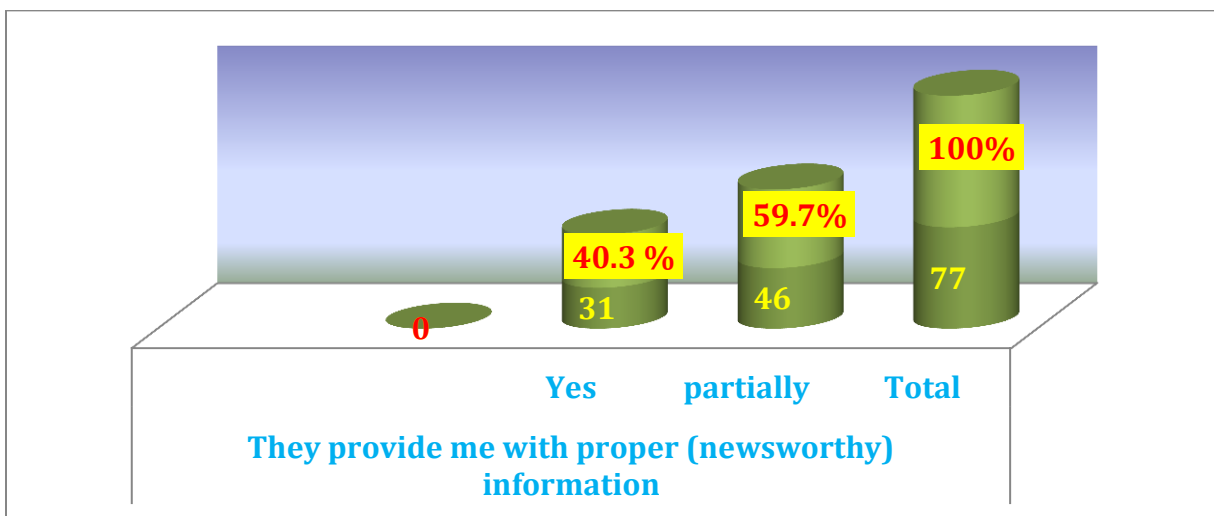
Graph 2: Readiness of public relations professionals for journalists' queries and interviews



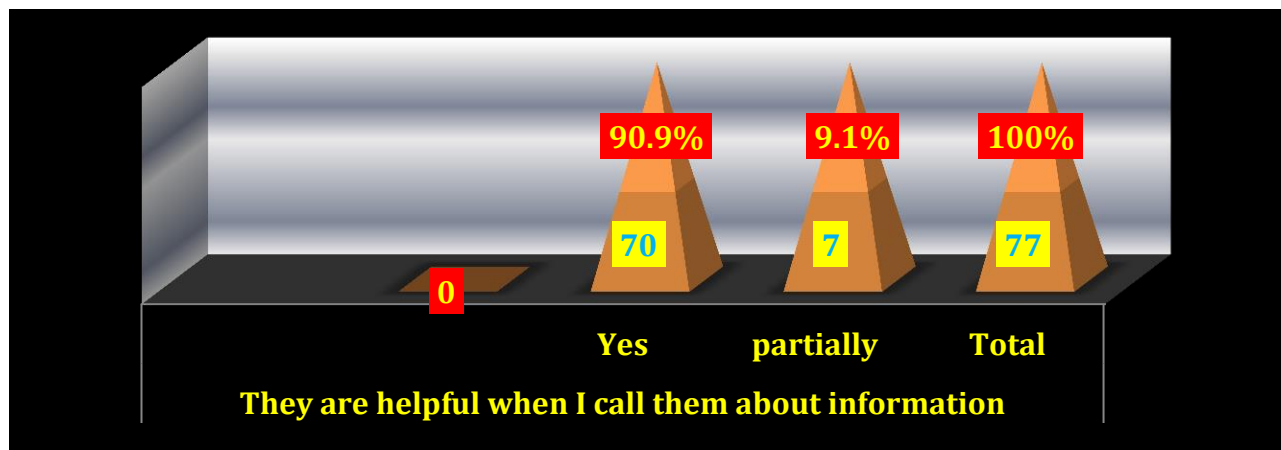
From the surveyed journalists Graph 2 indicated 57 (74%) of them agreed on the issue that the 5 public sector government public relations professionals are always partially ready to respond to their queries and interviews. But only 5 journalists responded always the 5 public sector government public relations professionals are ready to respond for their queries and get them when they want them for interviews.

Question 4. The 5 public sector government public relations professionals provide me with proper (newsworthy) information.

Graph 3: Public relations provided information with journalists



Graph 4: cooperation of public relation professionals'

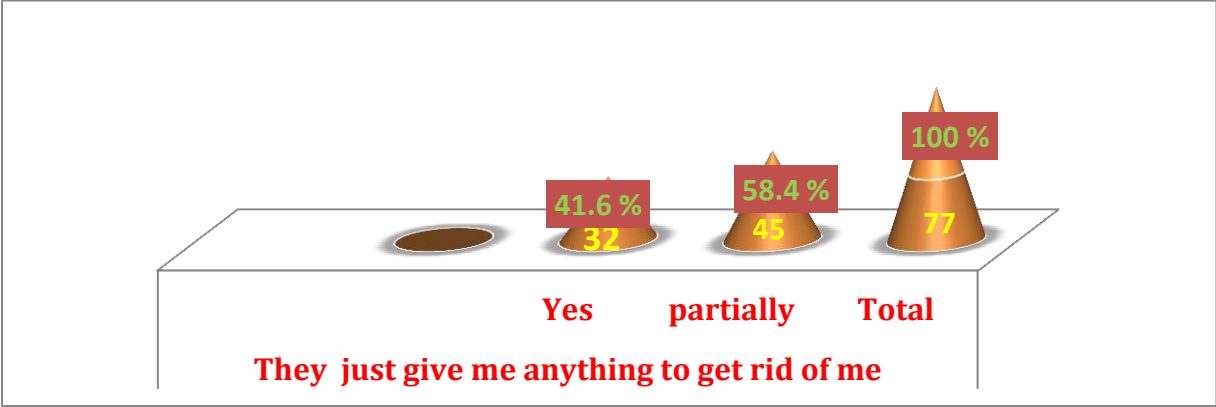


As it is indicated on Graph 4, even if 70 (90.9 %) of journalists are getting information when they call about information for placements, more than half of journalists agreed that 46(59.7 %) of the information they get is partially proper (newsworthy) information as indicated on Graph 3. Similarly 32

(41.6 %) of them agreed that they are being given anything just to get rid of them. whereas 45 (58.4 %) journalists believe that they are being provided with information's just to get rid of them partially as it is indicated on Graph 5. But only 31(40.3 %) percent of journalists given with newsworthy information by public relation professionals as it is mentioned on Graph 3.

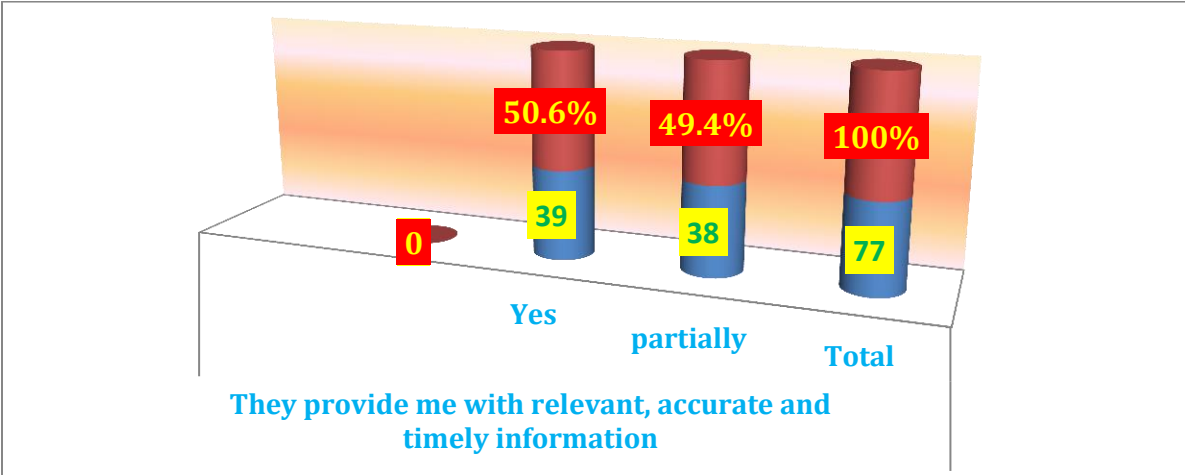
Question 6. The 5 public sector government public relations professionals just give me anything to get rid of me.

Graph 5: PR professionals provide information to journalists just to get rid states of public relation professionals



Question 5. The 5 public sector government public relations professionals provide me with relevant, accurate and timely information.

Graph 6: Provided information states



As shown on Graph 6, for the purpose of insertion 39(50.6 %) of public relations professionals provide journalists with relevant, accurate and timely information. Similarly 38(49.4 %) did it partially.

Table 6: communication preference of public relations professionals

Communication preference of public relations professionals						
Answer	They are interested to build relationships with Journalists		They are open to have one way communications		They are open to have two way communications	
	Frequency	%	Frequency	%	Frequency	%
Yes	66	85.7	67	87	31	40.3
Partially	11	14.3	10	13	46	59.7
No	-	-	-	-	-	-
Total	77	100.0	77	100.0	77	100.0

As indicated on Table 6 , 66(85.7%) of journalist responded that the 5 public sector government public relations professionals are interested to build relationships with the most important stakeholders (Journalists) but 67(87%) of them want to have one way communications so as to persuade the public (Table 6) .On the other hand, 31(40.3 %) of them are open to have two way communications so as to distribute organizational information. whereas 46(59.7 %) of them are partially (Table 6).

4.2.3. Journalists survey results in terms of Government communication and media strategies

Question1. Press releases which are being sending, by the 5 public sector government organizations, are:

Table 7: States of press releases

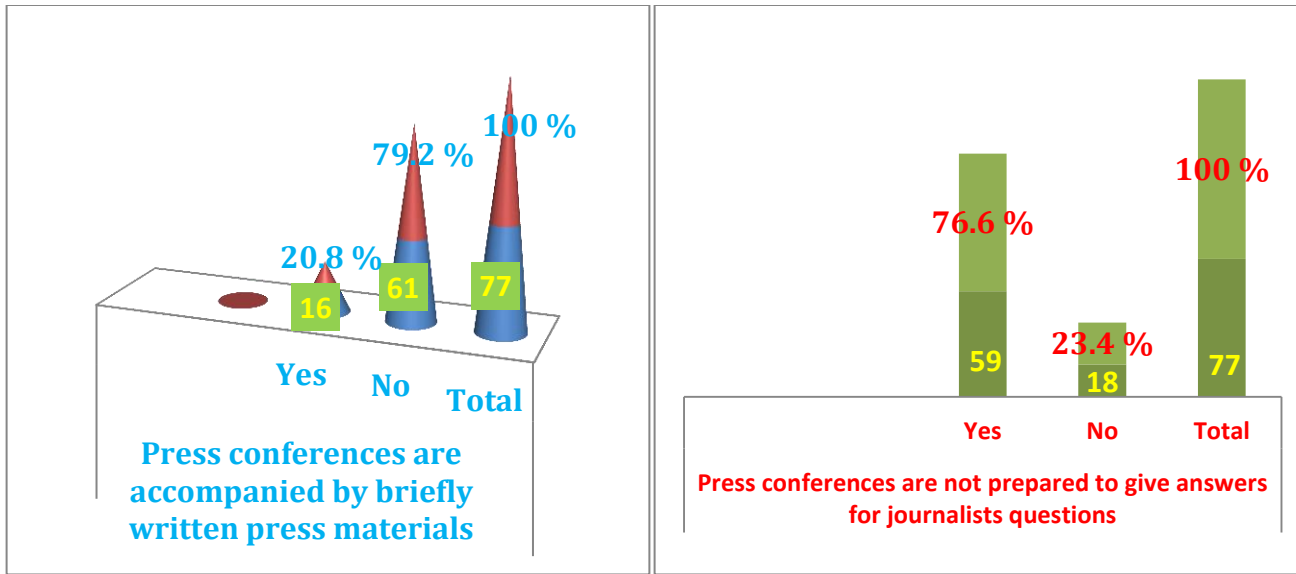
States of press releases										
Answer	Press releases are free from technical details		Press releases are free from articulated political messages		Press releases are prepared to give answers for WH questions		Press releases are attractive		Press releases are acceptable to be published	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Yes	27	35.1	5	6.5	72	93.5	12	15.6	4	5.2
No	50	64.9	72	93.5	5	6.5	65	84.4	73	94.8
Total	77	100.0	77	100.0	77	100.0	77	100.0	77	100

As indicated on Table 7, majority 72(93.5%) of journalists witnessed that Press releases which are being prepared and send to the media by the selected 5 public sector government public relations professionals are not free from articulated political messages. Similarly, more than half 50(64.9%) of journalists responded that press releases are not free from technical details.

Even if 72(93.5%) of journalists agreed that press releases ,which are prepared by the selected 5 public sector government public relations professionals, give answers for WH questions, 65(84.4%) and 73(94.8%) of journalists stated that prepared press releases are not attractive and acceptable to be published.

Question2. Press conferences, which are prepared by the 5 public sector organizations, are:

Graph 7: States of prepared press conferences



As it is stated on Graph 7, 59 (76.6 %) of journalists believe that press conferences are prepared to give answers for journalists questions. But 61 (79.2%) of journalists agreed that prepared press conferences are not accompanied by briefly written press materials.

Question3. In your opinion, the media you work in:

Table 8: The power of media and influence of government officials

States of press releases													
Answer	The media I work in plays positive media coverage.		The media I work in is influenced by government officials		The media have power to choose which events are considered significant		The media depend on public opinion to set agenda		The media follow topic frames		The media follow professional codes in selection, construction and presentation of news stories		
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	
Yes	47	61	50	64.9	65	84.4	28	36.4	50	64.9	50	64.9	
No	30	39	27	35.1	12	15.6	49	63.6	27	35.1	27	35.1	
Total	77	100	77	100	77	100	77	100.0	77	100	77	100	

Table 8 shows 50(64.9%) of journalists agreed that the media, where journalists currently working for are influenced by government officials so as to tell what they want rather the public. Moreover, 47 (61%) of journalists believe that their media have Power to give positive rather than negative media coverage over the 5 public sector government organizations. Similarly, it indicates the witness of 65 (84.4%) of journalists that the media they are working in have power to choose which events are considered significant or unimportant by the society over the 5 public sector government organizations.

Moreover 49(63.6%) of journalist stated that the media they are working in don't depend on public opinion to set a media agenda. But 50 (64.9%) of journalists indicated that it follow topic frames to tell the public how to think about. Table 8 not only indicates this but also it shows 50(64.9%) of journalists agreement on the issue that the media they are working in follow professional codes in selection, construction and presentation of news stories

4.3. Qualitative data analysis

4.3.1. Interview

In-Depth Interview

The in-depth interview is a technique designed to elicit a vivid picture of the participant's perspective on the research topic. During in-depth interviews, the person being interviewed is considered communication director and the interviewer is considered as the researcher. The researcher's interviewing techniques are motivated by the desire to learn everything the participants can share about the research topic. Researcher engage with participants by posing questions in a neutral manner, listening attentively to participants' responses, and asking follow-up questions and probes based on those responses. They do not lead participants according to any preconceived notions, nor do they encourage participants to provide particular answers by expressing approval or disapproval of what they say.

In-depth interviews are usually conducted face-to-face and involve one interviewer and one participant. This researcher conducted in-depth interview with 5 public sector government communication directors regarding the research topic. These communication directors have direct responsibility of handling media relations; as a result they are engaged in in-depth interviews with the researcher.

4.3.1.1. In terms of new communication technologies usage

The 5 communication directors confirmed that they use new communication technologies especially social media for their daily responsibility at work and also for communicating the public and their main stakeholder media. When asked which new communication technology mode they use for professional purpose 4 of them are using only Facebook and phone, only K2, Personal interview on April 6 /2019 at 11 PM with K2, responded that “our organization use email, fax and twitter but not effectively.”

According to the information obtained from these directors, even if they believe communicating the media using new communication technologies make their job efficient and effective, all of them prefer to write official letters specially to communicate with media rather than using new communication technologies.

According to the information obtained from these directors, journalists communicate them mostly using phone and face to face. Because most of them think that, they are not effectively and efficiently using different mode of new communication technologies.

As the information gathered from them, because of knowledge gap, lack of internet service and trained manpower in their office they are not applying Website, Twitter, LinkedIn and Blogs for media relations purpose. Especially Personal interview with K4 indicated that

“We failed to get social media experts who handle such a process and even communication experts currently working in the bureau do not know how to apply social media to media relations. Severely lack of internet service and infrastructures make our job of applying Website, Twitter, LinkedIn and Blogs for media relations purpose very difficult”.(Personal Interview with K4 on April 5 /2019 at 9 PM).

Similarly even if one communication director use fax and Email, it is not effective. Personal interview with K1 indicated that “we use fax and Email but it is not as it is expected to be”. Moreover as the information collected from the interviewee shows, although the 5 communication directors use Facebook, the issues they post are highly influenced by their organization’s political officials. Personal interview on April 8 /2019 at 4 AM with K3, indicated that most of the time they are on Facebook to keep the general public informed about the organization’s elected officials activities , not necessarily to break a story to the news media.

When asked which new communication technology mode they use to send press releases for journalists, 2 of them answered that they use only Email, Fax and Facebook .But 3 of them Said they don't send press releases for journalists. All communication directors also mentioned that they didn't use LinkedIn, Blogs and Website to send press releases for journalists.

4.3.1.2. The application of Public relations models

According to Communication directors, they are trying their best to make journalists' job of collecting news easier. In addition, they confirmed that, they are available when a journalist calls them about information for placements. Similarly for the purpose of insertion they give journalists with relevant, accurate and timely information.

But because of different burdens they have, they are not always available when they are needed for interviews and fail to respond to queries of journalists. While this happens journalists get aggressive when they are having deadlines for their articles .Even they Said, sometimes they give anything to get rid of journalists rather than giving relevant, accurate and timely information for placing.

Moreover because of their organization's political official's influence, most of them indicated that they want to have one way communications with journalists rather than two ways. According to the information obtained from these directors, they are not given a full charge in telling every aspect of their organization activities unless they get confirmed from political officials.

According to Communication directors, journalists and public relations professionals should be good at building relationships because their aim is to inform the public and probe into issues, with a lack of relationship building skills their duties of informing the public will not be possible. Even though building relationships is mandatory, a problem arises with journalists as they lack understanding of the communication directors duties.

4.3.1.3. Government communication and media strategies

According to the data obtained from in-depth interview, because of knowledge gap prepared Press releases some times are not free from technical details, articulated political messages, attractive ,contain current news and even acceptable to be published by Medias. In connection with this, prepared Press conferences are not accompanied by briefly written press materials so as to give answers for journalists' equations. Personal interview with K5 indicated that they prepare Press releases and conferences for

media relations purpose .However K5 said “we are trying to prepare good Press releases but definitely because of knowledge gap it will not be always free from technical details. Even some times we use articulated political messages because we have to reflect the political view of the government. That might not make our press releases to be timely ,attractive and acceptable to be published by Medias .Similarly even if we prepare press conferences, we did not prepare press materials because most of press conferences are not planed rather they are highly depends on government officials interest “.

As the information gathered from them, all communication directors think that, journalists and they have the same task which is to inform the public but the media focuses on negative media coverage, choose which events are considered significant or unimportant by the society over the 5 public sector government organizations and exercise its’ media power in selecting and disseminating information rather than communication directors give. For instance K4 said that “we have to work hand in hand with journalists because we have the same ultimate goal of informing the society”. Similarly K1 agreed on the issue of working cooperatively rather than focusing on exercising media power.

According to the data obtained from communication directors, government officials are influencing their work of media relations. K2 said that “political official’s in the organization influence my task of communicating the public because I am not given a full charge in telling the public and media about the organization activities unless I get confirmed from them”. Moreover communication directors think that in order to improve the communication between public sector government organizations and Journalist there should have to be media forum between the government and the leadership of the media.

4.3.2. Document analysis

As the information gathered from the organizations yearly plan and reports, the bureau communication directorates have prepared strategic plan that analysis Internal and external situation and previous year’s communication performances and put’s it’s strength and weakness as bench mark.

But even if they developed a good professional strategic plan, on the case of application some intention should be come in to consideration. For instance the researcher observed in the reports that, most of the employees are not aware about strategic plan of communication. Because of this fact the prepared communication reports indicated that employees in the communication directorates are not happy with the amount of communication about Mission and Duties of the organization and on image building activities in the selected organizations.

According to the data obtained from documents, the internal relationship with the staffs and External interaction with stake holders especially with journalists are not strong enough. As a result the selected organizations are falling in achieving overall goal of the organizations.

According to the data obtained from documents, the existing channels of new communication that the organizations use to communicate journalists and the public were limited to Facebook, email and twitter. More over to communicate they use different publications, documentaries, advertisements, meeting and written materials posted on the board and verbal communication with 1 to 5 team leaders. This indicates the selected organizations use, lot of downward communication, but not as much as upward communication basically social values are not given attention.

4.4. Discussion of Research questions and findings

Before any interpretations are made based on the current study, there are several factors that must be addressed regarding the sample. First of all, because the study sample was taken from public sector government organizations and Medias' closely working with these organizations, any attempt to generalize the results to other sectors would be impossible. Secondly, since the sample was drawn from Addis Ababa, adoption of findings in media relations may be different than in other parts of the country. Therefore, the interpretations drawn here are only representative of the respondents in the current study, and the researcher recommend further study is necessary to determine whether the findings in this study are in fact reflective of a larger population.

The purpose of this study is to explore factors that affect media relations in city government of Addis Ababa public sector government organizations. The research contributes by: (1) assessing media strategies of government that affect media relations ; (2) assessing relationship between usage of new communication technologies and media relations and (3) investigating how public relations models affect media relations. To meet this objective, the following research questions were asked: RQ1. Which new communication technologies usage affects the media relations? RQ2. To what extent public relation models are helping media relations? and RQ3. Which media strategies of government affect media relations?.

Additional questions were asked to find out factors which affect this specialized area of public relations practice. Questions focused on the organizational planning and reporting relationships with journalists, media relations involvement with strategic planning, and the use of research in strategic planning and

media relations were also asked. In addition, membership in the dominant coalition was examined and communications functions were evaluated. Finally, demographics were obtained.

4.4.1. New communication technologies usage

Media relations have incurred a fundamental shift with the emergence of the Internet, changing the way practitioners and journalists interact. Public relations professionals must accept that traditional forms of media relations, such as crafting an information subsidy and sending them to journalists, are becoming outdated and putting professionals out of touch with the journalists, who are looking for effective relationships being built over time through valued information exchange (Supa, 2008).

The growth of social media over the last few years has apparently had a major impact on media relations. This may be due to globalized adoption of new platforms in media relations efforts, or a better understanding of how best to implement the new platforms in an information-sharing setting.

The impact and benefits of using new communication technologies in information-sharing platform is clearly recognized as important for both journalists and public relations professionals. The researcher suggest that the adoption of new communication technologies may in fact aid the media relations process, even if the respondents in this study are not yet fully engaged with those platforms. Therefore, the answers given for RQ1 (Which new communication technologies usage affects the media relations?) are shown to be positive. The results indicate that all journalists and communication directors believe face book, Twitter, LinkedIn, Blogs and organizational Websites are valuable means in disseminating news and information. However, new communication technologies usage of journalists with the selected public sector government organizations for media relations purpose is insignificant. According to the respondents, even if both use Facebook for their daily responsibilities at work they are not applying it for media relations purpose. Especially when communication directors use Facebook, the issues they post are highly influenced by their organization's political officials. But when corresponding with public relation professionals the surveyed journalist's preference of using social media is only limited to face book and twitter.

According to Berger & Dong-Jin, social media sites encourage two-way symmetrical communication among its participants. This approach to social media allows public relations professionals to reach and interact with multiple publics and stakeholders, ultimately opening the possibility for mutually beneficial relationships (Berger & Dong-Jin, 2003).But the information obtained from communication

directors indicates that, journalists are communicating them mostly using phone and in person, because they are not effectively and efficiently using different mode of new communication technologies. Similarly because of knowledge gap, lack of internet service and trained manpower they are not applying Website, Twitter, LinkedIn and Blogs for media relations purpose. Moreover, from 5 organizations, only 2 prepare press releases and send it for only 15 journalists using Email, Fax and Facebook. This indicates that, two-way symmetrical communication model of public relations is not preferable to communicate with stakeholders by most of public sector government organizations.

Waters, Tindall & Morton stated that, more often now, journalists are experimenting with social media to collect sources and story ideas, which means public relations professionals need to engage those journalists on those platforms (Waters, Tindall & Morton, 2010). In addition, Social media holds potential for improving both professions, and that the dissemination of news can be enhanced. Therefore, the researcher concludes that emerging technologies will play a role in the media relations process. The success or failure of that role will lie primarily with the public relations professionals, as they most often initiate the media relations relationship (Supa & Zoch, 2009). When engaging journalists via new platforms, though, public relation professionals will need to ensure that they are using established best practices in media relations (Howard & Matthews, 2006; Kopenhaver, Martinson & Ryan, 1984; Supa & Zoch, 2009), and only engage journalists who are willing to interact via those platforms.

The researcher postulate that public relations professionals and journalists have not yet worked out how to use the medium in order to engage with each other. It is possible that as adoption of the medium grows within each profession, there will be an increase in the amount of interaction between the professions.

4.4.2. Public relation models

As the information gathered from the organizations yearly plan and reports, the bureau communication directorates have prepared strategic plan that analysis Internal and external situations and last year's communication performances and put's it's strength and weakness as bench mark.

But even if they developed a good professional strategic plan, on the case of application some intention should come in to consideration. For instance the researcher observed in the reports that, most of the employees are not aware about strategic plan of communication. Because of this fact the prepared

communication reports indicated that employees in the communication directorates are not happy with the amount of communication about Mission and Duties of the organization and on image building activities in the selected organizations. Similarly, the internal relationship with the staffs and External interaction with stake holders especially with journalists are not strong enough. As a result, the selected organizations are falling in achieving overall goal of the organizations. As a result, answers given for RQ2 (To what extent public relation models are helping media relations?), are positive. The finding indicate that, most of the selected organizations public relations professionals partially make journalists job of collecting news easier, available for journalists when they need them for interviews, give anything to get rid of journalists ,provide journalists with proper (newsworthy) information, ready to respond to their queries and interviews.

Moreover, because of their organization political official's influence, most of them indicated that they want to have one way communications with journalists rather than two. According to the information obtained from these directors, they are not given a full charge in telling every aspect of their organization activities unless they get confirmed from political officials. Similar Castelli stated that, in most literature, government public relations practice has typically been described as following the public information model Castelli (2007). The finding also shows that the application of public information model especially at the selected public sector government organizations caused problems on the task of media relations.

4.4.3. Government strategies

McCombs stated that not all daily world events can fit into a newspaper or news bulletin, so the media select and filter events when crafting 'news'. Further, McCombs argue that elements not selected by the media are not usually discussed in the community either (2000).Similarly, answers given for RQ3 (Which media strategies of government affect media relations?) indicates that , the media most journalists currently working on is influenced by government officials so as to tell what they want rather the public. In addition, the media they are working on have Power to give positive rather than negative media coverage, follow professional codes in selection, construction and presentation of news stories, follow topic frames to tell the public how to think about and have power to choose which events are considered significant or unimportant by the society over the 5 public sector government organizations. This resulted, the construction and presentation of stores from the media perspective ignoring the daily

information given from the selected organizations. Therefore the researcher noticed that, the strategies being used by the media organizations, who are currently working with public sector organizations, are affecting the media relations tasks.

Fill believes that Press release is deliberately short and written in a style that is attractive to the editor (Fill, 2005, p. 691). But according to the data obtained from respondents, “because of knowledge gap prepared Press releases some times are not free from technical details, articulated political messages, attractive ,contain current news and even acceptable to be published by Medias”.

Similarly Novak explains that a press conference prepared to communicate important news to all the media at the same time and give them an opportunity to ask questions. It is always necessary to provide for journalists a material that contains a reconstruction of all statements, photos and important general information that illuminate the background (Novak 2006, p. 204). But according to the data obtained from respondents,” prepared Press conferences are not accompanied by briefly written press materials so as to give answers for journalists’ questions”.

CHAPTER FIVE:

SUMMARY CONCLUSION AND RECOMMENDATION

This chapter presents conclusions, recommendations, and scope for further research based on the findings of the previous chapters accordingly.

5.1. Summary

The new communication technologies usage for media relations by public sector government organizations and journalists shows a strong acceptability of face book, Twitter, LinkedIn, Blogs and organizational Websites in disseminating news and information. However, new communication technologies usage of journalists with the selected public sector government organizations for media relations purpose is not satisfactory. According to the respondents, even if journalists and communication directors use Facebook for their daily responsibilities at work, they are not applying it for media relations purpose. Especially, when communication directors use Facebook, the issues they post are highly influenced by their organization's political officials. On the other hand, when corresponding with public relation professionals the surveyed journalist's preference of using social media is only limited to face book and twitter. But journalists are communicating communication director's mostly using phone and face to face, because public sector government organizations are not effectively and efficiently using different mode of new communication technologies. Similarly because of knowledge gap, lack of internet service and trained manpower public sector government organizations are not applying Website, Twitter, LinkedIn and Blogs for media relations purpose. In addition only 2 organizations prepare and send press releases using Email, Fax and Facebook. Moreover, Social media holds potential for improving both professions, and that the dissemination of news can be enhanced.

The selected public sector government organizations, even if they developed a good professional strategic plan, on the case of application most of the employees in the communication directorates are not aware and happy with the amount of communication about Mission and Duties of the organization and on image building activities in the selected organizations. Moreover, Most of the selected organizations public relations professionals partially make journalists job of collecting news easier, available for journalists when they need them for interviews, give anything to get rid of journalists

,provide journalists with proper (newsworthy) information, ready to respond to their queries and interviews. In addition, because of their organization political official's influence, most of them want to have one way communications with journalists. Similarly they are not given a full charge in telling every aspect of their organization activities unless they get confirmed from political officials.

The findings indicates that the media most journalists currently working on is influenced by government officials so as to tell what they want rather the public. In addition, it has Power to give positive rather than negative media coverage, follow professional codes in selection, construction and presentation of news stories, follow topic frames to tell the public how to think about and have power to choose which events are considered significant or unimportant by the society over the 5 public sector government organizations. On the other hand, prepared Press releases some times are not free from technical details, articulated political messages, attractive ,contain current news and even not acceptable to be published by Medias. Similarly prepared Press conferences are not accompanied by briefly written press materials so as to give answers for journalists' questions. This resulted, the construction and presentation of stores from the media perspective ignoring the daily information given from the selected organizations and vice versa.

Deeply assessing the application of two-way symmetrical communication model and public information model in the selected organizations, the researcher concludes that two-way symmetrical communication model of public relations is not preferable to communicate with stakeholders by most of public sector government organizations and the application of public information model especially at the selected public sector government organizations caused problems on the task of media relations.

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from the media perspective ignoring the daily information given from the selected organizations and vice versa.

This study revealed several interesting findings beyond the scope of the research questions. Though these were not anticipated, they may prove valuable in examining, and hopefully improving, the relationship between public relations professionals and journalists. Age of journalists perhaps the most important issue to arise throughout the study. More than half of journalists fall on 18-25 years of age category. This implies that most of journalists who are working currently, at the time of the study, with the selected public sector government organizations are not experienced journalist. This resulted knowledge gap of relationship building skills. Similarly knowledge gap of preparing Press releases and conferences were the prevailed problems.

5.2. Conclusion

The aim of the study is to explore factors that affect media relations in city government of Addis Ababa public sector government organizations. The objectives of the study is to assess media strategies of government that affect media relations as well as to find out relationship between usage of new communication technologies and media relations and to investigate how public relation models affect media relations.

Analyzing the new communication technologies usage for media relations by public sector government organizations and journalists, the researcher concluded that even if emerging technologies play a role in the media relations process, they are not applied properly for media relations purpose by Addis Ababa public sector government organizations and journalists.

Deeply assessing the application of two-way symmetrical communication model and public information model in the selected organizations, the researcher concluded that two-way symmetrical communication model of public relations is not preferable to communicate with stakeholders by most of public sector government organizations and the application of public information model especially at the selected public sector government organizations caused problems on the task of media relations.

By analyzing the strategies being used by the media and public sector government organizations to communicate the public, the researcher concluded that, the strategies being used by the media and public sector government organizations are affecting the media relations tasks badly.

This study revealed several interesting findings beyond the scope of the research questions. Though these were not anticipated, they may prove valuable in examining, and hopefully improving, the relationship between public relations professionals and journalists. Age of journalists perhaps the most important issue to arise throughout the study. Therefore by analyzing the data, the researcher concluded that, experience of journalists and knowledge gap of preparing Press releases and conferences were other factors that affect media relations.

5.3. Recommendations

Based on the findings of this thesis the researcher utterly recommends the following major points. The responsible stakeholders need to give immediate and final solution for the problems.

For the government

1. The selected public sector government organizations public relations professionals and journalists should get training's on new communication technology usage for media relations purpose so as to avoid the knowledge gap. Moreover, both institutions shall focus on providing internet service and following the effectively and efficiently applications of Facebook, Website, Twitter, LinkedIn and Blogs for media relations purpose.
2. Government officials, journalists and public relation professionals should have to get training on media relations. Media relation tasks should focuses on the need of the public rather than the interest of political officials.
3. Government at all levels must establish a coordinating forum between the government and the leadership of the media. This forum can be used to straighten out any misunderstandings that arise in the day to day relationships and also start a new culture of mutual cooperation.
4. Communication policy should be developed by the government, which would provide guidelines to government communicators on how to conduct external communication, in particular with the general public and journalists.

For the selected government public sector organizations public relations professionals and journalists

1. The selected public sector government organizations public relations professionals and journalists have to work out how to use new communication technologies in order to engage with each other.

For the selected government public sector organizations public relations professionals

1. The selected public sector government organizations public relations professionals should work for the proper applications of strategic plan of communication in order to improve the internal relationship with the staffs and External interaction with stake holders especially with journalists.
2. Continuous Trainings should be given on preparing and administrating Press releases and conferences so as to avoid the knowledge gap.
3. The selected public sector government organizations public relations professionals should have to make journalists job of collecting news easier, available for journalists when they need them for interviews, give proper information to journalists ,provide journalists with proper (newsworthy) information, ready to respond to journalists queries and interviews.
4. The selected public sector government organizations public relations professionals they have to work out to avoid their organization's political official's influence and focus on applying two way communications with journalists.
5. The selected public sector government organizations public relations professionals need to adopt and make use public relations models that uses two way communications to negotiate with the public, resolve conflict and promote mutual understanding and respect between the organization and their stakeholders.
6. The construction and presentation of stores from the media perspective ignoring the daily information given from the selected organizations and vice versa should be avoided.
7. Media and PR professionals' bodies should be serious in maintaining ethics in the professions by sanctioning defaulting journalist's public relations professionals to ensure that both adhere to laid down codes of practice.
8. Government communications has to also get its act together in being more responsive to provide information to the media. Media training for people who are tasked with the work of media relations as well as training for political principals has to be prioritized and

For the selected Medias

1. The media organizations should have to work hand in hand with the selected organizations rather than working for only exercising their Power over the 5 public sector government organizations.
2. The construction and presentation of stories from the media perspective ignoring the daily information given from the selected organizations and vice versa should be negotiable.
3. The media should work on assigning experienced journalists to work with the public sector organizations so as to minimize the knowledge gap of relationship building skills or giving trainings on relationship building skills for non-experienced journalists.
4. Government communications has to also get its act together in being more responsive to provide information to the media. Media training for people who are tasked with the work of media relations as well as training for political principals has to be prioritized and
5. Media and PR professionals' bodies should be serious in maintaining ethics in the professions by sanctioning defaulting journalist's public relations professionals to ensure that both adhere to laid down codes of practice.

5.4. Scope for further study

While this research was exploratory in many ways, it leads to some important areas for further inquiry. The researcher recommend future research should continue to evaluate the effect of professionalism, news value , media policy , media type , culture of the company , policy of the government and work experience of public relations professionals and journalists on media relations. Moreover further research can be done on the reasons why the research findings of this study exist.

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APPENDICES

Appendix A

ADDIS ABABA UNIVERSITY SCHOOL OF JOURNALISM AND MASS COMMUNICATION DEPARTMENT OF PUBLIC RELATION AND STRATEGIC COMMUNICATION

QUESTIONNAIRE WHICH IS PREPARED FOR SURVEY

Introduction:

This questionnaire is prepared by a post graduate student (public relation and strategic communication) in Addis Ababa University for partial fulfillment of master degree. The aim of this questionnaire is to collect data about “factors which affect media relations”: In Case of public sector government organizations (Addis Ababa health bureau, Addis Ababa education bureau , Addis Ababa female and children affairs bureau, Addis Ababa public affairs bureau and Addis Ababa youth and sport bureau), in Addis Ababa, Ethiopia. The information you provide is believed to have a great value for the success of this research. I assure you that all data will be used for academic purpose and will be analyzed anonymously and you are not exposed to any harm because of the information you give. I express my heart-deep appreciation in advance to your kind cooperation in providing the necessary information.

Thank you very much in advance for your cooperation!

General Directions:

- i. As you respond to questions which have options, please put a tick mark “√” in the boxes that correspond to your choice.
- ii. For multiple choice questions circle more than one choice.
- iii. For questions which require you to write your responses, please kindly write your responses legibly on the space provided beside/below each question.
- iv. No need to write your name

1. General Information

Please answer the question below by putting a tick (√) mark or by writing where necessary.

- a. Sex: Female Male
- b. Age of the respondent 18-25 6-33 4-41 42 & above

- c. Name of the organization you are currently working _____
- d. Work experience in the organization 6-12 months 1-3 years 4-10 years more than 10 years

2. **Survey questions on government-media relations**

2.1. In terms of new communication technologies

Question1. Do you correspond with the selected organizations in a professional manner through

- Email Phone Facebook Twitter LinkedIn Blogs In person Website
 other none

If your answer is other please mention you means of communication -----

Question2. How do you receive press releases from the selected organizations?

- Email Phone Facebook Twitter LinkedIn Blogs In person Website
 other none

If your answer is other please mention you means of communication -----

Question3. Which social media sites do you use for professional purpose?

- Facebook Twitter LinkedIn Blogs Website Other None

If your answer is other please mention you means of communication -----

Question4.

How often do you use Facebook	1(Not at all)	2(rarely)	3(occasionally)	4(frequently)	5(very frequently)
--------------------------------------	---------------	-----------	-----------------	---------------	--------------------

For your daily responsibilities at work	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
To get information from public relation professionals	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
To interact with the 5 public sector government organizations	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Question5.

Do you think face book, Twitter, LinkedIn, Blogs and organizational Websites are being used as valuable means in disseminating news and information.	1 (strongly disagree)	2 (disagree)	3 (undecided)	4 (agree)	5 (strongly agree)
By the 5 public sector government public relation communication directorates	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

2.2. In terms of Public relations models

Question. The 5 public sector government public relations professionals:

1. Make my job of collecting news easier.
A. Yes B. No c. partially
2. Are always available when I need them for interviews.
A. Yes B. No c. partially
3. Are always ready to respond to my queries.
A. Yes B. No c. partially
4. They provide me with proper (newsworthy) information.
A. Yes B. No c. partially
5. Provide me with relevant, accurate and timely information for placing.
A. Yes B. No c. partially
6. They just give me anything to get rid of me.
A. Yes B. No c. partially

7. Forthcoming when I call them about information.

- A. Yes B. No c. partially

8. They are open to have two way communications so as to distribute organizational information.

- A. Yes B. No c. partially

9. They are open to have one way communications so as to persuade the public.

- A. Yes B. No c. partially

10. Are interested to build relationships with the most important stakeholders (Journalists).

- A. Yes B. No c. partially

2.3. In terms of Government strategies and theories of media.

For question 1 ,2 and 3 Circle more than one choice

Question1. Press releases which are being sent by the 5 public sector government organizations are:

-
- A. Free from technical details
 - B. Free from articulated political messages
 - C. Prepared to give answers for WH questions
 - D. Acceptable to be published
 - E. Attractive
 - F. Not free from technical details
-
- G. Not Free from articulated political messages
 - H. Accompanied with current news
 - I. not accompanied with current news
 - J. not prepared to give answers for WH equations
 - K. not attractive
 - L. not acceptable to be published
-

Question2. Press conferences, which are prepared by the 5 public sector organizations, are:

- A. Accompanied by press materials
- B. Accompanied by briefly written press materials
- C. prepared to give answers for journalists' equations

- D. Not accompanied by press materials
- E. Not written briefly
- F. Not prepared to give answers for journalists' equations

Question3. In your opinion, the media you work in:

- A. Have Power to give negative media coverage
- B. Have Power to give positive media coverage
- C. Exercise its' media power in selecting and disseminating information, which is taken from the 5 public sector government organizations.
- D. Play its power of giving negative media coverage on the selected organizations
- E. Did not Exercise its' media power in selecting and disseminating information, which is taken from the 5 public sector government organizations.
- F. Have power to choose which events are considered significant or unimportant by the society over the 5 public sector government organizations.
- G. Follow professional codes in selection, construction and presentation of news stories.
- H. Did not follow professional codes in selection, construction and presentation of news stories.
- I. Depend on public opinion to set a media agenda.
- J. Did not depend on public opinion to set a media agenda.
- K. Follow topic frames to tell the public how to think about.
- L. Did not follow topic frames to tell the public how to think about.
- M. Influenced by government officials so as to tell the public what they want rather the public.
- N. Is not Influenced by government officials so as to tell the public what they want rather the public.

Appendix B

Semi structured interview guide for the selected 5 public sector government organizations.

1. Please state your responsibility in the organization,
2. Your field of study?
3. Work experience in the organization 6-12 months, 1-3 years, 4-10 years, more than 10 years
4. **In terms of new communication technologies**
 - 4.1. Does the organization use Email, Phone, Website, Facebook, Twitter, LinkedIn, Blogs, in person or other meanses to comminicate the media? if your answer is no, why?
 - 4.2. Do the organization use Website, Facebook, Twitter, LinkedIn and Blogs for professional Purpose? If you answer is no, why? If your answer is yes, which one do you use?
 - 4.3. Do you think face book, Twitter, LinkedIn, Blogs and Website are being used as valuable Means in disseminating news and information in the city? If your answer is no, why do you think is the reason?
 - 4.4. Do political officials use, follow and comment your social media sites? If your answer is no, Why?
5. **In terms of Public relation models**
 - 5.1. Do you make journalists job of collecting news easier? If you answer is no, Why do you think is the reason?
 - 5.2. Are you /head of the bureau/ always available when journalists need you for interviews? If you answer is no, Why do you think is the reason?
 - 5.3. Are you always ready to respond to journalists queries? If you answer is no Why do you think is the reason?

- 5.4. Do you provide with proper (newsworthy) information? If you answer is no, Why do you think is the reason?
- 5.5. Do you provide with relevant, accurate and timely information for placing, or do you just give anything to get rid of journalists? If you answer is no, Why do you think is the reason?
- 5.6. Are you cooperative for journalists when they call about information for placements?
- 5.7. Are they open to have two way communications so as to distribute organizational information rather than persuasion? If you answer is no, Why do you think is the reason?
- 5.8. Are you interested to build relationships with the most important stakeholders (journalists) of the organization? If your answer is yes, are you interested to solve problems to satisfy stake holder's goals?

6. In terms of Government strategies and theories of media

- 6.1. Are Press releases ,which are being send for media , are free from technical details and articulated political messages, attractive, contains current news, give answer for WH equations and acceptable to be published by the medias? If your answer is no why do you think is the reason?
- 6.2. Are Press conferences, which you send for media, are accompanied by press materials, which are written briefly and give answers for journalists' equations? If your answer is no why do you think is the reason?
- 6.3. Do you think the media focuses on negative media coverage and exercise its' media power in selecting and disseminating information rather than you give?
- 6.4. The media you work in have power to choose which events are considered significant or unimportant by the society over the 5 public sector government organizations.
- 6.5. Are the media you work with influenced by government officials so as to tell the public what they want?
- 6.5. Do you think government officials are influencing your work of media relations?
- 6.6. What do you think need to be done in order to improve the communication between public sector government organizations and Journalist?