



Perspectives Of Journalists On Public Relations Strategies: A Stakeholder Analysis

¹Anantha Lakshmi Latchayya, ²Prof. Stevenson Kohir

¹Ph.D Research Scholar, ²Senior Professor

¹Department of Journalism and Mass Communication,

¹Osmania University, Hyderabad, India

Abstract: This research explores the perceptions of media practitioners toward the role of public relations (PR) in the media industry, focusing on the relationship between experience levels and attitudes toward PR functions. Drawing on data from business, education, and media stakeholders, the study investigates key issues such as PR's role in journalism, its contribution to news quality, and the ethical challenges of the PR-journalism dynamic. While there is broad agreement that PR practitioners support journalists by providing timely and accurate information, the data reveal variations in opinions based on experience levels. Less experienced practitioners tend to view PR more favorably, seeing it as a partner in content creation and dissemination, whereas more experienced professionals express greater skepticism about PR's influence, particularly regarding its promotional tendencies. Despite these differences, the study found no statistically significant correlation between years of experience and overall perceptions of PR. The findings highlight the evolving and complex nature of the media-PR relationship, emphasizing the need for both fields to maintain ethical standards and adapt to the changing media landscape.

Index Terms – Journalists, Public Relations, media practitioners, experience in media.

Introduction

The relationship between media and public relations (PR) lies at the heart of modern communication, shaping how information is crafted, disseminated, and consumed by the public. Media outlets serve as the primary conduits for PR messages, enabling organizations to reach their target audiences, while PR professionals supply much of the content that fills the media's news agenda. This interdependence, however, is far from simple; it is a dynamic and often contested relationship that balances collaboration with tension.

In recent years, the rise of digital platforms has significantly altered this traditional relationship. The decline of newsroom resources has increased journalists' reliance on PR professionals for ready-made content, while the direct communication afforded by social media has empowered PR practitioners to bypass traditional

media gatekeepers. These changes have created new opportunities for collaboration but have also sparked ethical debates about the boundaries between news and promotional content.

Understanding the evolving media-PR dynamic is critical, as both fields play vital roles in shaping public discourse and influencing societal perceptions. Media acts as the gatekeeper of information, upholding journalistic standards of accuracy and impartiality, while PR seeks to advance the interests of its clients by crafting persuasive narratives. This dual role necessitates a careful balance, where collaboration does not compromise journalistic integrity or the credibility of public communication.

As digitalization continues to transform communication, examining this interplay is essential to navigating the challenges and opportunities that define the modern media ecosystem. This study delves into these dynamics, offering insights into how media practitioners perceive the role of PR and exploring the impact of professional experience on these attitudes.

As mentioned, the dynamic relationship between media and public relations (PR) plays a pivotal role in modern communication. Media serves as the primary channel for disseminating PR messages, while PR provides much of the content that shapes the media's news agenda. This relationship has become increasingly complex with the rise of digital platforms, altering the traditional roles of both fields in influencing public opinion.

Media: Refers to the various platforms—print, broadcast, and digital—used to distribute news and information.

Public Relations: A strategic communication process designed to foster mutually beneficial relationships between organizations and their publics.

The Role of Media in Public Relations

Media platforms are essential for delivering PR messages to audiences. PR practitioners depend on both traditional and digital media to ensure their content reaches target publics effectively.

Traditional Media: Historically, PR has relied on newspapers, radio, and television to disseminate stories. Media outlets act as gatekeepers, determining which PR messages are published or broadcasted to meet journalistic standards of relevance and credibility.

Digital Media: The advent of digital platforms, including blogs and social media, has transformed how PR professionals communicate. Platforms like Twitter and Facebook allow PR practitioners to bypass traditional gatekeepers, providing direct access to their audiences and greater control over their messaging.

The Role of Public Relations in Media

PR professionals are integral to the media ecosystem, often acting as content providers for journalists. In an era of shrinking newsroom budgets and increasing demands for content, journalists frequently rely on PR for story ideas, expert opinions, and press releases.

By cultivating long-term relationships with journalists, PR professionals establish themselves as credible and timely sources of information. These relationships not only facilitate positive media coverage but also grant journalists access to exclusive content, interviews, and high-profile figures that might otherwise be inaccessible.

Mutual Benefits and Challenges

Benefits

To Media: PR provides pre-packaged stories, data, and access to expert sources, which helps journalists meet tight deadlines and fill gaps in newsroom resources.

To PR: Media coverage lends credibility and legitimacy to PR campaigns, amplifying a company's message and expanding its reach through reputable outlets.

Challenges

Despite these mutual benefits, tensions often arise. PR practitioners may prioritize promotional content, which can conflict with journalists' commitment to objectivity and independence. This tension highlights the delicate balance between delivering newsworthy information and avoiding overtly biased messaging.

The relationship between media and public relations is both collaborative and contentious, evolving alongside changes in technology and media consumption patterns. As digital platforms continue to reshape the media landscape, this interplay will only grow in significance. PR and media professionals must navigate their respective roles within this ecosystem, maintaining ethical standards while fostering public understanding of critical issues. The ongoing evolution of their relationship underscores the importance of adaptability, mutual respect, and a shared commitment to delivering accurate and impactful communication.

AIM:

The relationship between media and public relations is previously established. Both fields are interdependent in various respects. Nonetheless, it is essential to determine whether a media practitioner's experience impacts their judgments of public relations (PR).

The objective of this analysis is to investigate the extent to which a media practitioner's experience affects their judgments about public relations (PR).

Theoretical Framework

The **Excellence Theory** in public relations emphasizes how organizations can maximize effectiveness through proper communication strategies. Grunig and Hunt identified **four models of public relations** that describe the evolving practice of PR and how it interacts with other fields like journalism. These models are:

1. **Press Agency/Publicity Model** – Focus on propaganda and one-way communication to gain attention.
2. **Public Information Model** – One-way communication where information is disseminated but with more accuracy and objectivity.
3. **Two-Way Asymmetrical Model** – Two-way communication, but where the organization aims to persuade the public without necessarily changing itself.
4. **Two-Way Symmetrical Model** – Two-way communication that fosters mutual understanding and dialogue, ideal for building trust and long-term relationships.

The **Agenda-Setting Theory** explains how media outlets influence what issues are considered important by the public. PR professionals work within this framework by providing media with content that aligns with the public's interest.

Methodology

Participants

The participants in this study were **media stakeholders**, selected due to their active involvement in the media industry. The majority of participants had extensive experience in the field, with 25.9% of respondents having **15 years or more** of media experience, making them the largest group in the sample. This was followed by those with **2–5 years** of experience, comprising 24.1% of the sample, while participants with **10–14 years** of experience accounted for 18.5%. Participants with **less than 2 years** of experience represented 13.0%, and those with **6–9 years** as well as the "other" category each made up 9.3% of respondents. This diverse range of experience allowed for a comprehensive analysis of perceptions toward public relations across different career stages.

Hypotheses

Null Hypothesis: There is no statistically significant relationship between number of years of experience in media of media professionals and their opinions on public relations.

Alternative Hypothesis: There is a statistically significant relationship between number of years of experience in media of media professionals and their opinions on public relations.

Data Collection

Data for the study was collected through the **survey method**, using a structured questionnaire. The questionnaire was developed using **Survey Monkey** and initially downloaded as a **PDF**, which was later printed for physical distribution. Additionally, the online version of the questionnaire was distributed via **WhatsApp** to ensure broader reach and convenience for respondents. The researcher also personally distributed and collected the printed questionnaires to enhance response rates. In total, **54 respondents** participated in the survey, and all of the completed questionnaires were fully answered, ensuring that the entire dataset was utilized for the research.

Survey Instrument

The questionnaire included two sections: **demographic information** and **perception-based statements** related to public relations. The perception-based section featured a series of statements that participants responded to using a **Likert scale** ranging from Strongly Disagree to Strongly Agree. This scale enabled the quantification of respondents' attitudes and perceptions about the relationship between media professionals and public relations practitioners.

The Likert Scale terms are abbreviated in the tables namely SD- Strongly Agree, D- Agree, SWD- Strongly Disagree, NAD- Neither Agree nor Disagree, SWA- Somewhat Agree, A- Agree, and SA- Strongly Agree.

Sampling Method

A **purposive sampling** technique was employed to reach the respondents. This method was chosen to target media stakeholders who have relevant experience and insights into the media-PR relationship. By focusing on participants with varying levels of experience in the media industry, the study aimed to capture a broad spectrum of perceptions and provide a robust analysis of how experience influences attitudes toward public relations.

Experience in Media		
No. of Years	Frequency	Percentage (%)
Less than 2 years	7	13.0
2-5 Years	13	24.1
6-9 years	5	9.3
10-14 years	10	18.5
15 years and above	14	25.9
Other	5	9.3
Total	54	100.0

The above table the frequency and percentage of the respondent's years of experience in the media field.

Data Analysis

Table 1 - Public relations practitioners and journalists are partners in the dissemination of information.

Experience (Number of years in Media) * Public relations practitioners and journalists are partners in the dissemination of information.								
	SD	D	SWD	NAD	SWA	A	SA	Total
Less than 2 years	0(0.0%))	0(0.0%))	0(0.0%))	3(42.9%))	0(0.0%))	4(57.1%))	0(0.0%))	7(100.0%))
2-5 years	3(23.1%))	0(0.0%))	1(7.7%))	0(0.0%))	1(7.7%))	7(53.8%))	1(7.7%))	13(100.0%))
6-9 years	0(0.0%))	0(0.0%))	0(0.0%))	1(20.0%))	1(20.0%))	2(40.0%))	1(20.0%))	5(100.0%))
10-14 years	1(10.0%))	0(0.0%))	0(0.0%))	2(20.0%))	1(10.0%))	4(40.0%))	2(20.0%))	10(100.0%))
15 years and above	0(0.0%))	4(28.6%))	1(7.1%))	1(7.1%))	1(7.1%))	4(28.6%))	3(21.4%))	14(100.0%))

Other	1(20.0%)	0(0.0%)	0(0.0%)	1(20.0%)	1(20.0%)	1(20.0%)	1(20.0%)	5(100.0%)
Total	5(9.3%)	4(7.4%)	2(3.7%)	8(14.8%)	5(9.3%)	22(40.7%)	8(14.8%)	54(100.0%)

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	32.022 ^a	30	.367

The above data reveals that 55.5% of the respondents agree or strongly agree that PR practitioners and journalists are partners, with 14.8% strongly agreeing. The majority of respondents, 9.3% disagree and 7.4% disagree, with only 16.7% holding negative perceptions. A significant portion, 14.8%, chose to neither agree nor disagree, indicating a neutral stance on the topic. The respondents were divided into different experience levels, with 42.9% of those under 2 years of experience agreeing or strongly agreeing. The majority of respondents, 60%, see PR and journalism as partners, with a moderate degree of neutrality. The most skepticism was found in the 15 years and above category, with 35.7% disagreeing or strongly disagreeing. The study found no statistically significant association between the number of years of experience in media and perceptions of the PR-journalism partnership. However, there were interesting trends, such as greater positivity among less experienced professionals and increased skepticism among those with 15+ years in the media. Overall, the study suggests that while there is a general positive view of the PR-journalism partnership, the differences in perceptions based on experience are not statistically significant.

Table 2: Public relations is a profession equal in status to journalism.

Experience (Number of years in Media) * Public relations is a profession equal in status to journalism.								
	SA	D	SWD	NAD	SA	A	SA	Total
Less than 2 years	3(42.9%)	1(14.3%)	1(14.3%)	1(14.3%)	0(0.0%)	1(14.3%)	0(0.0%)	7(100.0%)
2-5 years	2(15.4%)	3(23.1%)	4(30.8%)	1(7.7%)	1(7.7%)	2(15.4%)	0(0.0%)	13(100.0%)
6-9 years	0(0.0%)	1(20.0%)	1(20.0%)	0(0.0%)	0(0.0%)	2(40.0%)	1(20.0%)	5(100.0%)
10-14 years	1(10.0%)	1(10.0%)	1(10.0%)	1(10.0%)	3(30.0%)	2(20.0%)	1(10.0%)	10(100.0%)
15 years and above	2(14.3%)	5(35.7%)	0(0.0%)	1(7.1%)	1(7.1%)	4(28.6%)	1(7.1%)	14(100.0%)

Other	1(20.0%)	1(20.0%)	1(20.0%)	0(0.0%)	1(20.0%)	1(20.0%)	0(0.0%)	5(100.0%)
Total	9(16.7%)	12(22.2%)	8(14.8%)	4(7.4%)	6(11.1%)	12(22.2%)	3(5.6%)	54(100.0%)

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	22.438 ^a	30	.838

The above data reveals that the highest levels of agreement with the statement that PR is equal in status to journalism come from the Agree (22.2%) and Disagree (22.2%) categories, indicating a polarized view of the PR-journalism equality. The data shows a diverse range of perceptions regarding the status of PR in relation to journalism. More experienced professionals (15+ years) tend to disagree with the notion of equality, while mid-career professionals (6-9 years) show the highest agreement. The younger media professionals (under 2 years) are more likely to view journalism as superior to PR, perhaps due to their limited exposure to the intricacies of the relationship between these two fields. However, the lack of statistical significance in the chi-square test suggests that experience alone does not strongly influence these perceptions, indicating that other factors, such as professional background or type of media, may also play a role. The data shows a diverse range of perceptions regarding the status of PR in relation to journalism, with more experienced professionals (15+ years) tending to disagree with the notion of equality, while mid-career professionals (6-9 years) show the highest agreement.

Table 3: The abundance of free and easily obtainable information provided by public relations practitioners has caused an increase in the quality of journalism.

Experience (Number of years in Media) * The abundance of free and easily obtainable information provided by public relations practitioners has caused an increase in the quality of journalism.								
	SD	D	SWD	NAD	SWA	A	SA	Total
Less than 2 years	1(14.3%)	1(14.3%)	1(14.3%)	2(28.6%)	1(14.3%)	1(14.3%)	0(0.0%)	7(100.0%)
2-5 years	1(7.7%)	4(30.8%)	4(30.8%)	1(7.7%)	2(15.4%)	0(0.0%)	1(7.7%)	13(100.0%)
6-9 years	0(0.0%)	2(40.0%)	0(0.0%)	1(20.0%)	1(20.0%)	1(20.0%)	0(0.0%)	5(100.0%)
10-14 years	1(10.0%)	1(10.0%)	0(0.0%)	1(10.0%)	4(40.0%)	2(20.0%)	1(10.0%)	10(100.0%)

15 years and above	0(0.0%)	2(14.3%)	2(14.3%)	0(0.0%)	1(7.1%)	6(42.9%)	3(21.4%)	14(100.0%)
Other	1(20.0%)	0(0.0%)	1(20.0%)	1(20.0%)	1(20.0%)	1(20.0%)	0(0.0%)	5(100.0%)
Total	4(7.4%)	10(18.5%)	8(14.8%)	6(11.1%)	10(18.5%)	11(20.4%)	5(9.3%)	54(100.0%)

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	29.447 ^a	30	.494

The data show a divided opinion on whether PR information improves journalism, with a near-even split between positive (48.2%) and negative (40.7%) perceptions. More experienced media professionals (15+ years) tend to view PR as contributing positively to journalism, while less experienced professionals, especially those with 2-5 years, are more skeptical. The data also shows that 18.5% of respondents also somewhat agree that PR improves journalistic quality, while 14.8% Somewhat Disagree. Experience levels were also analyzed, with less than 2 years of experience having the strongest agreement with the statement, while 10-14 years had the highest level of disagreement. The 15 years and above group had the strongest agreement, while the 10-14 years group had the highest level of disagreement. The Pearson Chi-Square test results showed no statistically significant association between the number of years of experience in media and perceptions of whether PR has improved the quality of journalism. The data suggests that media experience alone does not strongly influence perceptions on this topic.

Table 4: The public relations practitioner does work for the newspaper that would otherwise go undone.

Experience (Number of years in Media) * The public relations practitioner does work for the newspaper that would otherwise go undone.								
	SD	D	SWD	NAD	SWA	A	SA	Total
Less than 2 years	0(0.0%)	1(14.3%)	1(14.3%)	2(28.6%)	0(0.0%)	3(42.9%)	0(0.0%)	7(100.0%)
2-5 years	1(7.7%)	4(30.8%)	1(7.7%)	2(15.4%)	1(7.7%)	4(30.8%)	0(0.0%)	13(100.0%)
6-9 years	0(0.0%)	0(0.0%)	1(20.0%)	0(0.0%)	1(20.0%)	3(60.0%)	0(0.0%)	5(100.0%)

10-14 years	1(10.0%)	2(20.0%)	1(10.0%)	1(10.0%)	2(20.0%)	3(30.0%)	0(0.0%)	10(100.0%)
15 years and above	3(21.4%)	2(14.3%)	2(14.3%)	2(14.3%)	0(0.0%)	3(21.4%)	2(14.3%)	14(100.0%)
Other	0(0.0%)	0(0.0%)	1(20.0%)	1(20.0%)	2(40.0%)	1(20.0%)	0(0.0%)	5(100.0%)
Total	5(9.3%)	9(16.7%)	7(13.0%)	8(14.8%)	6(11.1%)	17(31.5%)	2(3.7%)	54 100.0%

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	25.108 ^a	30	.720

The data shows that the most common response is Agree (31.5%). The majority of respondents believed PR fills a gap in newspaper work, with 42.9% agreeing. The majority of respondents had experience levels from 2-5 years, with 30.8% agreeing and 7.7% somewhat agreeing. The majority of respondents had experience levels from 6-9 years, with 80% believing PR contributes to newspaper work. However, some seasoned professionals were skeptical of PR's contribution. The study found that 31.5% of respondents agreed or somewhat agreed with the statement, with the strongest agreement coming from the 6-9 years group. The 15 years and above group had the strongest agreement, with 42.8% of respondents agreeing or strongly agreeing. However, 26% disagreed or strongly disagreed, with more experienced professionals showing the highest levels of skepticism. The Pearson Chi-Square test result showed no statistically significant association between the number of years of experience in media and perceptions of whether PR practitioners do work for newspapers that would otherwise go undone. The data suggests that opinions are divided on whether PR practitioners contribute work to newspapers that would otherwise go undone.

Table 5: Public relations practitioners too often try to deceive journalists by attaching too much importance to a trivial, uneventful happening.

Experience (Number of years in Media) * Public relations practitioners too often try to deceive journalists by attaching too much importance to a trivial, uneventful happening.								
	SD	D	SWD	NAD	SWA	A	SA	Total
Less than 2 years	0(0.0%)	0(0.0%)	1(14.3%)	2(28.6%)	1(14.3%)	3(42.9%)	0(0.0%)	7 100.0%
2-5 years	1(7.7%)	1(7.7%)	2(15.4%)	2(15.4%)	4(30.8%)	2(15.4%)	1(7.7%)	13 100.0%
6-9 years	0(0.0%)	0(0.0%)	1(20.0%)	1(20.0%)	1(20.0%)	2(40.0%)	0(0.0%)	5 100.0%
10-14 years	1(10.0%)	3(30.0%)	0(0.0%)	1(10.0%)	3(30.0%)	1(10.0%)	1(10.0%)	10 100.0%
15 years and above	1(7.1%)	5(35.7%)	2(14.3%)	2(14.3%)	2(14.3%)	1(7.1%)	1(7.1%)	14 100.0%
Other	0(0.0%)	0(0.0%)	0(0.0%)	2(40.0%)	1(20.0%)	2(40.0%)	0(0.0%)	5 100.0%
Total	3(5.6%)	9(16.7%)	6(11.1%)	10(18.5%)	12(22.2%)	11(20.4%)	3(5.6%)	54 100.0%

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	22.008 ^a	30	.854

The data show that 42.6% of respondents have moderate to strong agreement with this idea, while 18.5% hold neutral views. A minority disagrees with the statement. Experience levels showed that 42.9% of those with less than 2 years of experience believe PR practitioners tend to overemphasize trivial events. However, 28.6% are neutral, while 14.3% somewhat disagree. The 6-9 years group showed the strongest agreement with the statement, with 60% agreeing or somewhat agreeing. The less than 2 years group also showed a strong belief in this perception. The 15 years and above group showed the highest level of disagreement, with 42.8% disagreeing with the statement. The data shows diverse views on whether PR practitioners try to deceive journalists by overemphasizing trivial events. About

48.2% of respondents agree or somewhat agree with the statement, with the strongest agreement from those with 6-9 years of experience. On the other hand, 22.3% disagree or strongly disagree, with the 15 years and above group showing the most skepticism. 18.5% of respondents remain neutral. The Pearson Chi-Square test results indicate that there is no statistically significant association between the number of years of experience in media and perceptions that PR practitioners try to deceive journalists by overemphasizing trivial events.

Table 6: Public relations practitioners serve as an extension to the newspaper staff.

Experience (Number of years in Media) * Public relations practitioners serve as an extension to the newspaper staff.								
	SD	D	SWD	NAD	SWA	A	SA	Total
Less than 2 years	0(0.0%)	1(14.3%)	1(14.3%)	1(14.3%)	2(28.6%)	2(28.6%)	0(0.0%)	7
								100.0%
2-5 years	1(7.7%)	3(23.1%)	1(7.7%)	0(0.0%)	4(30.8%)	4(30.8%)	0(0.0%)	13
								100.0%
6-9 years	0(0.0%)	1(20.0%)	0(0.0%)	1(20.0%)	1(20.0%)	2(40.0%)	0(0.0%)	5
								100.0%
10-14 years	1(10.0%)	2(20.0%)	0(0.0%)	0(0.0%)	4(40.0%)	3(30.0%)	0(0.0%)	10
								100.0%
15 years and above	0(0.0%)	4(28.6%)	4(28.6%)	0(0.0%)	1(7.1%)	4(28.6%)	1(7.1%)	14
								100.0%
Other	1(20.0%)	2(40.0%)	0(0.0%)	0(0.0%)	2(40.0%)	0(0.0%)	0(0.0%)	5
								100.0%
Total	3(5.6%)	13(24.1%)	6(11.1%)	2(3.7%)	14(25.9%)	15(27.8%)	1(1.9%)	54
								100.0%

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
		26.172 ^a	30

The data show that a majority of respondents (54%) believe PR practitioners act as an extension to newspaper staff, with the strongest agreement coming from those with 10-14 years of experience. However, 29.7% of respondents disagree, with the 15 years and above group showing the most skepticism. The data also shows that there is no statistically significant association between the number of years of experience in media and

perceptions of whether PR practitioners function as an extension of newspaper staff. A majority (53.7%) of respondents believe that PR practitioners act as an extension to the newspaper staff, with the strongest agreement coming from those with 10-14 years of experience. However, 29.7% of respondents disagree, with the 15 years and above group showing the most skepticism toward this idea. Only 3.7% remain neutral on this issue.

Table 7: Public relations practitioners understand such journalistic problems as meeting deadlines, attracting reader's interest and making the best use of space.

Experience(Number of years in Media) * Public relations practitioners understand such journalistic problems as meeting deadlines, attracting reader's interest and making the best use of space.								
	SD	D	SWD	NAD	SWA	A	SA	Total
Less than 2 years	1(14.3%)	1(14.3%)	0(0.0%)	1(14.3%)	2(28.6%)	2(28.6%)	0(0.0%)	7(100.0%)
2-5 years	0(0.0%)	1(7.7%)	0(0.0%)	3(23.1%)	3(23.1%)	6(46.2%)	0(0.0%)	13(100.0%)
6-9 years	1(20.0%)	1(20.0%)	0(0.0%)	0(0.0%)	0(0.0%)	2(40.0%)	1(20.0%)	5(100.0%)
10-14 years	0(0.0%)	0(0.0%)	1(10.0%)	1(10.0%)	2(20.0%)	4(40.0%)	2(20.0%)	10(100.0%)
15 years and above	2(14.3%)	3(21.4%)	1(7.1%)	1(7.1%)	2(14.3%)	4(28.6%)	1(7.1%)	14(100.0%)
Other	1(20.0%)	0(0.0%)	1(20.0%)	1(20.0%)	1(20.0%)	0(0.0%)	1(20.0%)	5(100.0%)
Total	5(9.3%)	6(11.1%)	3(5.6%)	7(13.0%)	10(18.5%)	18(33.3%)	5(9.3%)	54(100.0%)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.175 ^a	30	.848

The data show that 61.1% of respondents believe PR practitioners understand these challenges, with the majority believing they understand deadlines, reader interest, and effective use of space. The majority of

respondents have a positive view of PR practitioners' understanding of journalistic problems, with a significant percentage of respondents believing they understand these issues. However, there are also some respondents who believe PR practitioners do not understand these challenges. The study found that the majority of respondents have a positive perception of PR practitioners understanding journalistic challenges, with the strongest positive perceptions coming from those with 2-5 years of experience. However, there are also some respondents who disagree or strongly disagree with this view, with the 15 years and above group showing the most skepticism. The Pearson Chi-Square test results indicate that there is no statistically significant association between the number of years of experience in media and perceptions of whether PR practitioners understand journalistic problems. The study concludes that experience in media does not strongly influence views on whether PR practitioners understand the challenges of journalism.

Table 8: Public relations practitioners and journalists carry on a running battle.

Experience (Number of years in Media) * Public relations practitioners and journalists carry on a running battle.								
	SD	D	SWA	NAD	SWA	A	SA	Total
Less than 2 years	0(0.0%)	2(28.6%)	1(14.3%)	2(28.6%)	1(14.3%)	1(14.3%)	0(0.0%)	7(100.0%)
2-5 years	0(0.0%)	4(30.8%)	1(7.7%)	1(7.7%)	5(38.5%)	2(15.4%)	0(0.0%)	13(100.0%)
6-9 years	0(0.0%)	1(20.0%)	0(0.0%)	1(20.0%)	2(40.0%)	1(20.0%)	0(0.0%)	5(100.0%)
10-14 years	0(0.0%)	0(0.0%)	0(0.0%)	1(10.0%)	4(40.0%)	4(40.0%)	1(10.0%)	10(100.0%)
15 years and above	2(14.3%)	4(28.6%)	1(7.1%)	1(7.1%)	0(0.0%)	4(28.6%)	2(14.3%)	14(100.0%)
Other	0(0.0%)	1(20.0%)	1(20.0%)	1(20.0%)	2(40.0%)	0(0.0%)	0(0.0%)	5(100.0%)
Total	2(3.7%)	12(22.2%)	4(7.4%)	7(13.0%)	14(25.9%)	12(22.2%)	3(5.6%)	54(100.0%)

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	27.333 ^a	30	.606

The data show that 48.1% of respondents agree that PR practitioners and journalists are often in conflict, with 25.9% disagreeing and 3.7% strongly disagreeing. The majority of respondents (55.7%) believe that there is some conflict between PR and journalism. The experience levels of respondents were categorized into less than 2 years of experience, 2-5 years of experience, 6-9 years of experience, 10-14 years of experience, 15 years and above, and other. The 10-14 years group had the strongest belief in conflict, with 80% agreeing or somewhat agreeing. The less than 2 years group had the highest proportion of disagreement, suggesting that newcomers to the media industry are less likely to perceive a strong conflict. The Pearson Chi-Square test result showed no statistically significant association between the number of years of experience in media and perceptions of whether PR practitioners and journalists are engaged in a running battle. However, 25.9% of respondents disagreed, with the less than 2 years and 15 years and above groups showing the most skepticism. 13.0% of respondents remained neutral.

The data shows that experience in media does not strongly influence views on the relationship between PR practitioners and journalists in terms of conflict.

Table 9: Public relations practitioners help journalists obtain accurate, complete and timely news.

Experience (Number of years in Media) * Public relations practitioners help journalists obtain accurate, complete and timely news.								
	SD	D	SWD	NAD	SWA	A	SA	Total
Less than 2 years	0(0.0%)	0(0.0%)	1(14.3%)	1(14.3%)	3(42.9%)	2(28.6%)	0(0.0%)	7(100.0%)
2-5 years	0(0.0%)	1(7.7%)	1(7.7%)	0(0.0%)	4(30.8%)	7(53.8%)	0(0.0%)	13(100.0%)
6-9 years	0(0.0%)	1(20.0%)	0(0.0%)	2(40.0%)	1(20.0%)	0(0.0%)	1(20.0%)	5(100.0%)
10-14 years	1(10.0%)	0(0.0%)	0(0.0%)	1(10.0%)	1(10.0%)	4(40.0%)	3(30.0%)	10(100.0%)
15 years and above	2(14.3%)	4(28.6%)	1(7.1%)	1(7.1%)	1(7.1%)	4(28.6%)	1(7.1%)	14(100.0%)
Other	0(0.0%)	1(20.0%)	0(0.0%)	0(0.0%)	4(80.0%)	0(0.0%)	0(0.0%)	5(100.0%)
Total	3(5.6%)	7(13.0%)	3(5.6%)	5(9.3%)	14(25.9%)	17(31.5%)	5(9.3%)	54(100.0%)

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	41.348 ^a	30	.081

The data data show that a majority of respondents (61.7%) believe PR practitioners help journalists obtain accurate, complete, and timely news, with the strongest positive perceptions coming from those with 2-5 years and less than 2 years of experience. However, 18.6% of respondents, particularly those with 15 years and above of experience, disagree or strongly disagree with this view. The chi-square test data suggest that the association between media experience and perceptions of PR's role in assisting journalists is borderline significant, indicating that experience might play a role in shaping views, though the relationship is not definitive. The data shows that 25.9% somewhat agree, 31.5% agree, and 9.3% strongly agree, for a total of 66.7% who believe PR practitioners help journalists obtain accurate, complete, and timely news. However, 18.6% of respondents, particularly those with 15 years and above of experience, disagree or strongly disagree with this view. The data shows that a majority of respondents believe that PR practitioners help journalists obtain accurate, complete, and timely news, with the strongest positive perceptions coming from those with 2-5 years and less than 2 years of experience.

Table 10: Public relations practitioners are pests to journalists.

Experience (Number of years in Media) * Public relations practitioners are pests to journalists.								
	SD	D	SWD	NAD	SWA	A	SA	Total
Less than 2 years	0(0.0%)	1(14.3%)	0(0.0%)	3(42.9%)	3(42.9%)	0(0.0%)	0(0.0%)	7(100.0%)
2-5 years	1(7.7%)	6(46.2%)	2(15.4%)	0(0.0%)	2(15.4%)	2(15.4%)	0(0.0%)	13(100.0%)
6-9 years	0(0.0%)	2(40.0%)	1(20.0%)	2(40.0%)	0(0.0%)	0(0.0%)	0(0.0%)	5(100.0%)
10-14 years	1(10.0%)	3(30.0%)	0(0.0%)	3(30.0%)	0(0.0%)	2(20.0%)	1(10.0%)	10(100.0%)
15 years and above	0(0.0%)	6(42.9%)	3(21.4%)	1(7.1%)	0(0.0%)	3(21.4%)	1(7.1%)	14(100.0%)
Other	1(20.0%)	1(20.0%)	0(0.0%)	2(40.0%)	1(20.0%)	0(0.0%)	0(0.0%)	5(100.0%)
Total	3(5.6%)	19(35.2%)	6(11.1%)	11(20.4%)	6(11.1%)	7(13.0%)	2(3.7%)	54(100.0%)

Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	34.247 ^a	30	.271

The results show that a significant portion of respondents do not believe PR practitioners are pests to journalists, with the most common response being "disagree" (35.2%). However, 27.8% of respondents have a negative perception of PR practitioners, viewing them as pests to journalists. The majority of respondents, particularly those with less than 2 years of experience, have a neutral or mild agreement with the idea. The study also found that the strongest agreement was found in the 10-14 years group, with 30% agreeing or strongly agreeing. The most negative perception was held by the 2-5 years group (61.6%) and the 15 years and above group (64.3%). The lowest level of neutrality was held by the less than 2 years group (42.9%). The Pearson Chi-Square test data showed no statistically significant association between the number of years of experience in media and perceptions of whether PR practitioners are pests to journalists. In conclusion, 51.9% of respondents reject the idea that PR practitioners are pests to journalists, with the strongest disagreement coming from those with 2-5 years and 15+ years of experience.

Conclusion

The data analysis reveals interesting patterns in the perceptions of media practitioners regarding the role of public relations (PR) within the media industry. The results indicate a general consensus that PR practitioners are viewed as partners to journalists, with the majority of respondents agreeing or strongly agreeing with this notion. This partnership is most strongly recognized by those with less than two years of experience in media, while more experienced professionals (15+ years) displayed greater skepticism.

Despite the positive overall view, there were notable divergences in opinion on specific issues, such as the perceived equality of PR and journalism. While mid-career professionals (6-9 years of experience) demonstrated the highest level of agreement that PR is on par with journalism, more experienced respondents were less convinced. Additionally, there was a split in perceptions about the role PR plays in enhancing the quality of journalism. Although many believed PR provides valuable information, others—particularly those with 2-5 years of experience—expressed concerns that PR practitioners sometimes inflate trivial events, potentially undermining journalistic integrity.

One of the key findings is that the relationship between PR practitioners and journalists is complex and multifaceted. While PR is generally seen as supportive of journalism—particularly in terms of providing timely and accurate news—there is lingering skepticism, especially among the more seasoned media practitioners, about PR's tendency to blur the line between news and promotion. This tension underlines the delicate balance between collaboration and independence in the media-PR dynamic.

In conclusion, the analysis suggests that while there is no statistically significant correlation between years of experience and perceptions of PR, experience does play a role in shaping individual attitudes. Less experienced media professionals tend to view PR more favorably, while those with more years in the field approach the relationship with a greater degree of caution. The lack of statistical significance in the chi-square test suggests that the null hypothesis is accepted, indicating that there is no statistically significant relationship

between the number of years of experience in media of media professionals and their opinions on public relations. These findings underscore the evolving nature of the media-PR relationship, particularly in the digital age, and highlight the need for both industries to maintain ethical standards as they navigate this partnership.

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