



**The Challenges and Opportunities of Public Relations Officers' as a Source of
News: with reframe to Ethiopian News Agency Journalists**

**A thesis submitted to
School of Journalism and Communication
Impartial Fulfillment of the Requirement for the Degree of Master of Arts in
Public Relations and Strategic Communication**

By: MinasseWondimu

November 2022

Addis Ababa, Ethiopia

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November 2022

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This is to certify that the thesis prepared by MinasseWondimu, entitled "**The Challenges and Opportunities of Public Relations Officers as a Source of News: With a Reframe to Ethiopian News Agency Journalists,**" is true and that it has been submitted as an impartial fulfillment of the requirements for the degree of Master of Arts (Public Relations and Strategic Communication) that complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ABSTRACT

Public relations and the media are closely connected. The difficulty for the media is that in order to make news stories thorough, fair, and balanced, they have a duty to present more than just the public relations side of the story. Information is the common element between the roles played by the two professions; Major objective of this study was to assess the opportunities and difficulties faced by public relations specialists with an emphasis on news reporting and news collection for the Ethiopian News Agency (ENA). It also to investigate the role that the relationship between ENA journalists and PRs played in the news-making process. The study used a qualitative approach of investigation.

In-depth interviews were used to gather pertinent primary data and documents from a variety of sources, including papers, publications, and proclamations, were reviewed as secondary data sources. This study examined that journalists, are always under the influence of public relations professionals. Waiting for information from public relations kills the time of the journalist and the news as well. This shows how the news is affected by public relation and also factors behind low-quality journalism could be the interference of public relations professionals in the daily news making process.

This happen most PRs have lack of knowledge about public relations professionals and how it is done, as some of them appear to be assigned to the post without prior training or education, The relationship between the Ethiopian News Agency (ENA) and public relations offices for the creation of news. The project seeks to systematically evaluate the difficulties and opportunities associated with news production and information gathering as part of an academic requirement. Data analysis, in-depth interviews, and database material analysis were all employed in the research as qualitative methodologies.

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List of Abbreviations

- ENA** -----Ethiopian News Agency
- FDRE** -----Federal Attorney General of Ethiopia
- PR** -----Public relation
- PRs** -----Public relations
- MR** -----Media Relation
- SIDA** -----Sweden International Development Association
- ENS** -----Ethiopian News Source
- PRO** -----Proclamation
- FDRE** -----Federal Democratic Republic of Ethiopia
- EPRDF** -----Ethiopian People's Revolutionary Democratic Front.
- PP** -----Prosperity party

Declaration

I MinasseWondimu Hailu declare that the thesis entitled “**The Challenges and opportunities of Public Relations officers’ as a Source of News: With a reframe to Ethiopian News Agency Journalists**” is the novel record of the independent research work carried out by me under the supervision and guidance of Samson Mekonnen Hailu (Ph.D.). This has not been submitted earlier elsewhere for the award of any diploma, degree or fellowship.

MinasseWondimu ,

November, 2022

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1 CHAPTER ONE: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

A managerial function known as public relations evaluates public perceptions, identifies a person or organization's policies and procedures that are pertinent to the general public, and implements a strategy to win the support and understanding of the public. (Miller and Dinan 2007; Siriramesh and Vercic 2003; Gruing 1992). This shows that the distinctive role of public relations is to assist the organization in creating and maintaining connections with all of its major audiences and stakeholders through efficient communication with these groups. Maintaining positive, enduring, and trustworthy relationships with the public and stakeholders requires effective communication.

The third stage of the process, recognition, is where media relations (MR), a branch of public relations, place the bulk of its attention. By providing media with information and asking them to observe activities in person, MR staff members attempt to raise public awareness of an organization's operations.

MR might not always be the best tactic for influencing the audience, though. According to Patterson, today's primary PR challenge is "being believed and trusted, not being seen" (1999, p. 731). It has been argued repeatedly throughout history to defend the use of the media for communication because editorial—anything written by a journalist—had greater credibility with audiences than direct communication, like advertising. This is due to the perception that editorials are written by an objective outsider.

Managerial function known as public relations evaluates public perceptions, identifies a person or organization's policies and procedures that are pertinent to the general public, and implements a strategy to win the support and understanding of the public (Miller and Dinan 2007; Siriramesh and Vercic 2003; Gruing 1992). This demonstrates that the unique function of public relations is to help the company build and sustain relationships with all of its key audiences and stakeholders through effective communication with them. Effective communication is necessary to keep the public and stakeholders in happy, long-lasting, and trustworthy relationships. Working with the media to favorably, consistently, and truthfully tell the public about an organization's mission, policies, and practices is the same as public relations.

In a similar element, the media relations role is to collaborate with the media in order to positively, consistently, and credibly inform the public about an organization's mission, policies, and practices. Usually, this entails working closely with the Federal Democratic Republic of Ethiopia's Constitution guarantees freedom of speech and the press by outlawing censorship in order to support a free press. The preamble of a proclamation to provide for freedom of the mass media, access to information, and rights of the media proclamation no.1238/2021,(Media Proclamation Page 13113).states the constitutional principle that laws that conditionally restrict freedom of expression and of the mass media shall only be based on laws that secure and preserve the wellbeing of youth, honor and reputation of persons, national security, public order, and other overriding rights. According to the preamble, the proclamation recognized the right of the media to collect and disseminate information, including of a critical nature, and realizes that an independent mass media that serves as a public forum for uninhibited democratic dialogue thrives on a viable freedom of information system that facilitates the free flow of information and ideas among citizens by enabling them to exercise their right to seek, receive, and impart information and opinions freely .Journalists are among those who will benefit the most from the declaration because gathering, analyzing, interpreting, and disseminating information are the essential professional duties of the media.

It should go without saying that access to information held by governmental entities is necessary for the media to effectively inform individuals, mobilize for development, and raise their knowledge of their human and democratic rights. The Proclamation No.1238/2021,(Media Proclamation Page 13113) guarantees this freedom.

Because of this, some PR specialists are picked for their system support and loyalty rather than their knowledge. As a result, the public relations representative who took over the post lacked the motivation or support necessary to protect the right to privacy (Aberham, 2011, p 155).

Another obstacle to organizing information freedom is information misuse. The bulk of currently functioning public relations departments shouldn't be counted on to be able to identify and manage these and other difficulties. This is because the parties concerned lack information management knowledge and experience, which inhibits them from understanding the problem and

1. To put into practice the people' right to access, receive, and import information held by public authorities, within reasonable bounds based on paramount public and private interests;
2. To build systems and practices to carry out that right in a way that makes it feasible for people to get information as fast, cheaply, and easily as is practically practicable.
3. To support and promote good governance, public involvement, public empowerment, and a culture of openness, accountability, and efficiency in the operations of public organizations. (Pro. 1) In accordance with Proclamation 10 , public entities at both the federal and regional levels are required to publish a list of information and update it at least once each year.

It is difficult to achieve the goals of access to information because of the processes outlined in media proclamation no. 1238/2021,(media proclamation page 13113) on Freedom of the media proclamation .

The relevant public relations officers and journalists are unable to offer the needed information because the executives at the federal and regional levels appear hesitant to do so.

The public relations officers usually lack the skills necessary for their job. Additionally, rather of acting in the interests of the general public, their main goal is to promote their institution.

For these reasons public relations officers and Ethiopian politicians alike frequently miss the opportunity to communicate their concerns and connect to the citizens through the media.(Overview of the Ethiopian Media Landscape 2018.)

In our bureaucracy, government officials consider they should provide information only when there is news of success or fulfillment. There are also those who feel that they have the right to hide the status of the work when they are not able to use the budget and time allotted to them.

Due to these, there is still a structural problem to enhance freedom of information and the media in accessing information vital for democracy which is held in the hands of public relations.

Based on this the research emphasize to Ethiopian news agency because, it is the sole national wire service of Ethiopia. It was established in 1942 as a government news service, which makes it the oldest national news agency in Africa with 80 years of service.

ENA gathers information through its digitally interconnected 39 branch offices across the country. It mainly produces news in the form of text, photos and video. Its main subscribers are government media houses and international organizations for decades. As the heads of the agency claim, the institution is in a midlist of institutional reform which could transform it to a professional news institute.

The relationship between journalism and public relations is way back to the infancy days of public relations. It in fact started before the existence of public relations. Journalists and public relations practitioners have something in common. That is giving information to the public. But the goal of giving information is different based on their professional role. Besides, the media and public relations practitioners claim that the information they provide to the public is objective. Both journalism and public relations feel themselves to be handling a common product, objectivity (Jenkins, 2006: 45). As a journalist, my inclination is to say the similarity stops there. Journalism does indeed seek to describe the world as it is, not as someone might wish it to be. It is to be a witness to the world, and tell the truth, the whole truth and nothing but the truth. The profession of public relations is quite different. (Jenkins, 2006: 45).

1.2 Statement of the Problem

Public relations and the media are more or less closely connected. The difficulty for the media is that in order to make news stories thorough, fair, and balanced, they have a duty to present more than just the public relations side of the story. Information is the common element between the roles played by the two professions; whereas public relations professionals carry out the PR function by supplying information to the media, journalists look to public relations professionals for newsworthy items. Although it is widely acknowledged that the media are significant information providers, the sources—specifically, public relations professionals operating on behalf of their organizations—decide what information on the subject should be made available to journalists. Media relations is historically a core activity qualifying public relations from other communication-related professions and is widely practiced in many organizations (Hallahan, 2010, Miller & Dinan, 2008; Moloney, 2000; Sallot & Johnson, 2006). Effective media relations are often the results of consolidated relations between journalists and those public relations practitioners handling external communications on behalf of organizations.

The relationship between PR professionals and journalists continues to be perplexing for both professional ,Although Sallot and Johnson discovered that some journalists acknowledged and even "respected" PR (2006, p. 151),The majority of research have discovered that journalists have very poor impressions about PR. The fact that the bulk of studies on the interactions between journalism and public relations have been focused on quantitative surveys and content analysis, which have significant drawbacks, is a second justification for more study.

The case in point is the Ethiopian News Agency (ENA) which is one of the oldest news outlets in Ethiopia and was re-structured on March 1, 1995, on the Proclamation No.115/1995 with an autonomous public agency having juridical personality and a clearly defined Purpose began to March. (Ethiopian News Agency Pamphlet, (ENA) (2000).

ENA operates in four different political systems i.e. the regime of Emperor Hailesilassie, Derg, EPRDF and Prosperity party (PP) . It has been served as a mouth of the government throughout the last four regimes.

Disseminating fair, balanced and reliable news and productions a key editorial guide line that ENA is led by. In addition, image building at national level is its basic mission that is given to ENA via its establishment proclamation.

As clearly stated in the proclamation that instituted the functions and responsibilities of ENA is institutionally and editorially obligated to tell stories of the federal and regional governments' activities to the public which often times come from PR offices. Thus the editorial and institutional functions and obligation of ENA have made the agency to offer PR-dominated journalistic outputs.

As the news flow from regions and center are governed by information from PR, there have been a deeply entrenched news room culture that had made journalists to rely and remain dependent on PR. It seems that the relationship is based on the will of PR, which at the end of the day becomes the professionally structured (in the form of news, analysis) official narratives of the federal and regional governments. Thus, the question is: How much the merits and demerits of this relationship is felt by ENA? Is there any institutional ways and means to capitalize on the availability of information and means of overcoming the negative impacts of the relationship?

In order to improve efficiency, the connection between ENA and PR offices has been reviewed. The most recent assessment and opinion gathering between ENA and PR offices took place from January 27–29, 2013, and was based on the Ethiopian News Agency's summary report on its ten-year strategy. The meeting suggests that PR professionals desire to contribute to the agency's growth agenda. How to uphold and formalize the two of their connection is now the question. It is possible that the long-standing partnership between PR and ENA will continue, that it will develop professionally, or that PR will continue to dominate journalism. This is the area that this thesis focuses on for investigation.

1.3 Objective of the study

1.3.1. General Objective

To evaluate the challenges and opportunities of Public Relations officers' as a source of News: with reframe to Ethiopian News Agency Journalists

1.3.2 Specific Objectives

- To review sources and characteristics of constraints typically found in news sources.
- To show how the relationship between ENA and public relations offices affects and resolve the news making process
- To evaluate that ENA, as a government news institution, has a certain way to deal with public relations information?

1.4 Research Questions

- What are the challenges and characteristics of constraints of news sources of the Addis Ababa news desk of Ethiopia News Agency (ENA)?
- What are opportunities that reporters encounter in reporting and news gathering process.

1.5 Significance of the study

Freedom of information plays an important and irreplaceable role in respecting human and democratic rights. But, it seems that the politically oriented public relations work of government

authorities denies the freedom of information of citizens, and making difficult the daily work of Media, to collect, analyze, interpret and disseminate information. Therefore:

- The research indicates what kind of relationship and communications engagement and what are the challenges and opportunities of sources and characteristics of constraints of news sources of the Addis Ababa news desk of Ethiopia News Agency (ENA)?
- The research will also indicate the problems that ENA faces with Public Relations Offices of FDRE Ministries and agencies
- The research will indicate how news sources, specially the Public Relations Offices, affects production of news and freedom of information, and the findings will help on how to come up with remarkable strategy.

1.6 Scope of the Study

The study was carried out in 2022 between May and September. This research concentrates on the potential and difficulty facing public relations professionals with a reframing of the Addis Ababa news desk of the Ethiopian News Agency. One of five desks where the journalist often interacts directly with public relations specialists. Furthermore, it only focused on the eight male journalists who were assigned to the daily news making process and who had a direct interaction with a public relations expert, because the majority of the female journalists were hesitant to be interviewed with me due to their weeping.

1.7 Limitations of the study

In order to get also clear view of the case there is limitation of time and information. The study is limited to Addis Ababa news desk of ENA, the responsible desk to cover news from FDRE ministries. It would be an inclusive and precise approach to attain the desired goal. Due to methodologically the study applied few methods of gathering data from the primary sources, by in depth interviewing and some documents.

There are obviously different kinds of public relations that discussed in the literature review, but this study focuses mainly on government public relations. Some female Journalists and media practitioners were not interested to give information because they were afraid of the researcher

that he might be from a government body who desired to blame them this indicate journalist still under the influence of Public relation professionals .The other limitations were Ethiopian news agency Lack of well-organized secondary data and related researches in his library this was also a challenge and makes the research tougher.

1.8 Organization of the study

This thesis is divided into five chapters and a bibliography section. The first chapter mainly provides a brief introduction about the area of the study, , Objective of the study ,significance limitation and scope of the study included with statement of the problem, and research questions. Chapter two presents a comprehensive review of literature which includes theoretical part of media relations and public relations, Influence of public relations on news content The role of Public relation in terms of Media relation, The role of Public relations in terms of communication gap , in the third chapter design and methodology section include sampling and data gathering techniques are explained Chapter four presents the results of the data analysis , questions and answer that the research raised for journalists ,the last chapter five, presents findings, recommendations and conclusions.

1.9 Theoretical framework

Theoretical information about the public relations challenge and opportunities, how journalists encounter and deal with the public relations challenge, the role of public relations professionals, the tactics and personalities of public relations professionals, as well as media relations with public relations professionals, must be provided in this section of the thesis. Additionally, a description of public relations and media relations, its purpose, and the duties of public relations specialists are provided. In-depth interviews and some document-based evidence will be used to assess the material that has been gathered using the qualitative research approach. There is also a piece of pertinent information concerning the Ethiopian News Agency (ENA). Finally, conclusion, finding and recommendations will be held regarding the outcome of data analysis and based on related literature review.

2. CHAPTER TWO: LITERATURE REVIEW

2.1 Overview of Ethiopian news Agency (ENA)

Ethiopian news agency is first and sole national wire service of Ethiopia; it was established in as a government news service, which makes it the oldest national news agency in Africa with 80 years of service. It mainly produces news in the form of text, photos and video. Its main subscribers are government and international media houses for decade. Reliability and efficiency that you can rely on, As the ENA pamphlet documents June 2000 stated).

In 1832 Charles Havas opened bureau Havas. Which translated foreign newspapers for the French media? In 1835 his translation agency was transformed into the first news agency, AgenceHavas, gathering its own news as well as translating articles published by the foreign press (Global Networks (2008)).

In Ethiopia, the most sources of news information and distribution for the people and the news media (radio, TV, newspapers, internet, etc.) are wire services. A report, for example, estimated that 90% of Ethiopian Radio's news items came from Ethiopian News Agency (ENA) (Stanbridge&Ljunggren, as cited in Skjerdal, 2012).As news agency and as an information center respectively. It involved in covering and supplying news items to other news media.

ENA was re-established in 1942, as “AganceDirecsione “under what used to be known as Ministry of Pen. “Agance” had to close down in 1947 due to budget cuts and remained thus until six year later, when it was re-established in 1954. Although there had been some attempt to expand “Agance” things remained more or less the same until in 1963. When ZewdieRetta (Amb) took over the responsibly of Director General in November 1963 it had One Editor and two reporters under it. The international news receiving section had no relation with “Agance “as it was directly responsible only to the minster , in October 1965 at the request of the director general “ “AganceDirecsione” was renamed as “ የ ኢትዮጵያ ጠቅላይ ጋዜጣ ” literally “ Ethiopian News Source “ (ENS) on the first of September 1967, Emperor Haliesselase visited the “Ethiopian News Source” . “We are happy at what we have seen. So keep up in your endeavors for this work of years is good for Ethiopia.” According to reports, the emperor said. The emperor had

also commented on the name of the organ. It seemed that he did not like the Amharic word “ጠቢ” which was used as an equivalent for “news”. Consequently the managers of various media had gathered to find a suitable name and agreed on suggestion of Aseffa Gebremariam, the editor in Chief of Addis Zemen to rename the organ as the “Ethiopian News Agency” (ENA) according to (2000) published Pamphlet of Ethiopian News Agency.

On June 7, 1968 the first proclamation providing for the establishment of the Ethiopian News Agency” was issued, added, the Pamphlet of Ethiopian News Agency that was published in (2000).

On March 1, 1995, the transitional government of Ethiopia endorsed Proclamation No.115/1995 providing for the establishment of Ethiopian News Agency and an autonomous public agency having juridical personality and a clearly defined Purpose began to March. The purpose of the ENA gather and distribute balanced and accurate news and news materials, concerning Ethiopia and the rest of the world in accordance with media politics, laws and directions (Art 4). Power and duties of ENA, gather edit and distribute news and news materials and render photo documentation service related to news, establish contents with domestic and foreign similar agencies, collect service charges and exempt partially or in full when deemed necessary ---“Its function is to gather and distribute balanced and accurate news and news materials concerning Ethiopia and the rest part of the world. It has been engaged in the gathering, writing and editing of news in all of Ethiopia’s regions through 39 branch offices. It oversees news coverage of development in all the regional states. It has also the foreign languages desk. (2003).

As a government news service, which makes it the oldest national news agency in Africa with 80 years of service?

ENA have five desks within the information coordination department classified according to the distinctive circumstance related to the source and destination as well as the manner of gathering and disseminating news and news materials. Thus are (1) Regional desk (2) Addis Ababa news desk (3) Foreign language desk (4) Broadcast monitoring Service and (5) Business bulletin desk. The Addis Ababa news desk was the subject of the study because, as was made evident in the preceding chapters, it regularly interacts with public relations specialists as part of the news-making process. The editorial, institutional, and contractual obligations of ENA have forced the

organization to produce mostly PR-focused media, which has resulted in low-quality journalism. The primary barrier to breaking news has been viewed as the study. Due to its status as the headquarters of the federal government and several international organizations, Addis Abeba is not a place to be alone. The desk routinely covers events at the parliament, federal high court, palace, prime minister's office, and in all ministry offices and has backup correspondents at Bole International Airport.

2.2 Theoretical Framework of Media Relations and Public relation

2.2.1 Media relations and public relations-journalist relationship

Studies on how journalism and public relations relate to one another and how those two professions are seen have a long history, especially in the USA, extending back to the 1960s (DeLorme&Fedler, 2003; Sallot& Johnson, 2006). Previous research on the relationships between public relations professionals and journalists has led to a variety of, sometimes contradictory, results.

There may be some professional tension between these two disciplines (Baskin &Aronoff, 1988; DeLorme&Fedler, 2003), which is the outcome of an established professional competition brought on by different news interests and communication objectives (Ryan & Martinson, 1988; Kopenhaver, Martinson, & Ryan, 1984). Others, more modern ones, present a more neutral relationship and suggest a blurring of the boundaries between the fields of journalism and public relations (Mellado&Hanusch, 2011; Neijens&Smit, 2006; Shaw & White, 2004).

There is a general consensus that journalists' perceptions about public relations, their interactions with them, and their own public relations activities may have an impact on press interest, press coverage, and ultimately an organization's effectiveness in media relations (Bollinger, 2001).

As a result, the love-hate relationship between these two professions seems to be a socially created depiction based on both of their personal encounters and journalistic indoctrination techniques. Professional disputes are said to arise as a result of the fact that both the sender and the recipient of communications are naturally communicative beings.

Additionally, they result from the interdependence of the roles of the source and the reporter as well as the conflicting objectives of the source's advocacy and the reporter's quest for impartiality (Shin & Cameron, 2004).

DeLorme and Fedler (2003) examined the evolution of journalist-PR links through time and concluded that the relationship is "tight and convoluted" (2003, p. 101). Reuters Institute for the Study of Media at Oxford University has conducted a research that found that "in many instances, PR has been characterized as a fundamentally negative force, journalism" (Currah, 2009, p. 62). In the twenty-first century, PR has reportedly continued to have a substantial influence on media output. Sallot and Johnson's (2006) study of 413 reports of journalist interviews in the US, for instance, found that the journalists' estimations of the percentage of PR involvement in US news media coverage ranged from 44% to 64% on average. Given the broad PR attitudes that are not positive.

2.2.2The Function of Public Relations

Any business that incorporates people in its operations, whether those people are shareholders, employees, or customers, must manage public relations effectively. However, a lot of people take publicity into account. Publicity is a component of public relations' overarching objective and shouldn't be confused with it. In 2009, the American Public Relations Society .The role of public relations is related with contemporary public relations work in a variety of ways, as Fraser P. noted in the book *The Practice of Public Relations*, 13th edition. Some of them include the following:

Writing—The core competency in public relations is writing, and all written materials, from speeches to brochures and commercials to press releases, fall under its jurisdiction. Writing is still the most important aspect of public relations, even in the era of social media and the Internet: Professional communicators are those who work in public relations. And writing is communication. We are all capable of speaking and writing. However, PR specialists should be more fluent in both writing and speaking than their peers.

As Fraser P. Seitel, (2017) mentioned in the book on page 343, the greatest public relation writer of all the time is Sir Winston Churchill. How did he do it?

Here's the writing formula Churchill followed.

1. He got straight to the point.
2. He wrote the truth.
3. He painted pictures in his writing.
4. He used simple words.
5. He worked his verbs. In writing, verbs are always the key.

Communication—The core of public relations practice is effective communication, which includes both writing and speaking. When it comes to educating, inspiring, and influencing others, clear and exact language is incomparable. A important and highly sought-after quality in any company is the capacity for clear writing and speaking. My career has been characterized by writing. Writing well has opened doors and given me credibility with customers, partners in law, and other executives that is difficult to come by. Corporate communications professionals nowadays need to be able to sort through information to create messages that are clear and concise. In the corporate sector, the printed word is still used. (C. Merry, s.v., correspondence dated May 27, 2016)

Here are some of the many materials and messages that public relations professionals have to write:

Press/News releases

Making ensuring that their news releases accurately represent news is the main difficulty facing public relations writers. News is what? It's a perennial query in journalism. When a dog attacks a man, it's not news, but when a man bites a dog, that's news, according to traditional journalistic wisdom. In general, the following components should be present in news releases:

1. Establish a clear justification for sending the release.
2. Concentrate on a single key topic for each release.

3. Confirm that the topic is noteworthy in the organizations, industries, and community's contexts.
4. Remove any extraneous jargon from the release;
5. Ensure that the topic is newsworthy for the firm;
6. Include facts;
7. Include a quick description of the company; and
8. Write persuasively, succinctly, and simply.

Fact sheets: A fact sheet is a brief document (often one page) that includes information about a product. Typically, information is presented in a tabular style for clarity or in bullet points to highlight the most important details.

Feature articles: A fact sheet is a brief document (often one page) that includes information about a product. Typically, information is presented in a tabular style for clarity or in bullet points to highlight the most important details.

Social media messages: periodicals, online discussion boards, weblogs, social blogs, podcasts, wikis, video, rating, and social bookmarking, among other formats. with a social media revolution currently sweeping the globe. It goes without saying that social media platforms like Facebook, Twitter, Myspace, Skype, YouTube, Instagram, and LinkedIn, among others, are heavily utilized for communication. This kind of communication can be used with an individual or a group of individuals. Therefore, the public relations professional has to have strong writing and presentation skills to grab readers' attention and keep them reading; else, the message would get lost in the scroll. Online knowledge and information exchange amongst various groups of people is one of the most significant benefits. The public relations department should provide a clear and concise message with this online information sharing.

Speeches: The speech is the most significant written form and the true litmus test for public relations writers.

The speech writer must approach the task with an awareness of five straightforward qualities while creating a speech.

- **Designed to be heard, not read.** The mistake of writing for the eye instead of the ear is the most common trap of bad speeches. Speeches needn't be literary gems, but they ought to sound good.
- **Uses concrete language.** The ear dislikes generalities. It responds to clear images. Ideas must be expressed sharply for the audience to get the point.
- **Demands a positive response.** Every word, every passage, every phrase should evoke a response from the audience
- **Must have clear-cut objectives.** The speech and the speaker must have a point of view—a thesis that is clear and unmistakable. If there's no point, then it's not worth the speaker's or the audience's time to be there.
- **Must be tailored to a specific audience.** An audience needs to feel that it is hearing something special. The most frequent complaint about organizational speeches is that they all seem interchangeable—they lack uniqueness and are instantly forgettable.

A strong speech is distinctive and stands out from the competition. These guiding principles can be used to adjust the speech or presentation in a variety of ways. There is no one speech that works for everyone. But each speech must have four parts: an introduction, a thesis, a body, and a conclusion.

Media pitches: Pitching is the process through which a public relations specialist tries to persuade a journalist to write about what the organizational communicator is promoting. Public relations professionals constantly pitch topics to reporters; in fact, they bombard them with emails asking them to cover a certain cause or conduct an interview with a CEO.

Public relations is an art; if you lean too heavily on promotion or fail to demonstrate the importance or newsworthiness of what you are presenting, your proposal will be turned down.

The chances are stacked against you even if your pitch is noteworthy since there are hundreds or even thousands of other people pitching their news and message to the same journalists. Because of this, developing a winning pitch necessitates the following. Do your homework. Research is the first step in every public relations writing job, and it's crucial when pitching. You must be aware of your target audience.

Personalize: The majority of public relations pitches are disseminated at random, with no specific target in mind; the idea is to throw everything on the wall and see what sticks.

Be courteous and truthful: As said, many journalists view public relations professionals as "spin meisters." As a result, after you've spoken with a particular reporter, be direct and introduce yourself as well as the client campaign. Do not "spin," and be sincere. A public relations professional who uses publicity to try to generate unfavorable press is referred to as a "spin meister." Localize: Since reporters cover their communities, they favor local news. If you are pitching from outside the city, you already have a problem. Offering a local perspective on a "timely" issue that is currently trending in the media can also be fruitful.

Use celebrities: Do people actually care about celebrities? If so, link one to your pitch.

Be imaginative; every day, public relations writers send hundreds of proposals to journalists. Thus, your pitch must be distinctive from others'. Creativity has benefits.

Statements: The reader will be encouraged to read more or turned off by the introductory paragraph of one's statement of purpose. The use of straightforward phrase construction, punctuated sentences, and coherent paragraphs are excellent ways to display one's writing abilities. We make certain that concepts flow logically and areGheorghe-IlieFârte (2009) presents an overview of the functions performed by public relations specialists contrasting what they can and cannot do.

Public relations practitioners can:	Public relations practitioners cannot:
<ul style="list-style-type: none"> ➤ help achieve business goals ➤ explain strategies, programs and policies ➤ increase visibility in the public sphere ➤ attract attention to public issues ➤ encourage debate and informed discussions ➤ help change perceptions, opinions and behaviors ➤ influence attitudes ➤ motivate staff ➤ contribute to the implementation of marketing strategies to increase sales ➤ contribute to growing public reputation ➤ help regain credibility 	<ul style="list-style-type: none"> ➤ Lend credibility unless the source content and method of presentation are credible ➤ fulfil the duties of marketing and advertising specialists ➤ build reputations overnight ➤ support an undeserved reputation ➤ compensate for the lack of quality products or services ➤ justify a bad policy ➤ turn a bad policy into a good one

Table 1. Functions of public relations specialist (Gheorghe-IlieFârte) (2009)

Function of public relation interims of PR and the Media

Public relations' other main responsibility is dealing with the media. The collaborative relationship between journalists and public relations experts is referred to as "media relations." One of the biggest benefits for journalists is having access to story concepts and sources.

Reporters spend a lot of time and energy gathering information for stories. Working with public relations professionals helps you to avoid wasting time that would otherwise be spent locating sources and other information to confirm the accuracy of an article.

arranging and managing press conferences, creating news releases and other press materials, and answering queries from the media are all part of coordinating contacts with the internet, print media, and electronic media.

Social media interface- building connections between the organization's website, which is typically its primary public face, and social media channels like Facebook, Twitter, YouTube, Instagram, Snap Chat, and the rest. It's also essential to keep an eye on the Internet and take

action when organizational difficulties arise. A social media manager is someone who oversees a company's social media accounts and serves as its online spokesman.

One of the most important aspects of a social media manager's work is the development of a community where followers may communicate with one another. This is a challenging task that takes a lot of work to finish. Larger companies hire specific "community managers."

Knowledge of the field-knowledge about the subject. What are the principles of public relations, what do they entail, and how should they be upheld? Regardless of the market or business they are a part of, a PR professional always stays current in the area. To properly gather information about their goods and create stories, they must be concerned with everything that is occurring both internationally and in their business, and they must put themselves at the top of their field. They must, in essence, stay current on news that might affect their businesses and places of employment as well as regular industry events..

Communications knowledge- Research on communications, the media and how it works, and, most crucially, writing skills. It means that the PR sector's cornerstone is communication. No matter if you're speaking verbally or in writing, it's essential to improve your communication skills. Publicists need to be proficient writers in order to influence the public's perceptions. You must to be able to write blog posts or articles that draw readers in and persuade them to share them. You'll occasionally need to communicate a brand's message to an audience, so it's a good idea to practice your voice communication and presenting skills. The PR professional must also be proficient in speechwriting.

Technological knowledge-Understanding computers, associated technologies, and the World Wide Web is crucial. The use of communication technology permeates contemporary public relations practice, and occasionally there is no choice but to adopt the most cutting-edge technologies. Practitioners must carefully assess which communication formats and distribution mechanisms will work best for certain publics given the range of communication technologies now accessible. A few new technical formats and channels that routinely exceed traditional press releases and media kits include electronic pitching, podcasting, and blogging. Therefore, public

relations professionals need to be knowledgeable about current communication technology. They must also be aware of and, most likely, embrace the rapidly growing nature of technology.

Equally important, public relations must be taught to appreciate and to continually explore the societal ramifications of continually emerging communication technology. And must learn strategies, not only for using this technology, but also for dealing with its effects, ranging from the ready availability of virtually all types of information to questions of personal and organizational privacy. Public relations professionals must not be unduly constrained by technology in developing their communication strategies, nor must practitioners' strategies and tactics be restricted by the technicians who develop and maintain organizations' communication technology infrastructures. Rather, public relations practitioners must be the managers of how their organizations strategically use communication technology to affect public relationships.

The ability for instantaneous global communication made possible by communication technology can not only promote harmony and empathy between an organization and its publics, but it also has the potential to foster misunderstanding and exacerbate disharmony and conflict, as public relations professionals within their organizations are best able to understand. Edward R. (2019).

Current events knowledge-Knowledge of the societal influences that are present every day, such as history, literature, language, politics, and economics A true public relations professional must be a Renaissance man or woman. Attending events may help build a personal rapport with media connections. The best public relations specialists are those who have the ability to view events in the correct context. The ability to take a concept and develop it into a narrative proposal and target selection is the best quality of a PR professional. They must be knowledgeable of all industry developments and keep up with the most recent news and events.

Their familiarity with current affairs enables them to advise clients and businesses on the course they should take going forward. Knowledge is a clever quality that advances a PR's goal.

For tips on how to conduct a successful media event, we consulted with PR experts who have perfected the craft: A media event or industry gathering is the ideal place to meet new journalists or colleagues. You may meet individuals in a natural way, the crowd is in your target

demographic, and the event itself makes for a terrific talking point. How can you use events to foster relationships? Events are essential, especially for firms with tangible items.

They provide the ideal chance to influence how your press connections interact with your goods. "A good media event is invaluable because media contacts will go home satisfied and having learned a lot about your company at the end of the day. It may be a wonderful way for you to strengthen your relationships with these significant journalists, which will help you in the long run. It's always great to spend the full day together and interact in person. To properly plan, execute, and evaluate an event that your target audience won't quickly forget, what is needed? We spoke with three PR professionals to share their most important tips for maximizing event awareness.

.So what does it take to strategically plan, execute, and evaluate an event that your target audience won't easily forget? We sat down with three PR pros for their biggest learning's on how to get the most exposure out of events and integrate them into your PR strategy.

Business knowledge."Knowing how business works and having experience in your company's and sector are highly crucial. PR is carrying out his responsibilities and servicing the corporation, but he must also think like a businessman. A wise PR specialist will consider the organization's overall objectives and future course. Everything that is done is done keeping in mind the objectives and purpose of the enterprise. How will their activities impact the company's advantages and paint a bigger picture for the company's success? They must exercise extreme caution and make every effort to safeguard the company's reputation because one of their activities might either improve or damage it. The problem is that marketing has done a far better job than PR in embracing and utilizing the digital realm to achieve their objectives. Many marketers and PRs use paid, earned, and owned media as their go-to techniques, but most PR pros haven't made the connection between how to use all three in a coordinated strategy. (2013) Danny Parker.

Management knowledge-How public policy is created, how top managers make choices, and what demands and obligations are placed on managers. According to Rosenberg (2013), the practice of public relations includes management oversight of organizational internal

communications policies and actions, management oversight of organizational external communications policies and actions, and coordination of internal and external communications in terms of the "attitude" that effective public relations practitioners must possess.

According to Theaker (2004, p. 50), the management viewpoint of public relations includes two tasks: first, assisting in the collection and analysis of facts from the social environment so that strategic decisions may be made; and second, disseminating the strategic vision. Numerous definitions of the discipline's core that emphasize the concept of public relations as a management position (Kitchen, 2003). One instance exemplifies the value of the management role played by public relations in an effort to highlight the management function of PR. Seitel (2004) contends that in order to effectively manage an organization's public relations system, practitioners must demonstrate expertise with the diverse elements of the firm itself. They must serve as the organization's policy-makers, interpreters, and programmers.

Additionally, he recommended that public relations be positioned at the highest level of an organization's administration. According to Gruning and Gruning (1998), a company is more likely to handle communication initiatives strategically if public relations are a component of it. Gruning&Gruning have demonstrated that public relations must answer to people in charge of the organization by building on the idea of the management's role of public relations. This reporting connection, however, has not always been in use in many businesses. According to Seitel (2011), the management function of public relations is able to: regularly assess internal and external views, attitudes, and needs; provide management with advice about their potential effects; and serve as a tool for changing policy and guiding new courses of action. Therefore, in order to fulfill organizational goals, top-level organizations and public relations professionals need to have a thorough understanding of their publics. The internal and external stakeholders might choose these organizational missions. The public relations professional advises management and serves as a mediator, aiding in the translation of private goals into sensible, widely accepted policy and action. This point of view makes it abundantly evident that connections are at the core of public relations and are seen as a crucial component for the efficient operation of an organization.

Ethics: A good PR representative must uphold the standards demanded of him by the organization or the sector. They must establish an ethical boundary. Being honest and upbeat is the most ethical thing to do. Never lie.

These additional five strategies are quite the S.M.A.R.T. approach, as proposed by Jeremy Porter, to be a Smart PR Person in your line of work. S.M.A.R.T. stands for being time-based, specified, measurable, and actionable. To be specific is outlining the goal so that everyone in the organization is aware of what you're aiming towards.

Measurable: how do you determine if you are effortlessly moving toward your goal or not? It is crucial to specify the action required to achieve the goal.

Take a step that would help you achieve your goal in a timely manner if it is actionable.

Realistic: Set reasonable objectives and be honest with yourself about your abilities and the degree to which you can succeed in achieving them.

Maintain a time-based timetable; the more precise your use of time, the more competent you will be. Use any task or project management tool that will motivate you to establish due dates for your assignments.

Being intelligent does not equate to being attractive, but rather to possessing the general personality and character attributes needed for a certain career. It's about being loyal to who you are and upholding the company's values and objectives..

2.2.3 Public Relations Roles

Experts in public relations may be communication technologists who focus on developing and implementing communications, or they may be communication managers who plan, direct, and integrate communication operations. The research produced four separate jobs, including three different communication managers and the technician position. (Center, Cutlip, and Broom)

Most practitioners begin their careers as communication technologists. This duty demands the implementation of plans using the communication tools of press releases, employee newsletters, position papers, media placements, website content, speeches, blogs, and social media

messaging. In this discipline, practitioners often don't explain problems or offer solutions; instead, they base their tactics on the technical proficiency of writing.

Cutlip, Center, and Broom state that the goal of this role is "to provide both management and the publics with the knowledge they need to make decisions of mutual benefit." Cutlip, Center, and Broom (2006). The problem-solving facilitator recognizes issues and finds solutions with the help of other managers. In order to perform this role, the professional needs access to other top managers and membership in the organization's dominant coalition. The problem-solving facilitator helps other managers approach organizational problems through the prism of public relations.

According to study on these four positions, the communication technician function was found to be distinct from the other three jobs and to be closely related to the other three functions. Dozier & Broom's 3-26 (1995). In other words, a skillful prescriber was likely to act as a facilitator for both problem-solving and communication. To solve the problem, the last three tasks were combined into one position and given the title of communication manager. A clearer description of the responsibilities of public relations specialists in organizations was given by making a distinction between the jobs of communication manager and technician. Problems.

Creating, disseminating, and producing communication messages takes up the majority of the time for practitioners who primarily perform technical responsibilities. 56, Dozier and Broom (1986).

People in this job frequently have creative abilities and are talented writers and artists. Their capacity to create and convey messages using compelling imagery and emotive language is vital when conducting public relations techniques. However, technicians are rarely involved in organizational planning or given a seat at the management table. Once the strategy has been decided upon, the technician is brought in to execute the deliverables (or tactics) specified in the plan. As a participant in a company's strategic planning, the communication manager must be able to obtain information through research and measurement, explain it, and utilize it to inform better decisions about how to manage their connections with key audiences. Because the communications manager has a strategic perspective, he or she will focus on organizational actions that produce relationships that are mutually beneficial and help the business reach its

financial goals. These activities go beyond simple communication strategies and entail monitoring a firm's external environment, keeping an eye out for issues that might have an impact, and helping the organization make modifications to fulfill stakeholder requests.

According to a study, the top executive's position as a manager or technician was one of the important indications of excellence in the practice of public relations. Grunig, J. E. (1992). Executive level employees were far more likely to positively impact the organization's PR strategy. For corporate communication to work strategically, the executive in charge of the function must be present at the decision-making table.

2.3. Theoretical Framework of Media Relations and Public relation

2.3.1. Media relations and public relations-journalist relationship

Studies on how journalism and public relations relate to one another and how those two professions are seen have a long history, especially in the USA, extending back to the 1960s (DeLorme&Fedler, 2003; Sallot& Johnson, 2006). Previous research on the relationships between public relations professionals and journalists has led to a variety of, sometimes contradictory, results.

. According to early study, there may be some professional tension between these two disciplines (Baskin &Aronoff, 1988; DeLorme&Fedler, 2003), which is the outcome of an established professional competition brought on by different news interests and communication objectives (Ryan & Martinson, 1988; Kopenhaver, Martinson, & Ryan, 1984). Others, more modern ones, present a more neutral relationship and suggest a blurring of the boundaries between the fields of journalism and public relations (Mellado&Hanusch, 2011; Neijens&Smit, 2006; Shaw & White, 2004).

There is a general consensus that journalists' perceptions about public relations, their interactions with them, and their own public relations activities may have an impact on press interest, press coverage, and ultimately an organization's effectiveness in media relations (Bollinger, 2001).

As a result, the love-hate relationship between these two professions seems to be a socially created depiction based on both of their personal encounters and journalistic indoctrination

techniques. Professional disputes are said to arise as a result of the fact that both the sender and the recipient of communications are naturally communicative beings.

Additionally, they result from the interdependence of the roles of the source and the reporter as well as the conflicting objectives of the source's advocacy and the reporter's quest for impartiality (Shin & Cameron, 2004).

DeLorme and Fedler (2003) examined the evolution of journalist-PR links through time and concluded that the relationship is "tight and convoluted" (2003, p. 101). Reuters Institute for the Study of Media at Oxford University has conducted a research that found that "in many instances, PR has been characterized as a fundamentally negative force, journalism" (Currah, 2009, p. 62). In the twenty-first century, PR has reportedly continued to have a substantial influence on media output. Sallot and Johnson's (2006) study of 413 reports of journalist interviews in the US, for instance, found that the journalists' estimations of the percentage of PR involvement in US news media coverage ranged from 44% to 64% on average. Given the broad PR attitudes that are not positive.

PR and journalist relations

Numerous studies have demonstrated that public relations and journalism collaborate to create media, whether voluntarily or not. Between 50 and 75 percent of mass media material is provided by or heavily affected by PR, according to 150 to 200 studies on the subject undertaken during the last 100 years (Sallot & Johnson, 2006; Macnamara, 2014). Additionally, public relations' overall impact on journalism and public communication is growing (Sallot & Johnson, 2006; Macnamara, 2014)

Despite having significant ideological and methodological differences, journalism and public relations are not "strange bedfellows." Given that public relations (PR) plays a crucial role in acting as an organization's "gatekeepers," controlling the flow of information on behalf of their employers, and that journalists rely on sources for news and information (Gans, 1979; Manning, 2001; Reich, 2009, 2013; Sigal, 1986), interaction is expected and even necessary (Ruth-McSwain, 2011). Some even initiate conflict. They are "two sides of the same coin," "mutually dependent/interdependent," and even "symbiotic" (Evans, 2010; Erjavec, 2005; Gieber & Johnson,

1961). (Currah, 2009; Bentele&Nothhaft, 2008). The connection between journalism and public relations has been challenging and still is, despite their long history of collaboration.

PR-ization of media

Studies on the effect of PR on the media continued into the first decade of the twenty-first century. Sallot and Johnson (2006), for instance, looked at 413 reports of journalist interviews conducted in the US between 1991 and 2004 and found that, on average, journalists thought that 44% of the news media's content came through PR contact. Given the frequent PR impact denials and the journalists' disdain of PR, it is logical to believe that their predictions are conservative.

2.3.2. Personality of Public Relations Practitioners

According to Trevor Morris and Simon Goldsworthy (2008), personality more so than demographics are what links public relations practitioners together. Citing Jackall and Hirota, the two authors describe the following seven characteristics of a good practitioner:

Ability to maintain cordial and informed conversations with clients (smart, informal conversations); Acceptance of being the center of attention; Capacity to think realistically and be grounded; Willingness to shine and be charming in presentations to clients; Capacity to elicit mystery about the creative process; Capacity to know when to switch to rational discourse; and Enthusiasm.

Although not all PR professionals possess all of these qualities, the majority of them do, the authors said. The fact that this combination of abilities and knowledge is so unusual in other fields of specialization is also relevant. The ability to handle stress, taking initiative, curiosity and learning new things, vigor, drive, and ambition are among the personality traits that Bill Cantor identified as being crucial for success in public relations. Other traits include objective thinking, flexibility of attitude, and selflessness. Cutlip (2010).

Public relations personality in terms of flexibility

It's difficult to think of a profession that requires as much adaptability as public relations. Unexpected occurrences occur and clients abruptly alter their plans. One poor post, for instance,

might sink the entire ship via social media platforms. A competent PR expert must be able to deal with any situation that arises in the fastest and most effective manner.

In one PR effort, your main responsibility can also be to introduce a new product. In another, it can be to announce a shift in the company's direction. PR professionals need to be flexible enough to be equally good at both duties. One who keeps a keen eye out for modifications that need to be made in their communication plan and the information they need to transmit to the clients qualifies as a savvy and intelligent PR expert. They must adjust to the broad changes happening in the industry.

Their social media presence needs to be vibrant, energizing, and revitalizing since one post has the power to completely alter the atmosphere and attitude. They must respond quickly to the issue, show great responsiveness, and be able to handle everything that gets in their way in a professional manner. Adina (2014).

Public relations personality in terms of meticulous learning

It's difficult to be a well-rounded PR professional. Your ability and willingness to learning will be crucial in your quest to develop a consistently reliable and informed reputation.

New recruits are sometimes under pressure to make an impression, yet no entry-level professional ever starts their new job by offering counsel to the most well-known corporations in the world. The best young PR professionals understand how much can be learnt by watching colleagues, noting their accomplishments, and absorbing lessons from their mistakes.

Possessing a well-rounded personality, practical knowledge, and dependability requires a lot of effort. Their level of competence will depend on how seriously they take it. It is true that no entry-level CEO starts giving advise to internationally renowned businesses or making critical decisions in their sector of work immediately away. No matter how diligent they are or how hard they work, there is always more to learn. Be adaptable, sympathetic, and willing to accept whatever is offered to you. Pay close attention to how your coworkers are doing, take note of their successes, and take on duties from them.

The PR industry is one that never stops learning. They would feel more inclined to learn as they gained more knowledge. There is a lot to learn from the clients themselves while dealing with

them. A skilled PR professional understands how to make the most of their surroundings and use them to their advantage.

Public relations personality in terms of Professional skills

The professional competencies that a successful PR practitioner should have include knowledge of public relations fundamentals, planning and evaluation skills, writing, presentation, media relations, consulting, client handling, issues and crisis management, reputation management, budget management and profitability, knowledge of IT and e-communications, specialized sector skills, business strategy, and marketing skills. (Black 2003)

The following responsibilities are assigned to public relations experts by Romania's Classification of Occupations (2013): Establish and uphold the public image of organizations such as businesses, political parties, NGOs, and others; mediate conflicts and offer guidance during negotiations; manage the organization's media relations as spokesmen or press office representatives; produce written and audio-visual messages; and organize media events (press conferences, exhibitions, releases of goods and services, etc.) This list appropriately captures the variety of responsibilities held by PR professionals, who require a broad range of abilities to accomplish their roles..

Richard Edelman, a well-known public relations specialist, summarizes similar qualities needed for success in public relations. He thought a good practitioner should be upbeat, hopeful, and amusing (2002: 115). He also mentions genuine empathy and curiosity as essential qualities for self-actualization. Dennis Wilcox (2009: 84) lists a few fundamental character traits that all effective practitioners must have, regardless of their specific duties. These skills include being able to define and identify issues analytically, talk or write effectively, come up with original, viable solutions to every problem, persuade, and deliver captivating, stylish presentations. Brad L. (2007).

Public relations personality in terms of collecting information on daily update

A PR specialist keeps oneself up to date regardless of the industry or market they operate in. They keep up with current events in their field and the rest of the world, and they position themselves in the best possible ways to share what they know about their goods and tell

interesting stories. In other words, they need to be up to date on the status of the market and any news or events that could have an impact on how they conduct business. Brad L. (2007).

The typical day of a PR professional entails engaging with people from all around the world. They must thus keep up with everything that happens both inside and outside of their specific industry.

Successful PR professionals may use information from the news and current events to generate thoughts that keep them and their clients up to date.

Public relations personality in terms of seeing the bigger picture

The ultimate aim of public relations is to steer a company or organization in the direction of success while obtaining a good brand from the customer as a flag. It's simple to become lost in the PR industry's social empire, but it's crucial to remember your contribution to the business's profitability. Before taking any action, a smart PR professional would pause to consider if the intended outcome will advance the company's goals.

Public relations personality in terms of building relationships

Relationships are everything in PR. One of the profession's primary objectives is to create enduring relationships with clients and the general public. Success in PR therefore depends on a person's ability to maintain rapport and bridge communication gaps via the creation of valuable dialogues and the encouragement of interpersonal relationships. As a PR expert representing a brand, you must reply to all questions promptly and be pleasant and helpful. That is highlighted by (J. E. Grunig, 2000; L. A. Grunig, J. E. Grunig, & Dozier, 2002).

In PR, communication is essential for building rapport with the target audiences of the firm. The importance of communication in establishing connections is another factor that affects an organization's reputation. Organizations may lessen the harm through relationship management, says Bortree (2011), "even when relationship initiating goals play a substantial role in the organization-public link." Trust and commitment, two essential relationship building blocks, are predicted by satisfaction (Ki & Hon, 2007; Waters & Bortree, 2012).

The communality of the connection seems to be connected with the level of enjoyment (Waters & Bortree, 2012). In addition, satisfaction is described as "the joy derived from realizing one's hopes, expectations, or desires" (Oxford Dictionaries, 2012). As a result, when a relationship is happy, both parties partially meet each other's expectations. When a company does not take a more accommodating stance (on the CTA), the pleasure in satisfying one's needs, expectations, or wishes declines, endangering the relationship.

The secret to PR intelligence is being outgoing and friendly. To interpret people's responses and respond correctly, they must adopt a personality. They can build relationships and collaborations with both clients and the media. A stakeholder's desire in building a strong relationship with the business is demonstrated by their meaningful communication with stakeholders. A effective PR must display controlled aggression, which entails being able to manage one's feelings and wrath. They must think like journalists, thus critical thinking is essential.

Public relations personality in terms of Knowledge

Additionally, PR practitioners draw on a variety of specialist knowledge. These include familiarity with the organization, the general audience, the surroundings, and research procedures, according to Bernard Dagenais (2002: 84–90).

The same author draws attention to the skills and abilities needed of a PR practitioner during a crisis because this person is frequently on the front lines and must manage numerous activities and decisions while under the influence of stress, including adopting a disposition, looking for causes of the crisis, offering management advice, and communicating provisions or criticisms to customers. The following "skills," according to Gheorghe-IlieFârte (2009: 63), are necessary: Examples of management strategies include clear written and verbal communication, audience segmentation, strategic planning, issue solving, community relations management, interactions between customers and employees, use of new communication technologies, bargaining, and mediation.

A few examples include technologies, the production of audiovisual materials, project management and human resources, interpersonal empathy, language proficiency, the ability to make moral decisions, membership in professional public relations associations, the development

of messages, stress-relieving problem-solving under time constraints, the mastery of rhetorical processes in public communication, sparing intercultural sensitivity, and gender.

Building strong relationships may help you continue in public relations, but if you eventually want to leave the bullpen, you need start by being knowledgeable about your products and services.

Public relations personality in terms of Strong writing

To be an effective PR person, one need have great writing skills. They need to write to supplement their already fruitful acts. Customers are demanding more, thus an effective PR campaign makes them use their linguistic and cognitive abilities to challenge the company's claims. They must become articulate, imaginative thinkers with good perspectives in order to eliminate any negative aspects of a PR. Inspiring emails, blog posts, pamphlet content, and other formal document content must be produced by them. They should thus pay attention to and think about writing. Every written piece should portray the company and its products in the best, most creative ways possible.

Despite the fact that content generation has lately taken on a bigger meaning, the foundation of public relations still heavily rely on the creative articulation of information. Because of this, PR need writers with superior writing skills. Your coworkers and clients may want anything from flawless press releases to engaging blog posts, so you should be able to express your stories and thoughts in the most creative, flawless, succinct, and accurate way possible. Brad L. (2007).

Public relations personality in terms of Honesty/Trust

To function in our complex and interconnected society, trust is crucial (Tschannen-Moran & Hoy 2000, p. 549).

Trust is crucial to the field of public relations on two levels. First and foremost, in order to perform their role as spokespeople for companies, public relations specialists need to be trustworthy. Second, in order to create and sustain connections with significant stakeholders who are crucial to the success of the business, which is public relations' core purpose, trust is necessary.

According to John Budd (2000), being credible necessitates being trusted. Credibility, according to Callison (2001), is the inference that a message listener makes regarding the believability of a communicator (p. 220). Communicators are telling the truth or being honest. Trustworthiness has mainly been constrained to the virtues of competence and honesty. More research is needed to discover how goodness, openness, and reliability—other trust criteria—affect credibility. Trust and PR Practice, published in 2007 by Brad L. Rawlins Copyright Institute for Public Relations. If trust comes before credibility, attempts to increase trust would enhance practitioners' reputation and the organizations they represent.

There have, however, also been bonds of trust. Strong writing is one thing, but honest and truthful reporting is very necessary to maintain a stellar reputation. Make sure to always speak truthfully and completely about the subject at hand, without holding anything back or seeming patronizing. The best public relations experts always speak the truth.

If you are unable to answer the questions truthfully, think about postponing. This might enhance your reputation as a reliable and trustworthy PR expert.

Trust in relationships Effective media relations and telling the client's story through mediated channels still depend on credibility in the practice of public relations, but these are now seen as means to a greater end: developing and maintaining relationships with the key stakeholders who are crucial to the success of the organizations. Partnerships are built on trust in this way. Additionally, in order to build successful collaborations, trust must go beyond credibility. According to Arthur Page, establishing a long-lasting relationship with the public entails 90% doing and 10% talking. Without a doubt, developing relationships with a range of audiences or publics, such as those of employees, members, consumers, local communities, shareholders, other institutions, and society at large, need trust (PRSA, Official Statement). Brad L. (2007).

In the digital age, brands are now prominent and cutting edge. In the modern world, any action that involves speaking to the public or the media must be well considered and prepared. If ignored, even the smallest error might spiral into a massive PR disaster.

The most in-demand PR specialists are those that can spot little problems and take care of them before they grow into bigger ones. A avoidable mistake might end your career, even if it is hard to guarantee perfection, especially when you're new to the position. According to John Trader

(2013), a competent PR practitioner has to have five qualities: a thick skin, ambition and the ability to overcome obstacles, attention to detail, creativity, and relationship-building abilities.

Public relations personality in terms of thick skin

The PR sector is not for individuals who find humor readily. You'll be flung to the ground more times than you can count, and how quickly you get back up will determine how rapidly you rise up the ranks. As a modern PR professional, you must be able to handle criticism effectively and accept your clients' decisions without becoming offended. A great professional will not be deterred by criticism or rejection. Instead, they embrace them and learn from them.

Don't take it personally, every executive coach advises to every aspirant who must deal with criticism. Alternatively, develop a thick skin.

Given this situation, it makes sense why the public has such a poor image of CEOs. What's more, during crises like the BP oil spill or the Wall Street financial catastrophe, many senior executives appeared to stumble into calamities that they themselves had produced. These leaders lost touch and connection with their team members, clients, and the broader public as they became tougher and learnt to resist criticism. These individuals exude an air of "smug or uncritical enjoyment with."

Kellaway contends that successful people should take care of their skin and preserve its natural thinness rather than being advised to develop thicker skins, which will in any case aid in maturation. To put it another way, productive communication and strong, cooperative working relationships depend on a shared environment of trust, respect, and safety. People need to see you as being sincere, open-minded, and really concerned about their well-being.

Therefore, the key message is to be receptive to criticism, particularly when you disagree with the news. While you might not need to take everything to heart, if you give it some thought and inquiry, you could uncover areas of leadership complacency that could use a little boost. If you let it, constructive criticism may give you that spark.

Kellaway contends that successful people should take care of their skin and preserve its natural thinness rather than being advised to develop thicker skins, which will in any case aid in maturation. You must have thick skin. Customers frequently blame PR professionals as the first

individuals when they contact us for assistance with a problem. Although it may irritate you, maintaining your composure and refraining from insulting others can help you stand out from the competitors in this field. Additionally, a lot of reporters will reject your story. This isn't a criticism of your skills; rather, journalists work under pressure from advertisers, have strict deadlines, ask for specific information, and are bombarded by 1,000 experts.

New professionals need to be fully equipped as the public relations landscape changes in order to stand the best chance of succeeding. Even if the aforementioned list does not include all necessary qualifications, it is a fantastic place to start your search. Caution C. (2017).

Influence of public relations on news content

Researchers in the subject of media sociology have discovered a number of factors that influence news content. Five specific types of factors that influence news content have been identified (Shoemaker and Reese, 1991; Shoemaker, 1991). These factors are categorized into five groups according to how influential they could be: (1) individual traits (such as the gender and educational background of media professionals); (2) media practices (such as gatekeeping, beat journalism, and pack journalism); (3) organizational characteristics (such as political endorsements, editorial positions, and corporate policies); (4) extra-media variables (such as advertisers' and news sources' interventions); and (5) ideological influences (e.g., standard social values).

According to Shoemaker and Reese (1991), in addition to other media organizations, advertisers, viewers, and governmental rules, extra-media organizational factors, such interest groups and corporate organizations, may have a significant influence on the editorial content of the news. Manheim (1987) also argued that outside factors, such as news organizations' strategic public relations campaigns, might influence decisions on whether to include or remove a topic from the news media's agenda.

However, recent empirical study has shown that there is only a limited effect of global public relations campaigns on the news coverage of foreign news media (Lee, 2004; Yoon, 2005). Yoon (2005) divided earlier research on the topic of how PR affects news content into two main categories: (1) the acceptance or rejection of information subsidies from sources and the use of

these information subsidies; and (2) journalists' perceptions of PR and PR people and how these perceptions affect journalistic products.

To demonstrate and quantify the influence of public relations on the media in a strict academic sense is extremely challenging. There are three main causes for these challenges. First, there are the previously mentioned professional imperatives that cause journalists to misrepresent and frequently refuse to reveal the source of their material (even to the extent of going to prison to protect sources in some cases). Additionally, out of a sense of professional pride, journalists frequently refer to a different source for a story or assert enterprise reporting rather than acknowledge to utilizing PR materials.

Public relations professionals frequently work in close proximity to specific media, which they do not want to embarrass by being exposed to. Many PR professionals also view their media connections and techniques as proprietary.

Second, it might be difficult to definitively determine the source or sources of different media articles. Enterprise reporting, which involves desk research, interviews, and journalistic analysis, may be used to source a story. Alternative sources for news articles include government documents or meeting transcripts like council minutes. Is the dissemination of such facts and information a public relations or official duty? Public relations and regular corporate or governmental practice can often be difficult to distinguish.

The task of determining origins of or affects on the content of media pieces is made more complicated by the fact that journalists may receive information for a story from a number of public relations activities, some of which are more difficult to trace than others. For instance, one, many, or all of the sources listed below might inform journalists or have an effect on them:

events (such as conferences, seminars, or product launches); visits or tours to locations planned by businesses or organizations, including any international travel sponsored by specific businesses; "Leads" (introductions to other sources, tip-offs, or suggestions of issues ...) entertainment in the form of images and videos. (Jim 1993).

It is easy to compare published or broadcast information in the media for a certain time period with printed materials provided to the media since copies of press releases are available.

However, a lot of the other PR connection with the media approaches, including phone calls, are difficult or impossible to measure.

Another challenge is that information released to the media in a press release may accidentally be gathered by journalists from other sources. In such situations, it is almost impossible to pinpoint or place responsibility for the source(s) and/or content influence of a story. The content of certain stories may have been affected by a number of different sources and factors.

A substantial absence of impartial assessment studies in public relations is the third major challenge encountered when seeking to quantify the influence of PR on the media. (1993, Jim Macnamara)

Ideological Factors

Ideological factors will inevitably have some influence on societal communication and the media. It is obvious that the choices of stories, headlines, and articles are influenced by the opinions and stances of editors, journalists, and other media contributors. The diversity of journalistic backgrounds and the availability of media channels providing consumers a range of editorial perspectives show that there does not appear to be a unifying ideological framework working throughout the mass media.

The bulk of public relations studies emphasize "how to" issues and are career-focused. Research on how public relations influences society, the media, and how it shapes society has not been very extensive. In their analyses of the media, academics like Humphrey McQueen, Stuart Hall, and others never bring up the impact of public relations on the mainstream media. The majority of analytical studies of the mass media up to now have focused on how the media interact and function internally.

It is important to realize that the public relations sector may not necessarily have a negative effect on the media. Public relations professionals that are effective frequently have the time and opportunity to do in-depth research on important subjects that may otherwise elude the media. Alicia Rodriguez, Lulu (2007).

Relation between the PR and the News media

Modern, informed PR experts would never assert that they are providing their source with sensitive information. They must follow this because of the law. These persons have a thorough understanding of journalistic deadlines and style. They'll only play the waiting game. The truth they offer is ultimately little, and there is little chance that the journalists will have time to amend it. Political public relations, to put it simply, frequently acts as the leaders' bodyguard. The opacity of this information should be made known as a sort of media pressure (Davis, 2006, p. 39).

The link between public relations and the news media exemplifies how frequently PR experts and journalists build close relationships in order to address shared requirements (Davis 2002, see also, e.g., Allern 1997; Wien & Lund 2001). Studies on the connection between institutional representatives, such politicians and government officials, and the media, have indicated that the situation is analogous to those findings (see, e.g. Tunstall 1970; Gans 1979; Ericson et al. 1987; Cook 1989; Larsson 1998). The PR industry's influence on daily life may take many different forms. It covers anything from standard press conferences and press releases to various longer-term agenda-related projects that have proven somewhat successful.

Creating and providing the media with information that supports the senders' interests is only one tactic for influencing the news agenda. Today, this type of media influence and strategies for shaping the news agenda are usually referred to as "news management" (P fetsch 1998). While this is going on, news articles from unreliable sources might be seen as both an investment in journalism and a way to save money. In response to evidence that supported this theory, the concept of information subsidy, described by Gandy as "efforts by policy actors to boost the consumption of persuasive messages by reducing their costs," was created (1992:142).

In actuality, the bulk of studies on the topic indicate that material from outside sources was used in more than half of the examined published publications. Numerous studies have shown that a large portion of publications published nowadays come from outside sources (for an overview, see Cameron et al. 1997). It is legitimate to assert that the recent financial and personnel cuts experienced by many news organizations have reinforced the argument for the applicability of information subsidy to the day-to-day practice of journalism. Some scholars contend that these

relationships and exchanges have made journalism increasingly dependent on and vulnerable to outside influences. This shift in professional conduct has resulted in a

1. The news agenda for the day. He claims that because the material they offer has gotten so good at seeming like "real news," PR specialists have "worked to erode the autonomy of journalists at the micro level" (Davis 2002:172).
2. A cost-effective marketing plan to reach a target audience on a small or big scale may be employed to take advantage of the media's extensive influence and reach. The following four elements are crucial for successful media relations:

1. Planning:

It should go without saying that successful campaigns and events depend on meticulous planning. The goal of media relations planning is to help journalists and other media professionals inform the public more effectively. It is your duty to offer the most thorough and concise information possible in order to construct a compelling story.

Media outreach needs to be well planned and thought out in the same way that the program you want to promote is. It is best to begin the public relations planning process after the program objectives have been determined. This process identifies the appropriate audience, significant media sources, pertinent media materials and messages, program spokesperson(s), and the potential for a media event or press conference.

2. Determine target audience:

Understanding your audience is crucial. By drawing attention to a particular issue, your group could help spark change. Although the media may help you reach a large audience with your message, you must first choose the primary and secondary audiences that would be most receptive to it. Another advantage of narrowing your emphasis is that you may prioritize your media sources to generate press attention. Consider the following: Who is this program affecting? Who is meant to get this message? What links the members of these group(s) together? Who can influence and interact with other audience members? What core values and objectives are shared? What benefits should these folks expect? How much information do these groups now possess?

By opening up a line of communication with the media, your organization may actively take part in adopting a stance in the community. Always choose media channels that are of high quality above those that are many. The chances of a single, well-written, in-depth item reaching the right audience making an impact are typically higher than those of several, superficial impressions.

Assemble a media list:

To promote effective communication of your message, distribute important information to the proper people. This may be achieved by compiling an exhaustive media list that includes the ideal contacts for each regional, local, state, and/or national media outlet. By building a media list, you may promote a program more effectively and respond quickly to PR opportunities. Make a list of the media outlets that are important to your business, and then identify the best contacts for each one.

Establish key messaging and program spokesperson:

Because any missing or incorrect information might lead to false fears and undermine the program's credibility, the program must maintain consistency in its primary statements. To aid in the dissemination of accurate and important information to an audience and media personnel, develop materials that clearly describe the program (e.g., mission, objectives, activities, etc). These resources should be gathered and added to media kits, which are tools for building a strong story..

Media kits:

Press release with program logo, Program background information, Program fact sheet with stats, Spokesperson biography, other relevant background information, Organization contacts.

Spokesperson:

Selecting the ideal spokesperson for your effort is essential. Maintaining simplicity and clarity in your messaging is essential. Given their expertise and involvement in the issues with the show, this individual or persons need to be seen as a resource by the audience and media professionals. Too many representatives are picked for a program, which lowers the chances of effective communication.

A spokesperson should be knowledgeable, open to inquiries, and at ease in front of the camera, in photos, and/or while being quoted. Make a wise decision because this person will essentially serve as the spokesperson and face of your program. Make talking points (a summary of the key themes of the program that highlights notable information and issues),

Determining the need for media events:

During media events, journalists get a rare opportunity to see a program in action and capture crucial images and interviews. However, because they take more time and money to prepare, not every program will need a media event. It is a great technique for emphasizing all of a story's important details and simultaneously capturing readers across a range of mediums..

3. Media tactics

With your communications planning and key messaging finalized, it is time to begin generating interest for your program with active media outreach.

Making the pitch:

Extended narrative proposals are rarely accepted because of the media's deadline-driven culture. Remember that you are not the only one vying for a reporter's attention at all times. Anyone may offer a narrative; a spokesman is not necessary. The phone and email are the greatest ways to begin sharing a story with the media. Be mindful of the fact that certain media professionals might prefer receiving news releases by fax or email as opposed to telephone. Always keep in mind the following while speaking with members of the media: 1. be passionate about the topic you are pitching; 2. be an expert and knowledgeable about your program; 3. be honest if you don't know and provide an answer later; and 4. follow up.

4. Execution

Time to begin the phase After meticulous planning, contacting journalists, and setting up meetings, briefing the media.

The best way to persuade a member of the media is to hold a one-on-one briefing where media resources can be delivered and queries may be expertly addressed. Even though this is the perfect

situation for a meeting, it can be difficult to meet with every journalist in person. Use the following tips to help you locate and get coverage:

Media Releases (customize) - Depending on their medium and area of expertise, each media professional will interpret and use the information you offer differently. Consider carefully who the target journalist is when customizing your message and media release. media plan to ensure the show's continued visibility.

The media notice is only sent out in advance of media engagements and serves as an educational invitation that helps break down the elements of a media event that will promote your program in a noteworthy way.

Media Kits - Relevant and concise packet of program information used by the media as a resource to develop their story; also establishes appropriate contact persons from your program.

Follow-Up - After sending all written materials, follow-up with the journalist to ensure receipt and answer questions.

Program follow-up and recap

Once more, the follow-up procedure is crucial to keeping in touch with the media and establishing the story's central theme. It is crucial to stay in touch with media contacts and track your progress with a program recap even after you have successfully executed a great campaign.

Final media follow-up:

This is your final opportunity to guarantee coverage for your program. Your point of contact is:

Wait no later than a week after your media event to be timely.

Informative - Give the media any extra information.

Concise - Journalists value information that is brief and understandable (Janice.B 2015)

2.3.3. The role of Public relation in terms of Media relation

responsible for media relations PR specialists build and maintain databases of media relationships in order to successfully target their campaigns at contacts who are likely to publish their PR stories (for print and internet media). However, when PR specialists have built strong relationships with media contacts, targeting media contacts is typically more successful.

It's crucial to establish and develop relationships with journalists, stay current with the key trade journals, determine which media and publications are relevant, and understand what information media contacts are looking for. Nowadays, handling social media in a significant way is part of a PR professional's work.

It can involve producing, disseminating, and distributing pertinent material as well as regulating and managing publicly posted content. A brand's reputation will benefit if you reply to public criticisms and feedback in a timely and suitable manner..

2.3.4. The role of Public relation in terms of News release

A News release, which is a brief essay written in journalistic news style and including one or more news values, is the most common method of informing the media about an organization's viewpoints. Releases are frequently issued to media outlets through email or fax, along with a brief explanation of a relevant topic and a representative's contact information.

The News release, also known as a press release, is one of the tactics or tools used in public relations the most frequently. Media releases include both a news release and a feature release.

Human interest stories are offered in feature releases, whereas hard news is presented in news releases. The most widely distributed sort of release is a news release. Releases are sent to a media gatekeeper, who selects which ones will be published in print media, television, or online media. This individual might be a blogger, a producer of television, or a print journalist.

News release is the most common kind, which conveys information that is regarded important and comprises the elements of who, what, when, where, how, and why. The announcement often concludes with a few pertinent but less significant details. Public relations experts write and disseminate three main kinds of press releases. In advance articles, upcoming events or management changes are announced. A cover release describes a true event, such a big donation to a charity, the outcomes of a community clean-up, or a crucial managerial decision. Follow-up releases give information about an event after it has occurred, such as the quarterly sales of a new product, the results of a research, or the

News Releases: can respond to something (complaints against an organization, industry trends, new regulations), announce something (hires, mergers, pricing adjustments, layoffs), offer spot

news (road closings, strikes, school cancellations), and deliver bad news (faulty products, recalls, apologies).

News is determined by a variety of factors, including its timeliness or currency, effect or anything of broad significance, prominence of certain people or events, closeness and local relevance, conflict, originality, or uniqueness. On the other hand, a feature film delivers a more attention-grabbing lead and builds a coherent and logical plot with a clear resolution. A feature film is a tale of human interest.

Releases should aim for neutrality, have an engaging news angle, be truthful, contain properly researched data, and deliver information in a fair and impartial way. When drafting releases, it is important to consider the editorial climate and media gatekeeper of the targeted magazine, program, or online medium. Releases may act as a stimulus for media coverage or publicity. Some press releases contain a pitch letter, and some are even packaged with additional media-related materials in a press kit.

Every press release's fundamental goal is to promote its subject matter forcefully and concisely. Additionally, a press release is a written document that adheres to a particular structure and has the following three marketing and advertising objectives:

Announcing a noteworthy event to the media in the hopes that they will spread the word to provide information about your business in the hopes that a journalist will read it and use it as the foundation for a true news item.

to advertise your company's online presence on blogs, websites, and social networks.

Whether that final strategy truly suits a press release or whether "news release" is a better phrase is up for discussion. In any event, compared to traditional media channels, social media offers a more direct path to your audience.

2.3.5 . The role of Public relations in terms of communication gap

Even the most solid bonds with journalists are put to the test during times of communication gap , when uncertainty and confusion are most visible in communications . The issue is that experts usually lack the immediate knowledge that journalists require. Without a doubt, they don't have

enough time to wait for each department to give their normal approval before disclosing information. In combination gap emergency, firms should refrain from doing the following actions: Disseminate unconfirmed information since it could be untrue, withhold or falsify information on purpose, show little care, and fail to prepare for the worst-case situation.

A company will be able to handle a communication gap the best if they anticipated it and had a plan. a manufacturer of pyrotechnics.

2.3.6 . The Exchange of resources between Journalists and Public Relations Officers

At the beginning of negotiations between journalists and public relations specialists, resources are traded. In the case of a journalist, the benefit sought is a news item. It gives the source some form of publicity. Both sides are willing to compromise on some of their objectives in order to achieve their goals. For the most part, this conversation is informal and involves "tacit coordination" (Schelling, 1960) between the information given by public relations and the needs of journalists. Public relations specialists attempt to "persuade" the journalists in this process by adapting their source's message to the demands of the journalistic production. To make sure the message is what a writer would consider a "good tale," this is done.

having a reliable and noteworthy source as its source. Both parties have resources at their disposal during these conversations, allowing them to exert some sort of influence over one another. The key influencing factors of the actors are connected to their interconnectedness. Public relations professionals employ a variety of tools in their talks with journalists, including control over access to sources and information, time restraints, understanding of the demands and preferences of journalists as well as the general traits of their "adversary."

The framework for negotiations is established by resources and constraints, which in turn establishes how one party may influence the conduct of another. In actuality, the interplay of resources and constraints might have an impact on one person and not another. Let's simplify things by assuming that public relations specialists try to influence journalists rather than the other way around. The public relations experts will use their power to put pressure on the media to act in a way that serves their own interests. As a result, journalistic constraints become opportunities for PR campaigns and resumes.

3. CHAPTER THREE: METHODOLOGY

Introduction

This chapter will provide examples of the many techniques and methods the researcher used to carry out the research and achieve its goals. In order to take use of the extensive experience of Addis Abeba news desk journalists of Ethiopian news agency dealing with public relations professionals, the research is based on qualitative research methodologies, each journalist has a varied level of experience, and thus the interviews will likewise vary. Flexible questioning techniques are preferred in qualitative research (Wimmer and Dominick, 2003: 111). A basic set of questions is planned, but the researcher is free to alter them or ask more questions at any moment to get the main issue. And the journalist also briefed from their bottom of the heart, the question as much as possible that rose by the researcher asfreely.

3.1. QUALITATIVE DATA COLLECTION METHODS

Exploratory qualitative data collection methods are often more focused on learning and delving deeper to identify the root reasons. Fraser P. Seitel, (2017). The study will continue to gather more data and focus on in-depth, one-on-one interviews to explore the circumstances surrounding the challenges and possibilities encountered by journalists and public relations specialists. In-depth interviews conducted face-to-face are employed in the study to clarify communication and identify gaps in order to get more accurate data. Personal interviews and focus groups are the most often used methods for collecting qualitative data that will be studied.

The individual interview is one of the most reliable, frequently used, and well-known qualitative data collection approaches because of its methodology. A direct conversation regarding the news-making agreement between a journalist from an Ethiopian news agency and public relations specialists takes place during an individual or face-to-face interview. has a clear structure and goal. The goal of the interview questionnaire is to learn more about the interviewee's expertise or point of view on a topic, project, or issue.

Depending on the interviewer's method, the conversation may occasionally be informal or unstructured, but it should always be directed at discovering the person's opinions, values, understandings, feelings, experiences, and perceptions of an issue. Open-ended questions are

more commonly utilized by the interviewer in one-on-one settings. If the interviewee selects their replies from a list of predefined options, a structured, predetermined response or a biased dialogue occurs.

The one-on-one interview is the best qualitative data gathering technique, especially when the researchers need participants to provide highly individualized information. If the interviewer chooses to delve further and ask more questions in order to acquire more information, the individual interview is a noteworthy technique.

3.1.1.Data Collection Procedure and Tools

The major source of data for this study will be the reporters and editors of an Ethiopian news agency's Addis Ababa city. In-depth interviews with journalists will be conducted in order to get their thoughts on matters relating to this research. First, written interview questions will be given to the subject matter experts in person, through email, or on paper. To expedite the interview process, this will be finished in accordance with their suggestions. The next step will be a face-to-face interview using an audio recorder.

In-depth Interview step

The most well-known method of gathering qualitative data, an in-depth interview involves a professional interviewer asking probing questions to appropriately informed interviewees. In-depth interviews are also frequently the only or main source of data for many research initiatives and studies. This approach is widely used for a good reason: it is adaptable to a variety of research topics, flexible under difficult field settings, and effective at producing comprehension as well as facts.

A dialogue intended to elicit depth on a subject of interest is, at its most basic level, what an in-depth interview (or IDI) is all about. In-depth interviews are one of the most efficient methods of collecting primary data. And one of the most important benefit of in-depth interview is that it helps to uncover more detailed and in-depth information than other data collection methods like surveys.

Thus, an in-depth interview will held with the Addis Ababa City desk of Ethiopian News Agency (ENA) senior editors and journalist. In-depth interviews are used to explore concepts for

further investigation and descriptive analysis . Thompson (2000) states that in-depth interviews are not for the people who can't stop talking about themselves. Despite appearing realistic, so the in -depth interview will not only focus on the Challenges of Public relations practitioners and also Ethiopian news Agency's Journalists in related with source in addition finding the opportunities to get additional information's .

Additionally, the interviewees (editors and reporters from Ethiopian news agency) are the ones who often interact with public relations professionals; editors play a significant part in the creation of news, whilst reporters are responsible for news collecting. Since editors and reporters may have various experiences, it would be beneficial to discuss and guide the study in a more beneficial path. Additionally, it has to be thoroughly interrogated and subjected to follow-up inquiries independently.

3.1.2. Qualitative Research Design

A methodical, subjective strategy used to explain and provide meaning to one's life experiences with the intention of gaining insight; it explores the richness, complexity, and depth of the phenomena while using certain soft science principles. wide in scope, comprehensive, subjective, dialogic: Inductive reasoning creates theory, common interpretation, and the basis of knowledge: meaning and discovery. Observation and communication Words, individual interpretation, originality, and other essential analytical components.

Depending on the methodology utilized, qualitative research designs might include participant observations and in-depth interviews (face-to-face or on the telephone). Any qualitative study should be conducted primarily for the purpose of gaining a highly comprehensive knowledge of a certain topic, problem, or meaning based on personal experience. Establishing the whys and hows of the phenomena under study is the goal of a qualitative research design (unlike quantitative). Because of this, qualitative research is sometimes described as being subjective (rather than objective). A qualitative research design should also take into consideration how something is stated or done by a participant, in addition to what is actually said or done. Sometimes these habits can provide answers to queries on their own, and crucial factors to take into account include respondents' body language and speech tones. The study deals with or focuses on the exploration of the problems and potential of public relations officers as a source of news, evidence from Ethiopian news agency journalists, based on the aforementioned tenets

and principles of qualitative research design. And narrow your attention by posing the topic of why and how problems arise when journalists and public relations professionals are working together to report on breaking news. Using an appropriate qualitative research methodology and a methodical subjective approach, it is also feasible to highlight fresh possibilities and ideas, along with potential solutions for public relations professionals.

Primary Data Collection

The benefit of employing primary data is that by probing deeply and frequently of Ethiopia news agency journalists and editor in chief, researchers (Study) are gathering more information for the particular aims of their study. And use of primary data, a category of data that the researcher directly obtained from journalists working for Ethiopian news agencies, as well as from key sources through in-depth interviews. The greatest type of data for study is primary data, which is often gathered from the source—where the data initially originates from.

Selection of the study participants

There are several ways to choose research participants, and the sort of sampling used will depend on how the data will be used. But because simple random sampling is one of the techniques researchers employ to choose a sample from a wider population, the study used a random selection approach. Its simplicity and impartiality are major benefits. Based on the aforementioned idea and the background material provided by the research, the Ethiopian news agency is the oldest national news agency in Africa and has been in operation for 80 years. It is a government news service.

Its main subscribers are government and international media houses for decade so journalists often interacted with public relation officers in the nature of their work and faced various challenges. On this issue the study decide to select seven participants from Ethiopian news agency, Such as, editors and senor journalist of Ethiopian news agency Addis Ababa desk.

3.1.3. Qualitative data analysis

The phrase "Qualitative analysis converts data into insights" is taken from Michael Quinn Patton (2002). For the transition, there is no formula. Yes, guidance. still no recipe. Although directions can and will be given, the end destination is still different for each inquirer and is only known when—and if—it is reached. Instead of describing textual data in terms of preset metrics and

assumptions, qualitative data analysts should seek information from in-depth interviews and characterize the context or the individuals who generated this text on their own terms. This indicates that qualitative data analysis is frequently inductive. On this topic, the research will conduct extensive in-depth interviews and follow-up queries with journalists before doing the necessary analysis of the data.

In addition to focusing on the case's interconnected elements rather than dissecting the whole into component pieces, effective qualitative data analyses also stand out for this trait. Since the whole is always seen to be larger than the sum of its parts, the social setting in which events, ideas, and deeds take place is crucial for their interpretation. Testing the link between the media and public relations officers while concentrating on two variables from a complex system of interrelated impacts doesn't really make sense under this framework. Instead of starting after data collection has ended, qualitative data analysis is an iterative and reactive process that starts while data are being gathered (Stake 1995).

3.2.Ethical consideration in qualitative studies

All research studies should consider how to safeguard human participants by using the right ethical standards. Due to the extensive duration of the study process in a qualitative study, ethical concerns have a distinct character. On the basis of this core concept, the study will propose a number of in-depth ethical consideration questions, such as whether or not public relations officers' pressure or influence caused them to withhold factual material, misrepresent it, or publish half-truths or incorrect information. Additionally, the participant will have access to a private, quiet room where the interview will be performed privately using voice recordings.

4.CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND FINDINGS

4.1 Introduction

The purpose of this component of the data analysis is to describe the patterns and traits of news that ENA sourced through public relations. Instead of attempting to cover every each story, its goal is to present a broad picture. As a result, the researcher solely considers the PR-sourced news's main components. Between May and September 2022, journalists for ENA collected material from various public relations offices as a significant information source for all of their stories. This implies that tales from organizations other than public relations agencies are not included in the research.

Moreover, to identify major challenges and opportunities facing public relations officers as sources of news:reframe with to Ethiopian News Agency Journalists. To achieve this objective, data was collected through in-depth interviews with experienced Ethiopian news agency journalists. Data was collected by giving additional questioners. The gathered data from both the in-depth interview and the questioners were analyzed and discussed in detail. The research was conducted by following the qualitative methodology as presented in chapter three in order to identify the challenges and opportunities facing public relations officers. The research results are mainly pertinent to the following research questions:-

1. What are the challenges of sources and characteristics of constraints of news sources of the Addis Ababa news desk of Ethiopia News Agency (ENA)?
2. What are opportunities that reporters encounter in reporting and news gathering process?

This chapter was drawn from the two major themes that arose from the data analysis in order to expand on the findings and analyze their significance. Data for the study was collected from Ethiopian news agency journalists by in-depth recorded interviews and some questioners. The interview was intended for journalists from Ethiopian news agencies who have interacted with public relations specialists in the course of their daily news making process. Due to the

journalist's time constraints and other obligations, only some of the questions were addressed through mail during the interviews, which were all conducted in person one by one.

4.2 Background of the participants

All of the responders are male and fall into the 35 to 50 age range. Five members of this group hold graduate degrees in journalism and communications from Addis Ababa University, while the other members hold undergraduate degrees in journalism and communications from Addis Ababa University.

Instead of following the order of the research propositions, the interview questions were arranged to allow the respondents a natural flow from simple question to complex one. The findings that are presented here are those that were deemed to be the most significant and applicable to the study. Therefore, several unrelated responses have been left out, especially while we were discussing the love-hate relationship between public relations staff and journalists. There were numerous insignificant ideas raised.

4.3 Challenges and characteristics of constraints of news sources

4.3.1 Knowledge about the public relations

As we can see from the study, the researcher began by asking the respondents what public relations meant to them. The majority of the respondents, journalists of Ethiopian news agency, replied that public relations has created a positive perception of the organization, protecting it from any negative criticism, and establishing connections between the organization's work and that of the community in order to protect its vision, future access, and current status. However, some replied that "public relations" means building an institution's good image and promoting the institution by providing accurate information to information seekers.

The other experienced journalist added and strengthened the idea, public relations is, the professional sector that is responsible for managing the image that an organization or institution presents to the audience as a communication interaction. The idea was expanded upon and supported by the other journalist, who stated that public relations is the field of expertise in charge of controlling the image that an organization or institution delivers to the public during a

communication encounter. A seasoned journalist explained his concept in brief, simple terms, such, public relations is , "promote their product or company," "To seek to acquire positive exposure for the firm," "To supply information to the news industry," and "To represent their company." Another respondent told me that it means being in a capacity as a professional or an entity to be a bridge between the organization and its internal and external publics, which include - employees, clients, media, and the general public. They are important because they link the organization to the media and the public. They provide information that the company feels the public should know. They are also protectors of the company they work for. When news that is not favorable to the organization reaches the public, they act to counter that with information that will keep the brand of their company safe and trusted. However, scholars define what "public relations" means,

Public relations are the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of actions to earn public understanding and acceptance (Miller and Dinan 2007; Siriramesh and Vercic 2003; Gruing 1992).

4.3.2 Expectations from public relations professionals

Based on the opinions of the journalists who were consulted and expressed their opinions, on public relations skills and knowledge, the function that public relations specialists should play is one of "promoting their firm or client." abilities and attitudes in using the media to provide the public with honest public service while avoiding rhetoric and manipulation in press releases. The second reply, however, addressed the issue and voiced his perspective that PR professionals needed to understand neutrality, be accurate in their work, and balance all facts. The above idea

Ability of skillfully use written or spoken words; analytical capacity for the identification and definition of problems; creativity, to find new and effective solutions to every problem; power of persuasion; ability to deliver appealing and stylish presentations. Brad L. (2007).

The other two journalists, on the other hand, indicated that public relations specialists must be open to queries and be knowledgeable about the institution and its current situation as well as its strengths and flaws. They also stated that they must be accessible to all media and information

seekers. Others stated that public relations, values such as loyalty, fairness, independence, skill development, and professional credibility must be sincere.

Caroline Black has put together a list of professional skills an effective PR practitioner should master: public relations essentials, planning and evaluation skills, writing skills, presentation skills, media relations skills, consulting skills, client handling skills, issues and crisis management, reputation management, budget management and profitability, knowledge of IT and e- communications, specialist sector skills, business strategy and marketing skills (Black 2003).

Proven at work, effective methods for preparing articles for the media, preparing attractive headlines, sending press releases, organizing press events, creating news in your absence, maintaining information on the website and corporate blog, and much more are presented. Practical PR focuses on the application of management skills in PR, such as approving key messages, implementing communication policies, drafting and approving plans and budgets, working with contractors, evaluating performance, communicating with colleagues and management, etc.

The rest journalist replied about skill and knowledge, it depends, some professional companies ensure they hire PRs according to their professional qualifications that have been proven and tested. But the other replied PRs seem unaware of how to professionally run their duties, i.e., they either ignore journalists or have poor communication with journalists, and this in turn makes journalists frustrated and not interested in covering the company's events. These kinds of PR's gave the impression that their professionalism was not tested at all before being hired. Parker put some ideas about knowledge and skill.

A public relations professional ought to possess a set of specific technical skills as well as an appreciation of the proper attitudinal approach to the job. On the technical side, the following six skills are important: Knowledge of the field, Communications knowledge Edward R (2019), Technological knowledge, Business knowledge (but most public relations professionals haven't connected the dots when it comes to executing a coordinated campaign using all three. (Danny Parker, 2013).In addition scholars put on the technical side,

Based on skill Caroline Black has put together a list of professional skills an effective PR practitioner should master: public relations essentials, planning and evaluation skills, writing skills, presentation skills, media relations skills, consulting skills, client handling skills, issues and crisis management, reputation management, budget management and profitability, knowledge of IT and e-communications, specialist sector skills, business strategy and marketing skills (Black 2003),

4.3.3 Observations on Major Roll And Practices Of Prs

One journalist defined from his experience that the goal of public relations professionals should be to build the site, provide up-to-date information, and establish good communication with the media; and also gather and disseminate information, including public opinion, to enhance the organizational status, which at times builds a positive attitude from the people, and it will be credible for the public as well as for the media house. A Public relations person keeps himself always updated, (Waters & Bortree, 2012)

Despite the fact that others said to prepare news, press conferences, and keep the secret of the organization. Additionally, gain sufficient knowledge of the institution, adequately understand the current situation of the country and the world in terms of the role of the institution, and establish strong relationships with the media.

Waters and Bortree (2011) states, “that while reasons for relationship initiation play a powerful role in the organization–public relationship, Organizations can minimize the impact through relationship management”. A predictor for two key elements in relationships, trust and commitment, is satisfaction (Ki & Hon, 2007; Waters & Bortree, 2012).

Public relations professionals have to be good writers. Their talent lies in writing messages with strong imagery and evocative language that steers listeners to the point the organization wants them to reach. These professionals execute the strategy drawn out by the managers, the respondents said in face-to-face interviews. But other replied, on record, that the roles aren't bound by anything but ability and opportunity. A skilled professional may shift from image management to relationship management in different situations. If the professionals have the right skills, they may eventually step up and become communications managers

Research in this area led to the identification of four specific roles: the professional role and three types of communication managers. (Cutlip, Center, and Broom). This role requires executing strategies with the communication tactics of news releases, employee newsletters, position papers, media placements. In other side, according to Cutlip, Center, and Broom, the goal of this role is “to provide both management and publics the information they need for making decisions of mutual interest.”Cutlip, Center, and Broom (2006).

4.3.4 Effect of Good Relationship between Journalists and PR Practitioners on news

The institutional purposes of public relations professionals are to sell their stories to the media and to provide facts and contexts favorable to their institutions. This is in response to my question about the relationships between journalists and public relations professionals and how the news affects them. Yes! There is no denying that public relations specialists have the power to influence the news-making process at every stage depending on the connections they make. They can even persuade editors to assign reporters to cover their events and influence the opinions of journalists.

Journalists need to be skeptical since public relations frequently have a promotional focus.

Purpose (for examples, Wilcox, 2005; Simon Jenkins; and Ian Hargreaves, 2003;(Extracted from The Missouri Group, 1992) Recognizing the importance of understanding news production processes, scholars have increasingly turned their attention to the activity of news sources and their relationship with the news media (Allan, 2005: 189).

And another of my respondents added, on the issue of how public relations professionals affect the news that although the journalist has already received information from the public, through his public contact, the information would still be under the influence of public relations. Because, in order to be credible and trustworthy as a news source, the journalist should wait for some information from PRs. This idea has been backed by the scholars by saying 'the influence of public relations on journalism and public communication generally is growing, (Sallot& Johnson, 2006; Macnamara, 2014).

Other respondents said that we, the journalists, are always under the influence of public relations professionals. Waiting for information from public relations kills the time of the journalist and the news as well. This shows how the news is affected by public relations. In many studies in the area of media sociology, scholars have identified a number of factors that influence news content, one factors that have been identified as influencing news content is according to scope of influence, these factors include political endorsements, editorial positions, and corporate policies (Shoemaker and Reese, 1991; Shoemaker, 1991). And also, there are so many public relations officials who threaten, embarrass, and prevent the requested information from reaching the public, who are loyal servants and protectors of individual officials rather than the interests of the country and the people, who have never distinguished their responsibilities in style, and consider themselves dictators just because they were put there.

If they could understand the truth, they would have sat down to serve the country and the people. According to the law, it is to inform the public about the relevant information about their company when asked. Public employees and public servants are not private employees of individual officials. They are employed by the government and the people. Their service is national and public, not individual, as the idea from my respondent on tape recorded.

According to Shoemaker and Reese (1991), in addition to competing media organizations, advertisers, audiences, and government controls, the public relations activities of a variety of news sources, such as interests groups and corporate organizations, can be considered extra-media organizational factors can significantly influence news content.

Other respondents put their ideas based on time response. Most of the time, public relations influences the news content and lack of cooperation and timely response to inquiries, and they must always be duty-conscious and did not understand what timeliness meant in the news process, but because of credibility, the journalist kept calm until they got the information.

According to John Budd (2000), to be credible is to be believed. Callison (2001) puts it in similar terms, "*Credibility refers to the judgments made by a message recipient concerning the believability of a communicator*" (p. 220).A predictor for two key elements in relationships, trust and commitment, is satisfaction (Ki & Hon, 2007; Waters & Bortree, 2012).The negative impact

of waiting for a public relations source would kill your time and the timeliness of the news, but in a government organization like an Ethiopian news agency, you have to wait for a true source from horse mouth until the end, and no one cares about the deadline. To tell you the truth, this helps you to minimize harm and staying safe at work, I have had many experiences with this method, other journalists replied.

Manheim (1987) also argued that external factors, including the strategic public relations efforts of news sources, may affect decisions about whether a topic is included or discarded in the news media agenda.

According to one journalist, on the news affection of public relations officers, our public relations professionals must understand the workings of their institution and be prepared to answer journalistic questions. They must compile up-to-date numerical data at any time. From my experience, said my respondent, many government public relations professionals didn't have any up-to-date information or they were not willing to give you within a day what you wanted. Mostly, they give you a piece of information that was already on air, so to update your news, you must find additional information. Otherwise, said my respondent i will decline a story, but if the story is very worthwhile, i will be forced to copy it from other local media or government media and use it. I know these were very dangerous because i did not get the right person from the source. Look, we're always the journalists who are influenced by public relations professionals.

A PR person keeps himself always updated. They care about what all is going on, both in the sector and in the world and position themselves in the top of the world to pull everything that they are aware of their product and craft stories. (Waters & Bortree, 2012). And other scholars put in the twenty-first century Studies of the influence of PR on media continued in the early twenty-first century. For example, Sallot and Johnson (2006) analyzed 413 reports of interviews with US journalists conducted between 1991 and 2004

4.3.5 . The challenges of News Production by the PR Practitioners

Most of my respondents told me that, based on the day's challenges, journalists face a variety of public relations challenges such as ,lack of knowledge about public relations professionals and how it is done, as some of them appear to be assigned to the post without prior training or

education, lack of information that doesn't enable them to share it with media practitioners, as holding back information is a trend in Ethiopia. The other one has got to do with the organizational structure of offices (especially government ones) that prohibits or deters them from actively engaging with journalists and the like. Last but not least, the attitude some PRs have towards the media and journalists is contributing to a not-smooth relationship that causes all sorts of challenges. The main reason for a problem between PRs and journalists is that the media members and public relations professionals might not understand each other's professionally or one cannot know the profession of others. And PRs do not respect the freedom of the press and try to control it. Another problem is that the two of them look like rivals instead of focusing on the road that connects them. The idea of professionalism as a country can also arise. Scholars put on the above idea :

In the twenty-first century Studies of the influence of PR on media continued in the early twenty-first century. For example, Sallot and Johnson (2006) analyzed 413 reports of interviews with US journalists conducted between 1991 and 2004 and found that, on average, journalists estimated that 44% of the content of US news media was the result of PR contact. Journalists' estimates could be expected to be conservative, given frequent denials of PR influence and negative attitudes towards PR.

Another challenge is when public relations is deeply involved in the news making process, the value of the news would be decreased, and PRs are deeply entrenched in the news system and threaten all types of editorial independence. Said during an in-depth interview. Lack of understanding is also one of the challenges with public relations, because, public relations is an advancing field in the most evolving countries worldwide. This has caused a stunted growth of the industry throughout the world. Existence of an interest in conflict and benefit relationships would be the main problem of creating the conflict between these two professionals. In addition, subject selection is also a matter. It means a process whereby the journalist can start making some informed decisions about one subject that they wish to study, but in these subjects that they are no longer interested in as public relations professionals, the problem would be raised.

On the issue of conflict between the journalist and public relations, professionals might be because of lack of information and unclear message delivery the journalist is not able to report properly,

The key challenge for public relations writers is to ensure that their news releases reflect news. What is news? That's an age-old question in journalism. Traditionally, journalists said, when "dog bites man, it's not news, but when man bites dog, that's news."C. Merry, personal communication, May 27, 2016).

My other respondent told me that denying journalist's access to information not only causes the people to lose faith in government media institutions and officials, but also causes them to believe rumors that are spread in every village. The journalist himself not only goes public with wrong information, but also makes him mislead. The origin of all this is public relations' professionals. The people assigned by the government to this work were unable to provide or explain the relevant information when the media asked them at the appropriate time and place. I guess that's the biggest problem.

This unfixable problem still persists. and it is costly. It is worth being able to accept the truth as the truth and being a part of the solution by being ready to correct a mistake. Providing information to the media in an appropriate manner helps clear up and prevent confusion. It allows people to understand the truth.

According to other journalists' views on the issue of challenge, one of the factors behind low-quality journalism could be the interference of public relations professionals in the daily news making process. Because the journalist's hand and mind are tied up with the constraints of information, they can't create a new angle and write what is in their mind. And also, public relations professionals assume that only information obtained from them makes the news reliable, trust-worthy, and credible.

According to John Budd (2000), to be credible is to be believed. Callison (2001) puts it in similar terms, "Credibility refers to the judgments made by a message recipient concerning the believability of a communicator" (p. 220).

In the context of credibility, trustworthiness has mostly been limited to the dimensions of competence and integrity. More research should be conducted to measure the impact of other trust factors—such as benevolence, openness, and reliability—have on credibility. Trust and PR Practice, by Brad L. Rawlins Copyright © 2007, Institute for Public Relations.

Another challenge is when public relations is deeply involved in the news making. The main problem is that many of the old government offices and organizations have not entered the records and documents into the database in a modern way. In order to do this, it is necessary to properly organize the national documents in the offices all over the country, from Addis Ababa to the region, type them on the computer, give them the subject number, and store them in the computer data (information) center. We mostly (almost entirely) don't have this. In the absence of this, the public has the necessary information; It is not even conceivable to say that the right to know has been respected. On the contrary, "the public has been deprived of its right to know."

Desirable PR professionals are those that can pick out the tiny issues and deal with them before they become a problem. While it is not possible to guarantee perfection, especially when you're new to the job, an avoidable mistake can bring your career tumbling down. John Trader (2013) writes for PR Daily article about five essential traits for a successful PR professional: thick skin, ambition and power to overcome obstacles, attention to detail, creativity, and ability to build relationships.

Other journalists point out that "it is extremely difficult to get information in a timely manner and gate organized information on the issue you want," and "lack of balance," with the influence of the boss. However, in the first press law, government officials in various positions of responsibility are required to provide important information whenever they are asked by the media. The public has the right to information and to know about the general situation of the country and its leaders, as it is clearly stipulated in the international laws of the press and freedom of speech, as well as in our national laws. Any government official or public representative is obliged to provide clear information when the journalists of the print and electronic media who deliver this information ask for it. It is clearly established that if he is unable to fulfill this responsibility imposed by law, he will be required by law.

Yoon (2005) organized previous studies that investigate the impact of PR on news content into two major categories: (1) acceptance or rejection of sources' information subsidies and the utilization of these information subsidies; and (2) journalists' perceptions of PR and PR persons and how these perceptions affect journalistic products.

Others said that in most government organizations, the public relations professionals are unqualified in the field and they are politically affiliated and influenced, including "closed-door" for any news-making process. Such kinds of public relations kill the image of the organization and it lacks credibility with the client.

Indirectly, because of the public relations trouble, the government devalues the country and people will lose faith in it. Instead of giving enough information, they close their doors. Instead of contacting the heads of institutions, they need to explain, and if they explain for you, they repeat what they need and do not come up with new ideas.

In my opinion, said my respondent Public relations means facilitating information by interaction between the public and the institution, re-communicating information to the public. However, in our country, public relations is restricted and completely closed; and Some public relations Professionals have a high-level Problem with knowledge and skills. In addition, they do not update themselves. For new information, they provide old details when requested; they close their phone or do not pick up the phone unless to fill their gap; they say all-time we are "in a meeting" or they text you "can I call you later."

When explain, the main reason for this is lack of self-confidence, not knowing the purpose and goal of the company, and they work for fear of being fired; another problem is that public relations professionals are often government appointees and focus on implementing government ideas and policies;

According to (Jim) These difficulties arise for three key reasons. Firstly, there are professional imperatives as outlined earlier which lead to journalists confusing and often refusing to disclose the source of their information (even to the extent of going to prison to protect sources in some cases). Also, professional pride often leads journalists to describe another source for a story or claim enterprise reporting rather than admit to using PR material.

Secondly, there are practical difficulties in conclusively establishing the source or sources of various stories in the media.

Thirdly, the task of identifying sources of or influences on the content of media stories is made more difficult because journalists may source information for a story from a number of public relations activities, some of which are harder to track than others.

To sum up key difficulty faced in attempting to measure the impact of public relations on the media is a serious lack of objective evaluation research within public relations. (Jim Macnamara 1993)

It is important to recognize that the influence of the public relations field on the media may not be all bad. Effective public relations professionals often have the access and time to research information on important topics which the media would not have otherwise. (Lulu Rodriguez Alicia (2007). Agee (1985): "Public relations practice—at its best" offers actual chances for meaningful service to society.

My respondents stressed the big problem of public relations professionals' lack of cooperation and a timely response to inquiries; they must always be duty-conscious and understand what timeliness means in the news process.

On the base of timely response Adina, the scholars advise the public relation professional have to be immediate reactive to the situation, be very responsive and have an ability to professionally deal with anything that might come in their way. Adina (2014).

And on the cooperation regards cutlip put some idea that the public relations professional should, put the following ideas: The list of personality traits necessary for success in public relations drawn by Bill Cantor comprises: reaction to stress, personal initiative, curiosity and learning, energy, determination and ambition, objective thinking, flexible attitude, in the service of others, friendliness, versatility, lack of selfishness Cutlip (2010).

Another respondent told me the big problem of public relations professionals is to contempt and look down on the journalist and need a space, not pick up the phone when journalist looking for

information, and Email non-response, inability to prepare a statement on the appropriate date and time. And also, any statements shouldn't be made in a short time with the appropriate body, and also there could have been no flow of news information and most government PRs are based on facts and figures. For instance, the Ministry of Foreign Affairs Ethiopia spokesman's facts and figures and the Ministry of Defense Forces public relations facts and figures are not the same during the Northern Ethiopian War. Perhaps another number could have been obtained from the Prime Minister's Press Secretariat. This disruption erodes public trust in the government and raises serious questions about.

Trevor Morris and Simon Goldsworthy (2008) consider that what brings public relations specialists closer together, are not primarily demographic issues, but their personality. The two authors, quoting Jackall and Hirota,.

And the other respondent said that of PR should not be involved in major decisions of the organization. Because of this, most public relations professionals do not have enough information about their organizations. So, they have limited ability to give information to journalists.

According to (Danny Parker, 2013), a PRs person keeps himself always updated knowledge of the field, it is important also to polish the communication skills, Familiarity with computers and associated technologies, as well as with the World Wide Web, are imperative and Knowledge of what's going on around, How business works, a bottom-line orientation, and a knowledge of your company and industry. (Danny Parker, 2013)

Another major problem is the disclosure of information from different sources within the same organizations, which often sends out unnecessary or outdated information; some even send out unprofessionally taken photographs and videos without captions. The other sends unrelated photographs with the news, most often when they send photography and video recording, which are often overlooked and can be done without quality via mobile phone; unprofessional recording inputs are sent; I believe this is done because they do not respect the profession and despise the journalist; my respondent told me this from his experience. He was worked for the international media for about two years, while one journalist shared his experience. For most

public relations professionals, foreign media means or is inextricably linked to enemies, which means it provides no information at all.

Even if, the incident concerns foreign media, public relations is completely linked to politics, especially if the idea is that the information will be disseminated to foreign media and will benefit the country; Due to a "fully closed door" and a shortage of information, many foreign media outlets relocated their head offices to Kenya due to a lack of public information. On this stand, the western media report speculative or distorted news concerning Ethiopia. The journalist is always ahead of the public relations officer due to getting inside information, so the public relations officer should learn or update himself.

The other problem facing public relations professionals is organizations that are particular about their budget cuts and distributions lead to poor financial management of the public relations department. Financial restraints are able to derail the progress and efforts of public relations.

Another problem that faces journalists from public relations professionals is send poorly written, spammed press releases, difficult to contact, send stories completely irrelevant to what they cover. They don't know when to take 'no' for an answer.

4.4 Opportunities that Reporters Encounter in Reporting and News Gathering Process

4.4.1 Opportunities of Good Relationship between journalists and PRs Practitioners

The other journalist share some of the above idea based on getting the information easily and find information at any time, but he can't accept about the relations goes beyond by putting his idea", a journalist should not have intimacy with PR professionals; if so, this is "unethical practice", because it may end with love and affect news.

Extensive research has shown that journalism and public relations, whether willingly or reluctantly, are bedfellows in media production? Somewhere between 150 and 200 studies of the interrelationship between the fields of practice that have been conducted over the past 100Years

(Sallot& Johnson, 2006; Macnamara, 2014) indicate that 50–75% of mass media content is provided or significantly influenced by PR.

However, another journalist didn't accept it as "unethical practice" concept in that he was an assigned journalist for one government organization and always covered news from the organization weekly. Finally, he creates a good relationship with public relations professionals. Many times, after he has written the news and published it on a website, he sends the link to the news to PRS via mail or telegram channel. This makes him a trustworthy and credible journalist for the organization. Then he continued, "We're creating a family mood between me and the organization. Through this process, the organization's public relations officer regularly sends him an appreciation letter.

More recent ones, show a more neutral relationship and point to a more blurred division between journalism and public relations professions (Mellado&Hanusch, 2011; Neijens&Smit, 2006; Shaw & White, 2004).

He said one night that he got a "surprised text in his personal telegram" it was not a normal appreciation message. He was online, chatting with someone, the new message came, reputedly a two-line telegram message. Hi and "Are you married or single? The telegram message was from one-woman public relations professional. As he briefed me, he said that it thought that was sent wrongly, and did not replay to her soon at night; he was very confused till the weekly media briefing came. Finally, he met her and started a good relationship. The good relationship changes to love communication. After one and a half years, the communication builds into marriage. So as my respondent tape-recorded interview experience, he got a good opportunity and did not accept the idea of "unethical practice". It is a natural human activity.

“Mutually dependent/interdependent” (Erjavec, 2005; Gieber& Johnson, 1961), and even “symbiotic”.(Bentele&Nothhaft, 2008; Currah, 2009). However, despite a long history of dealing with each other, the interrelationship between Journalism and PR has been and remains a strained bed fellowship (Mutual).

The other respondent told me that, however, it has a good opportunity by getting access to new information and exclusive interviews; we will also have a better chance to find information and provide news coverage because of the organizational family background. In particular, they are

more likely to receive positive reports. The journalist's knowledge of the institution also increases. On the negative side, it deprives the public of the opportunity to boldly report issues that may be of public interest to the public. It can confuse the journalist and cover up his shortcomings. And when a journalist has deep and good relations with public relations professionals, he or she is able to get timely news from the company because they can easily communicate. In some cases, a journalist can inform the PR of a story to be published and alert them if it will hit their company's image. That way, a PR can be able to seek a timely response to an article.

DeLorme and Fedler put this idea , In their historical review of journalist-PR relations, DeLorme and Fedler (2003) concluded that the relationship is “tense and complex” (2003, p. 101). But report produced by the Reuters Institute for the Study of Journalism at Oxford University, noted that *‘in many accounts, PR has been framed as an inherently negative force.* □ journalism (Cur2009, p. 62).

4.4.2 Fugitive Questions to PR Practitioner and handling such situation

From my tape recorded interview, most of my respondent answered, that during the news making process, the most difficult information to answer for public relations professionals is, any questions that are related to the negative public image of the institution, and asking about the weaknesses of their institution, conflicts between personal opinion and company policy occur frequently, personal opinion about the issue didn't know and the ones that seek a critique and family issue questions , questions that affect their superiors in particular, as well as the problems of the employer and the lack of performance also difficult .

Another uncomfortable question for public relations professionals is the description of annual performance, issues that have not been achieved, audits, and questions about corruption. There is no public relations expert who dares to deal with current affairs and numerical information to ask the bosses. When issues are timely and urgent, they are often not expressed by many public relations professionals.

However, the researcher didn't believe that all PRs are the same; there are many public relations professionals that open their doors for any information. On the issue of problem the solution will be facilitating professional intimacy and creating healthy relationships with public relations professionals, and also that the journalist should focus on the public relations department only to keep their relationship. This means if the journalist goes beyond it, he will lose the relationship with public relations. In addition, the journalist itself should have cleaned his mind of any politically affiliated concepts and ideas. By doing so, it strengthens the relationship between the journalist and public relations, understanding and learning the public relations professional's behavior and checking the mood of the working environment.

Another respondent said by creating smooth relationships and developing positive thinking, understand public relations requirements and also, it is better to ask directly about his or her characteristics that are most important,

Management knowledge (According to Theaker (2004, p. 50), the management perspective of public relations is twofold: first helping to collect and interpret information from the social environment so that strategic decision can be made and second, the communication of the strategic vision. The notion of public relations as a managerial function is emphasized in many definitions put forward to explain the nature of the discipline (Kitchen, 2003). In an attempt to explain the management role of public relations one example show us how the PRs management role have a good value, Seitel (2004),)

For example, creating confidence that we are working toward a common goal would be difficult, but it should be familiarized through work experience.

In addition to that, the respondent added practicing with PR professionals as a family and communicating daily, establishing a quarterly discussion forum by facilitating communication, providing pieces of training to PRs using formal and informal communication strategies as context.

On top of knowing their beat, you need to be aware of what kinds of articles they write. Try to keep track of what angles they prefer. Sometimes a journalist gravitates towards stories with emotional pull, and other times they might be more interested in the specifications of a product.

Either way, knowing their beat and the angles they prefer is essential before you even begin to think about pitching them. Understanding these things is the foundation to building a good relationship with any media professional by doing so it could be nice to solve the problem.

4.4.3 The weaknesses and strengths of the PRs

As my respondent answered me about the PRs' weaknesses and strengths, more or less, they have a lack of knowledge and skill, don't understand what the journalist questioned and narrow knowledge in areas related to their company, in this regards getting and expected information is obviously hard. But as my respondent response it would try to find an alternative source by contacting professionals that have direct relation to the information at the facility and other managers, If not, it would drop the news.

However, other respondent stated that all public relations professionals haven't some weaknesses and that they should not be lumped together; some public relations professionals had good strengths such as relentless efforts in popularizing their firms and loyalty to their institutions, having the stamina to cope with stress and high patience. On the other hand, he is blamed for not negotiating the truth and not being quick to respond to information and having an experience of curiosity and media monitoring. And sometimes they include uncertainties in the comments or their answers would be insufficient for news.

Richard Edelman, prominent public relations man, captures similar qualities necessary for success in public relations. In his opinion, a good practitioner should have a lot of energy, think positively and have a sense of humor (2002: 115). He also mentions curiosity and a deep sensitivity as essential characteristics for individual success. Dennis Wilcox (2009: 84) presents some fundamental personal attributes, obvious to all successful practitioners, regardless of their specific duties. These are: Ability of skillfully use written or spoken words; analytical capacity for the identification and definition of problems; creativity, to find new and effective solutions to every problem; power of persuasion; ability to deliver appealing and stylish presentations. Brad L. (2007).

Other respondents put their weaknesses as not providing quality information at the right time, but they are strong enough to have a good relationship and make an effort to make full use of media

options, concentrate on theme development as long as it focuses on the right image, that public relations efforts to improve communication in some institutions are commendable, establishing a media communication platform, Plan activities to fill skill gaps through training. However, as he, my respondent, concludes their idea about public relations, they are engaged in building the institution's image, not just to fulfill its responsibilities but also to hang on to the dignity of the authorities, not on the institution; Anxiety: Lack of discipline and professionalism and failure to develop a strategic communication plan. Brand L .In short said

Public relation professionals; always have to keep them aware of what is going on in the industry and any news and happenings that can have an impact on their business and work. Brad L. (2007).

Most of my respondents agree that saying that building a good relationship with public relations professionals is one of the most important things that you can do as a journalist. Searching for another alternative is also good, such as contacting the relevant officer or expert to obtain the information. If this couldn't succeed, would it directly go to the ombudsman organizations.

4.4.4 The Long lasting experience of Ethiopian News Agency to Solve PRs Influence on News

My respondent agrees that the Ethiopian news agency had good experience in solving problems and taking information from public relations professionals easily. .However, ENA has a government media, so it is influenced by government policy and strategy. It can't publish a negative story, so it can access information from the spot.

In Ethiopia, the most sources of news information and distribution for the people and the news media (radio, TV, newspapers, internet, etc.) are wire services. A report, for example, estimated that 90% of Ethiopian Radio's news items came from Ethiopian News Agency (ENA) (Stanbridge&Ljunggren, as cited in Skjerdal, 2012).

Yes! Another respondent said ENA has a long ability to get information from real-source professionals. Although the Ethiopian news agency operates with news editorial directions; it may take advantage of some of the news tips from public relations experts.

Another reply informed me that the present initiatives being made by Ethiopian news organizations to work closely with PR specialists can assist to resolve the issue and enhance public access to information. However, a method must be in place to give information to governmental security agencies because the issue is as widespread as the nation. The Ethiopian news agency is superior to Peargar (Gold) because it has a longer history of cooperating with governments and is thus seen as a government mouthpiece and has easy access to information.

As a result of being designed to act as the government's mouthpiece, the Ethiopian News Agency (ENA) is designed to provide journalism that is driven by public relations. In order to give a comprehensive justification for the agency's actions by saying this my respondent conclude his idea,

Mutually beneficial relationship- There is no gainsaying about the fact journalism presupposes information for daily news functions and PR also badly needs to sell its messaging to the public via news service. Both PR and editors and reporters of ENA have built their relationship on this universally acknowledged relationship.

However, ENA and the country's PR offices recognize this relationship as the common duty of providing positive stories of the government in power. We have been evaluating the performances of editors and reporters on their abilities and willingness to forge a positive relationship with PR

Of PR-driven journalism-The persisting negative side of the ENA and PR is that the PR remains to be a powerful side in the equation. They refuse to provide news information when wanted by the newsroom. And they can and were able to press the agency to drop stories deemed negative to their agencies. I know several investigative news ideas aborted by many PR officials.

Put simply, PR still remains the powerful external force dominating the flow, content, and form. In fact, we were not entitled to question the authority of PR because the very editorial the foundation of ENA is serving the government.

4.5 .Findings

Based on some findings that reporters encounter in the reporting and news gathering process and opportunities for good relationships between journalists and PR practitioners, the researcher used qualitative methods and in-depth interviews with Ethiopian news agency journalists to find the following challenges: Most public relations professionals have a problem organizing themselves with new and up-to-date information and should not understand that information is public and not hidden. Additionally, many public relations professionals are politically affiliated with their organizations, and, not recognizing that time is important to journalists for their news work, public relations specialists should not provide timely information to journalists.

Working closely with journalists to build good relationships is beneficial to a smooth working environment, but PRs are not used in the day-to-day news production process. The researcher also found that public relations specialists close queries and ignore the messages of journalists , and that they did not have sufficient knowledge about the institution.

The other researcher's finding was that one of the factors behind low-quality journalism could be the interference of public relations professionals in the daily news making process, so the researcher understood that public relations professionals were deeply involved in the news making process.

The other finding is that the majority of public relations professionals are unqualified in the field and they are politically affiliated and influenced, including "closed-door" processes for any news-making process information. In addition, the research found that the main challenges cited by the journalists are a lack of qualified personnel (professionals), a positive attitude toward the office, particularly from top leaders, a lack of training for capacity building, a lack of electronic logistics, financial constraints, a lack of professional leadership, infrastructure resistance on the part of sector offices, and insufficient help from organizations and department heads .

5 CHAPTER FIVE: CONCLUSION, FINDING and RECOMMENDATION

5.1 Conclusion

Focusing on Ethiopian news agency journalists, the study has attempted to explore and identify the main challenges and opportunities facing public relations officers as news sources. The conclusion is based on qualitative content analysis and in-depth interviews of reporters and editors of Ethiopian news agencies. I found that there are many challenges and some opportunities with public relations professionals. Based on the difficulties, Public relations not establish strong relationships with the media, Lack of knowledge about public relations professionals and how it is done, deeply involved in the news making process because of this the value of the news would be decreased, the other one has got to do with the organizational structure of offices (especially government ones) that prohibits or deters them from actively engaging with journalists and the like, the attitude of some PRs have towards the media and journalists is contributing to a not-smooth relationship that causes all sorts of challenges.

The people assigned by the government to this work were unable to provide or explain the relevant information when the media asked them at the appropriate time and place. One of the factors behind low-quality journalism could be the interference of public relations professionals in the daily news making process, The main challenges that public relations and journalists face in the day-to-day news making process are a lack of professionalism, ownership, deadline pressure, competition, and the amount of news expected.

On the opportunities side, it creates a structure of news information tips, getting information first, and an opportunity for an interview with officials, it provides up-to-date information, gets the information easily and finds information at any time, access to new information and exclusive interviews; we will also have a better chance to find information and provide news coverage; they can easily communicate. Public relations is becoming the only way to access information from government offices, so journalists have a good chance to get it directly from the source.

5.2 Recommendations

As the study finds, all the problems related to freedom of information and challenges to public relations that we have mentioned above are mainly failed on the shoulders of public relations officers. Therefore, the researcher says that the concerned parties should tighten their belts.

The fundamental issues with public relations in the news-making process are that they are flattered, encouraged, and inflated, which results in sensational stories that journalists cannot ignore. Journalists were resentful of their efforts. Journalists are necessary for public relations professionals to use as a means of communicating with varied audiences. Public relations professionals are essential to journalists because they may provide story ideas, contacts for credible spokespersons, and precise information about current stories.

The main obstacles that journalists face in creating news range from being restricted because of many considerations and factors. This research is tied to finding challenges and opportunities for journalists during the news making process, which is evidenced by the Ethiopian news agency Addis Ababa office. The research used qualitative methods and in-depth interviews. Some of the reasons that have been discovered to have an effect on journalists' participation during in-depth interviews include cultural influence, fear of the reproductive role, a lack of equitable attention and access to education, and ignorance.

According on the study's findings, the following suggestions are made as recommendation

Public relations professionals were established to create and maintain goodwill and mutual understanding with journalists and the media. The research found that the public relations professional had Lack of cooperation and a timely response to inquiries; so they must be always duty conscious and understand what timeliness means in news process. Ethiopia is one of the three African countries that have approved and implemented the Freedom of Information Act. The act ensures that citizens have access to relevant information that they deserve as citizens. It is important to educate the law enforcement body widely about the nature of the law.

Long-term, mutually beneficial relationships will help reporters trust you, your PR firm, and your client, and potentially even come to you first with future opportunities. Public relations professional should know that information's is public, so the professional should be open to any

inquiries. Exposure of important messages about the brand, product, issue, or topic to the target audience is the most fundamental challenge in ensuring the efficacy of public relations

One of the factors behind low-quality journalism could be the interference of public relations professionals in the daily news making process, so the public relations professionals shouldn't be deeply involved in the news making process. It also that a third party cannot put pressure on the editorial rights of journalists, which has further strengthened the editorial freedom of journalists; It stipulates that they can work freely.

Public relations professionals should be qualified in their field and open their doors for information, says researcher. Research found that the public relations professional usually mismanages the correct information. The main challenges cited by the journalists are a lack of qualified personnel (professionals) and a positive attitude toward the office. Public relations professionals should be involved in major organizational decisions, researcher says. Public employees and public servants are employed by the government and the people, not individual officials, he says. Professionals in public relations should clear their minds of political ideas and serve the information s/he wants to get out, researcher writes.

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