



Cape Peninsula
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**JOURNALISTS AND PUBLIC RELATIONS PRACTITIONERS: DIFFERENT ROLE
PERSPECTIVES**

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DECLARATION

I, Annette Marina Soungue Owanda, declare that the content of this thesis represents my own unaided work and that the thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

Signed



Date: June 15, 2010

ABSTRACT

Title

Journalists and Public Relations Practitioners: Different Role Perspectives

Main objectives

The purpose of this study is to investigate the dual perceptions of a selected group of public relations practitioners and journalists, who interact at Media24 (the print media business section of Naspers, a leading multinational media group) in Cape Town. These perceptions, by public relations practitioners and journalists, are of self and each other's professional objectives, skills and ability, function, and their relationships. The research aims to determine whether it is possible, through perception definition of each category from two points of view (perception of self and perception of other), to find sufficient common grounds first to understand and then to optimise the relationship between public relations practitioners and journalists.

Research design and methodology

An accidental quota, non-random sample of 15 (fifteen) journalists and 15 (fifteen) public relations practitioners was selected based on their interaction at Media24 in Cape Town. A single self-administered questionnaire distributed to the combined sample group was used to gather data. The results obtained from the questionnaire were analysed in three parts; a) the combined group of journalists and public relations practitioners; b) public relations practitioners only and c) journalists only. Analysis, conclusions and recommendations included a comparison of the differences and similarities between the two groups.

Key findings

Key findings include:

The majority of public relations practitioners interacting with Media24 on a corporate communication level do not belong to a professional body.

The majority of public relations practitioners interacting with Media24 on a corporate communication level lacked clarity in defining their own professional objectives and functional role.

The self-perception of the majority of public relations practitioners interacting with Media 24 on a corporate communication level was less positive than the perceptions of the journalists of public relations practitioners.

Listening and writing are key skills and abilities for public relations practitioners and for journalists interacting with Media24 on a corporate communication level.

Recommendations

It is proposed that research be repeated on a random sample or a stratified random sample of public relations practitioners and journalists to see whether the results obtained in this accidental study would be duplicated. If so, then conclusions from this population would be representative of the larger group, which would appear likely, as the conclusions are mostly similar to previous research. This would allow the research and its findings to be included into the larger group of public relations practitioners and journalists research. At present, this research sample represents only itself and the conclusions are therefore limited to it.

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DEDICATION

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1 CHAPTER ONE: INTRODUCTION

1.1 Introduction

The purpose of this study is to investigate the perceptions of a select group of public relations practitioners and journalists that interact with each other at Media24, Cape Town. These perceptions, by public relations practitioners and journalists, are of self and each other's professional objectives, skills and ability, function, and their relationships.

The research aims to determine whether it is possible, through how each category defines perception from two points of view (perception of self and perception of other), to find sufficient common grounds first to understand the relationship and then to optimise the relationship between public relations practitioner and journalist. Although the optimisation of the relationship between public relations practitioner and journalist is part of the motivation for undertaking this research, it is not part of the *research question*

1.2 Background and motivation

Relationships are the *raison d'être* of public relations management. The definition of public relations management endorsed by the public relations professional body 'The Institute for Public Relations and Communication Management of Southern Africa' (PRISA) supports this statement. It states "*the management, through communication, of the perceptions and strategic relationships between an organisation and its internal and external stakeholders.*" The key words contained within this definition are *strategic relationship, perceptions, and stakeholders*.

Public relations guru James E. Grunig (1992:69) states succinctly that relationships are "*the substance of public relations.*" Grunig (1992:4) goes further to connect public relations management to communication management via the definition "*management of communication between an organisation and its publics.*" Similar statements from Marx et al (1998:554), Steyn & Puth (2000:3) and Skinner (2001:4) support Grunig. In addition, successful organisations should develop relationships, which are appropriate and work towards achieving the corporation's strategic goals. It is these relationships – with competitors, employees, suppliers, customers, governments and other stakeholder publics – that Michael Porter, strategic management guru at Harvard Business School, believes allows organisations to gain and sustain competitive advantage.

However, the operational sphere and reception of the public relations practitioner is not as clear-cut as the PRISA definition suggests. Grunig (1992: 6) states that both the perceptions and/or assumptions underlying the practice and purpose of public relations practitioners varies from “manipulative” to “the dissemination of information, resolution of conflict or promotion of understanding.” It is from these operational public relations functions, which form part of the strategic organisational objective, that link with other strategic organisational functions such as marketing, structure, customers, shareholders etc., and merge to create corporate reputation, and, according to Van Riel (2007:43), is “. . . overall assessments of organisations by their stakeholders. They are aggregate perceptions by stakeholders of an organisation’s ability to fulfil their expectations, whether these stakeholders are interested in buying the company’s products, working for the company or investing in the company shares.”

In public relations practice, the line between reputation, stakeholders, communications, markets, customers and relationships is blurred. According to Wragg (1993:11) media relations is “important not just because it is a core activity in any public relations function, but because the media acts as a conduit to those other audiences, which are so important to an organisation.” If so, as stated above, media relationships are a core activity of public relations, then the relationship between public relations practitioners and journalists is important, although it is a relationship often described as closely associated and uncomfortable.

Literature confirms the complexity and awkwardness between public relations practitioners and journalists while trying to explain the divide between the two professions (Brody 1984; DeLorme & Fedler 2003; and Sterne 2010). In the USA and many other western countries, the relationship between journalists and public relations practitioners has been characterised by Cameron, Sallot and Curtin, 1997:147 as “distrustful and contemptuous, with a certain degree of social distance remaining between the two group,” In addition, Cameron et al report at least 150 such studies (media – public relations relationship) in the USA alone since 1960. Roughly divided into two categories, the studies offer either:

- a) Historical analysis (such as DeLorme & Fedler, 2003.) or
- b) Mutual assessments

This study, which examines the perceptions of public relations practitioners and journalists towards each other, is similar to the latter (mutual assessments). In a similar study, Sterne (2010:7) quoting Allen(2004) states “. . . an international study which involved interviews with 200 journalists from the UK, Australia, New Zealand, Spain, the US, Holland, Italy and France found that most were appreciative of the value of public relations but were frustrated by the inconsistent approach and

ability of the practitioners." Sterne (2010:7) says, "the overall impression ... was that the relationship between media and public relations in New Zealand was characterised by mutual negativity, a low view of each other and accusations of deliberate obstruction."

Does this "*mutual negativity*" extend to the relationship between public relations practitioners and journalists and their perceptions of each other in South Africa, in particular to those public relations practitioners and journalists interacting at Media24?

According to Skinner, (2001:8) South African public relations practitioner and author, working within the communication industry, "*the relationship between the public relations practitioners and the media is one of the most important responsibilities of a public relations practitioner.*" The public relations practitioner is responsible for the important role of media liaison. Media liaison includes researching, drafting, writing and distribution of organisational media releases to print and broadcast journalists. The public relations practitioner is equally responsible for the development of a relationship between the public relations practitioner and the journalist to ensure distribution of the message contained in the media release.

From the outline of the media liaison function, it is easy to understand why the relationship between themselves and the public relations practitioner is important to the public relations practitioner. It is equally easy to understand that should a public relations practitioner, who builds strong professional relationships with journalists, will thereby gain a sustainable competitive advantage over other public relations practitioners.

However according to DeLorme & Fedler (2003:99 – 100) in their historical analysis of the contempt in which journalists hold public relations practitioners state, "*For years, journalists have charged that PR practitioners are unethical, manipulative, one-sided, and deceptive. Journalists also complain that PR practitioners serve special interests rather than the public. PR practitioners respond that journalists have a narrow and self-righteous view of their work and know little about public relations, a profession in which ethical conduct is important.*" DeLorme & Fedler (2003:100) refer to research by Stegall and Sanders stating, "*revealed that misunderstandings and stereotypes arose as journalists and PR practitioners tried to define their roles, causing their relationship to become an adverse one.*"

Wyatt et al (1996:124) are of the opinion that although at first the two functions of public relations and journalism share many common interests and values; they now appear to have some conflicting goals leading them to a love-hate relationship. Charron (1994:43) endorses this, "*Public relations practitioners and journalists find themselves mutually dependent of one another, a*

situation which demands cooperation, while their divergent control interests cause distrust and opposition.” Shaw & White (2004:494) state that the “journalists perception of media relations defines their perception of the entire profession” (public relations). Although journalists and public relations practitioners both work with media, these two professional occupations approach their work from different angles; have a diverse set of priorities, as well as dissimilar aspirations and unrelated challenges. According to Clear & Weideman (1997:1), “The main differences between public relations practitioners and journalists are the manner in which they convey information and their reasons for doing so.”

Grunig (1992) suggests, in his well-known, four-part communication perspectives matrix or public relations models, that two-way symmetrical communication is the ideal manner to generate mutual understanding and respect between an organisation and its publics.

From these statements, it is clear that the relationships between public relations practitioners and journalists are an uncomfortable one despite their mutual dependence within the communication industry, but is it possible to do something to improve this relationship?

Would a greater understanding and improved perspective of each other's roles, within corporate communications, improve the relationship between journalists and public relations practitioners?

What or where are the areas of misunderstanding?

Would an elimination of the misunderstandings improve the relationship between journalists and public relations practitioners; if not, what would improve the relationship between these parties?

Would an understanding of the differences and similarities optimise both roles to the benefit of each and improve this relationship?

Are the public relations and journalism outcomes similar enough to create common area from which both can benefit?

The core of public relations management is the management and building of stakeholder relationships to the benefit of the organisation's reputation.

1.3 Research topic and problem

Journalists and public relations practitioners are involved in an overlapping industry, in which they have a similar fundamental philosophy or purpose. Underlying both professions is a basic value of 'service to truth' but the context and the reason for that service is different. This difference creates tension between them, affects their perceptions and affects their relationships.

Despite the common ground of shared skills and abilities, their relationship is difficult, uncomfortable and not filled with respect and understanding. However, academic literature cites historical hostility, relationship complexity as well as contempt between journalists and public relations practitioners (DeLorme & Fedler 2003; Shaw & White 2003; and Cameron, Sallot & Curtin 1997).

Public relations practitioners deal extensively with the media. It is clear that understanding and appreciating the journalists' point of view would improve the public relations practitioners' ability to engage them more effectively. A primary motivation for the study is to determine where the differences and similarities lie between public relations practitioners and journalists; to understand how public relations practitioners and journalists perceive each other's skills and abilities, their function and their relationships. Without understanding these perceptions, it would be impossible to understand this relationship.

Understanding the other's perceptions of both professions as well as one's own may possibly provide insights, which would allow public relations practitioners to develop the relationship between the two professions. Moreover, if it is possible to understand these perceptions, is it equally possible to determine whether there would be a way to optimise the public relations practitioners and journalists relationships.

1.3.1 Research question

What perceptions do public relations practitioners and journalists, interacting at Media24, Cape Town, have of themselves and each other's professional objectives, skills and ability, function, and relationships?

1.3.2 Research objectives

The current study will focus on the perceptions of public relations practitioners and journalists linked through Media24, Cape Town. The research objectives are to ascertain:

What perceptions do public relations practitioners and journalists have of their own skills, abilities, roles, functions and relationship at Media24, Cape Town?

What perceptions do public relations practitioners have of journalists' skills, abilities, roles, functions and relationship at Media24, Cape Town?

What perceptions do journalists have of public relations practitioners' skills, abilities, roles, functions and relationship at Media24, Cape Town?

Are there common areas within these perceptions of public relations practitioner's skills, abilities, roles, functions and relationship (own/other) at Media24, Cape Town?

Is there sufficient common ground to optimise a relationship between public relations practitioner and journalist at Media24, Cape Town?

1.3.3 Benefit of research

Improved understanding and perceptions of public relations practitioner's and journalist's roles and functions (own/other) would provide the following benefits.

Public relations practitioners would have a better understanding of the perceptions of journalists.

Journalists would have a better understanding of the perceptions of public relations practitioners.

Suggestions to improve strategic relationship, which would include the relationship between public relations practitioners and journalists and their perceptions could be made.

1.4 Research design and methodology

The study is an empirical, quantitative, comparison and non-experimental study. The study will make use of a single, structured, self-administered, pre-tested, questionnaire to both population groups, (the combined public relations practitioners and journalists sample population) to gather quantitative primary data, to determine what the perceptions of public relations practitioners and journalists are by both public relations practitioners and journalists, who interact at Media24, in Cape Town.

The questionnaire will gather information about the following: professional objectives, skills and ability, function, and relationship for the purposes of comparing the results of each group against each other and the collective population. The questionnaire will generate nominal and ordinal data. Ordinal data (to determine difference in perceptions) through ranking questions, which ask the respondent to position each factor on a companion scale (in this instance, the summated 5-point Likert scale will be used) with regard to question 1: professional objectives and question 2: skills and ability. Nominal data will be collected through dichotomous response answers for question 3: journalism function and question 4: public relations function as well as question 5: relationship between public relations practitioner and journalist. Nominal data aids classification as it provides data that is mutually exclusive and collectively exhausted, while ordinal data (ranking) provides the same classification characteristic (above) but gives an idea of distance or an indication of order. (Welman, 2005:138; Cooper & Schindler, 1998:160). A short coming of the two-option (favour/oppose) nominal data questions within a questionnaire, is that it limits the respondent to an either/or choice that may or may not be completely comfortable or truthful.

1.4.1 *Population, sample and sample size*

Welman, Kruger and Mitchell (2005:55) define a population as *"a group of potential participants to whom the researcher wants to generalise the results of a study."* They state that a population includes the total collection of all units of analysis about which the researcher wishes to make conclusions. In this instance, the sample population is ALL journalists and ALL public relations practitioners in Cape Town linked through their professional practice (corporate communications) at Media24.

Random sampling of a population means that each unit has an equal chance of selection whereas accidental non-random sampling means the population is convenient (available now) but does not allow equal opportunity to selection. In this instance: a list of the sample population, i.e. a list of ALL journalists and ALL public relations practitioners linked through professional practice at Media24 was obtained from Media24. Simple random sampling in this instance was impossible, as it was impossible to generate a full population list of all journalists and all public relations practitioners interacting in the coverage of corporate within Cape Town. Thus it was necessary to use what was available from Media24, as an accidental quota sample i.e. one which is *"immediately available"* or convenient, according to Bouma & Ling (2004:115), and with a set quota (i.e. number of journalists and public relations practitioners) to ensure that both groups are represented.

The drawback of this non-random sampling is that it represents only itself and “provides an extremely weak basis for new generalisation or for inclusion into the general population . . . It is uncertain which aspects of the total population are included and which are not,” Bouma & Ling (2004:116). Therefore, it must be noted that conclusions drawn from this research can only refer to the population studied.

This approach is not the same as the stratified approach to sample selection, which would ensure that the sample was representative and statistical efficiency even if the sample size, in general, and for each group, is small. According to Cooper & Schindler (1998:238) *“There are three reasons why a researcher chooses a stratified random sample. They are (1) to increase the sample’s statistical efficiency, (2) to provide adequate data for analysing the various sub-populations and (3) to enable different research methods and procedures to be used in different strata.”* A stratified sample would thus allow for the generation of sound comparison data based on a small sample, which the accidental sample as a non-random sample does not.

The population was sub-divided into two sub-populations; and from each sub-population, an equal number of units was selected according to the following criteria:

Only public relations practitioners with a minimum of three (3) years of experience working within the corporate communication environment and providing information (press releases) to Media24, Cape Town.

Only journalists with a minimum of three (3) years of experience working within the corporate communication environment and providing information (press releases) to Media24, Cape Town

1.4.2 Data collection

According to Cooper & Schindler (1998:287), *“a few well chosen questions can yield information that would take much more time and effort to gather through observation.”* Investigative questions, compiled within a self-administered questionnaire, were used for data collection in this research. A structured questionnaire, similar in composition to a structured interview (as it asked the same question and offered the same answer options to each of the respondents. (Welman et al, 2005:165), was used. This offered the same stimulus to all respondents.

Constructed correctly, questionnaires have a high level of validity and have the advantage of allowing respondents time to think about their answers, but as a self-administrated device, care was taken to ensure that the questionnaire was able to stand-alone. A general limitation of questionnaires is that they tend to be superficial and it is not possible to add depth of information

or understanding during the process. Neither is it possible for direct information to be obtained during the process. In addition, research using a questionnaire is vulnerable to sampling errors, as well as running a high refusal rate risk (i.e. very low return of questionnaires sent out). Other considerations included human error in terms of data capturing errors, but a small sample ensured that human errors could be kept to zero. Confidentiality is not an issue.

1.4.3 Questionnaire content

The questionnaire, which is structured, comprises a collection of statements to be evaluated through a 5-point Likert scale (summated rating) or through a choice (dichotomous either/or) response, was developed and pilot tested. The purpose of a pilot test is to make certain the questions were presented consistently; there was no predetermined bias in the questions or the questionnaire layout so respondents were not pushed in one direction or the other. A pilot test was conducted in the public relations management class to pre-test whether the questionnaire was clear, unbiased and would obtain the information required.

Although the questionnaire only covered five areas, general, professional objectives, skills and abilities, journalistic and public relations function and relationship perceptions, it generated 57 variables, each with a minimum of three possible interpretations namely; combined; public relations practitioners; and journalists. All respondents were asked the same questions; the responses were expected to reflect the function of the person's profession. The reason for using this method was to capture the broad range of functions in journalism and public relations, and to make sure that it was possible to compare the responses.

1.5 Outline of thesis

1.5.1 Chapter one: Introduction

This chapter introduces the thesis and the motivation, which underpins this study into the different role perspectives between journalists and public relations practitioners and its impact on how they view each other. The structure of this mini thesis is as follows:

1.5.2 Chapter two: Literature review

This chapter will present the contextual and theoretical framework (the literature review). This will be organised according to theme. It will expand on the key words of the PRISA definition of public relations. The research is quantitative as it measures perceptions, but explanatory in that seeks

understand. This approach will allow the literature to be categorised in such a manner as to position the journalist within the public relations practitioners' operational sphere and will automatically include an overview of research conducted on the relationship between public relations practitioner and journalist; the ultimate outcome of perceptions. The literature review will include an overview of research completed on the relationship between public relations practitioner and journalists (mutual assessment as well as historic) and examine their perceptions of their own as well as the others' skills and abilities, and functions.

1.5.3 Chapter three: Research design and methodology

The research design and methodology section will identify data sources, sample size and sampling procedure, measurement instruments, data collection, editing, analysis and interpretation. A questionnaire will be developed to gather the required data. Care will be taken to ensure that questions are not biased (leading), ambiguous, vague and ask simple (not double barrel) questions. A single questionnaire will be designed to capture data from both study groups – journalists and public relations, which will make it possible to compare and contrast the groups.

1.5.4 Chapter four: Findings

This chapter will deal exclusively with the findings of the research, and will make use of graphs to display the findings.

1.5.5 Chapter five: Analysis, interpretation, conclusions and recommendations

This chapter will start with analysis and interpretation of the important findings as well as conclusions and appropriate recommendations from the study based on this accidental quota non-random sample, which must be dealt with on its own merits alone. Any results only apply to the population studied.

1.6 Summary

This chapter outlined the research problem, the objectives of the study that elaborates the role perspectives of public relations practitioner and journalists; to establish whether there are sufficient common grounds to optimise both roles to the benefit of each.

The chapter has, however, established that the significance of the research in stating that the benefit would be to improve the relationship between public relations practitioners and journalists.

In addition, it may provide evidence of importance to both functions by providing clear answers from practitioners of the public relations and journalism. However, at all times it should be borne in mind that through the nature of the sample used, an accidental quota, non random sample, the findings , and any conclusions drawn only refer to the population studied.

The next chapter will review the literature and provide a critical evaluation of previous research conducted and reported therein.

2 CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The literature review of this research will focus on the written body of knowledge on perceptions of public relations practitioners and journalists of their professional objectives, skills and abilities, functions and their relationships. The literature review presents the theoretical basis for this research, which through perception definition of each category from two points of view (*perception of self and perception of other*), aims to find sufficient common grounds to first understand the perceptions and the relationship; and then to optimise the relationship between public relations practitioner and journalist.

Although the optimisation of the relationship between public relations practitioner and journalist is part of the motivation for undertaking this research, it is not part of the research question, *“What perceptions do public relations practitioners and journalist, interacting at Media24, Cape Town have of themselves and each other’s professional objectives, skills and ability, function, and relationship?”* The research question is to determine the perceptions of public relations practitioners and journalists as they relate to each other.

According to Hart (1998: 45) most research within the social sciences aims to *“explain, explore or describe the occurrence (or non-occurrence) of some phenomenon*. This research is no different as it seeks to explore the mutual perceptions of public relations practitioners and journalists through a quantitative measurement. Thus this literature review is set out thematically to cover the main aspects of the study, which are professional objectives, skills and abilities, function and relationship, as defined in the research question, which according to Mouton (2000: 93); is standard. He states, *“Organising the review of the literature according to a theme or construct is more prevalent in exploratory studies (both quantitative and qualitative).”* Even although this research is quantitative as it measures perceptions with a survey questionnaire, it is also explanatory as it seeks to understand or gain a better understanding of the public relations practitioner / journalist relationship and how it works. It is worth repeating, that although the optimisation of the relationship between public relations practitioner and journalist is part of the motivation for undertaking this research, it is not part of the research question.

This themed approach will allow the current literature to be categorised in such a manner as to position the relationship between journalist and public relations practitioner within the public

relations practitioners' operational sphere, i.e. as it relates to the public relations practitioner and public relations professional practice.

The literature review will thus include an overview of literature of research completed on the relationship between public relations practitioner and journalists (historic/mutual assessment) as well as examine literature on perceptions (own/other) on professional objectives, skills and abilities, and functions. In this manner, the literature review will form the bases for the development of the questionnaire to examine the research question.

2.2 Public relations practitioners' operational sphere

The public relations practitioners' operational sphere is the context for the relationship between the public relations practitioner and the journalist (i.e. the reason for their interaction). The Institute for Public Relations and Communication Management of Southern Africa' (PRISA) definition of public relations practice is *"the management, through communication, of the perceptions and strategic relationships between an organisation and its internal and external stakeholders."*

Knowledgeable public relations management authors Grunig & Hunt (1992: 4) use this concept of relationships to connect further public relations management and communication management via their definition of public relations as *"management of communication between an organisation and its publics."* Marx et al (1998:554) asserts, *"Some experts prefer the term public relations. It is a more comprehensive term and definitely includes corporate communication. Other experts prefer the term corporate communication, based on the notion that communication activities are a key dimension in the establishment of opinion."* However, to avoid a debate on the correct terminology, it should be noted that throughout this research the term *'public relations'* will be used to include *'corporate communications'* as well. This is a practice common to many authors including Grunig, 1992:4, Steyn & Puth, 2000:3, Marx et al, 1998:554, Groenewald, 1998, and Van Riel 1995.

In analysis, the PRISA definition divides public relations practice into two areas:

The management of the perceptions of stakeholders; and

The management of the strategic relationships of the organisation

As the term *"management through communication"* is generic to virtually all corporate management functions, this research will focus on perceptions and strategic relationships.

Communication, although underpinning the research, is not its focus.

However, public relations practice is not quite as simplistic as its definition might imply as it covers a wide variety of activities and operational areas. Skinner (2001:8) outlines these as being: media relations, publications, corporate image, corporate advertising; promotional activities; issues management; lobbying and networking. However, many organisations also include (Goodman, 2000:69) philanthropic activity, crisis and emergency communication, as part of corporate communication function. Marx et al (1998:555) functions include corporate identity, events coordination, customer relations and investor relations. Hunter (1997:179) adds representation, and maintenance of image while Charron (1994:42) includes public relations as a 'source of information'. It is these public relations functions, which form part of any strategic organisational plan and merge into the concept of corporate reputation. According to Van Riel (2007:43) corporate reputation is *"... overall assessments of organisations by their stakeholders. They are aggregate perceptions by stakeholders of an organisation's ability to fulfil their expectations, whether these stakeholders are interested in buying the company's products, working for the company or investing in the company shares."*

In summary, the public relations practitioner's functions (operational sphere), which are varied, and listed (non definitively) above, demarcate the context in which public relations practitioners and journalist interact, but does not define their relationship nor their perceptions of each other, their professional objectives, skills and abilities.

2.3 Strategy and strategic relationships

The principles of strategy and its definitions are not new. Over 2,000 years ago, Sun Tzu wrote, *"Know the other and know yourself; triumph over peril: Know nature and the situation; triumph completely."* (Wing, 1998). The Oxford Pocket Dictionary defines strategy as *"The art of war, especially the planning of movements of troops and ships etc. . . . into favourable positions; plan of action or policy in business or politics."* Steyn & Puth (2000: 29) put forward this definition of strategy; *"doing the right thing, rather than doing things right."* Despite this definition often being used to explain the difference between the terms 'effective' and 'efficient' respectively, it fits well with Grunig's (1997) concept of the effective organisation. Strategy defined simplistically and minimally is, having goals; understanding the environment and competition; and knowing what resources you have; and how to use them to win (*"triumph completely."*)

However in business, the primary purpose of strategy, according to Grant (1998:4), is *"... to guide management decisions toward superior performance through establishing competitive advantage, strategy also acts as a vehicle for communication and coordination within an organisation . . . is a*

link between the firm and its business environment.” Grunig (1997), in agreement, states that effective organisations, such as successful corporate organisations (i.e. organisations who do the right thing), develop relationships that are appropriate, relationships that are based on achievable goals and able to generate support (and perhaps to steal competitive advantage).

L Grunig et al (1991:86) says “Public relations contributes to effectiveness by building quality, long-term relationships with strategic constituencies.” This concept of a relationship between the effective organisation and its “strategic constituencies” (more commonly referred to as stakeholders) is central to Grunig’s theory of public relations practice. It is these relationships, (with competitors, employees, suppliers, customers, government, stakeholders and/or publics) according to Michael Porter (strategic management guru of Harvard Business School), that allows organisations to gain and to sustain competitive advantage. .

In addition Grant (1998: 114) lists ‘reputation’ as a strategic resource and defines it as “reputation with customers through the ownership of brands, established relationships with customers, the reputation of the firms products and services for quality, reliability etc..” To summarise Grant, strategy is a link between “the firm and its ...environment.” It is thus possible to conclude that strategy is about gaining competitive advantage (i.e. winning) and that relationships play a crucial role in creating effective organisations and creating advantage for those organizations. Thus in the case of public relations practitioners, who in accordance with its professional body’s definition, applies strategy to relationships (strategic relationships), with the aim of gaining competitive advantage (winning) for the organisation. Therefore, it is possible to agree that public relations is about winning relationships, making relationships work, and building competitive advantage through relationships and to conclude that relationships are the *raison d’être* of public relations practice.

2.3.1 *Raison d’être*

That relationships are the *raison d’être* of public relations practice is supported succinctly by the public relations expert James E. Grunig, who says relationships are the “*the substance of public relations*” (1992: 69). According to Horst H Schultz, in Covey (2006: Pre-Forward) “*In life and business, relationships are important, but they are empty unless they are established and based on trust . . .(trust) it is the glue for any lasting relationships.*” Mahatma Gandhi said it best “*the moment there is suspicion about a person’s motives, everything he does becomes tainted.*” Covey (2006: 21) agrees and quotes New York Times columnist Thomas Friedman who states in ‘*The World is Flat*’, that “*this new flat economy revolves around partnerships and relationships. And*

partnering and relationships thrive or die based on trust." It is thus possible to argue that trust is the foundation of any relationships.

The four part communication perspectives matrix or public relations models proposed by Grunig & Hunt (1983:22) on the nature of the communication between an organisation and its publics (via public relations management) suggests that the two way symmetrical communication model is the ideal method of communication if one wishes to generate mutual understanding and respect. Its characteristics include using "*communication to negotiate with publics, resolve conflict and promote mutual understanding and respect.*"

However, these aspects of mutual understanding and respect are missing from the remaining three models by Grunig & Hunt (1983: 22). They argue that

The press agency /publicity model's purpose is propaganda;

The public information model's purpose is to dissemination information; and

The two-way asymmetric model's purpose is scientific persuasion.

The two-way symmetric model is dialogue or persuasion based on mutual understanding.

Grunig describes the first two 'one-way' models as one-way communication, as "*telling*" without listening and without the 'two way' connection (relationship) there is no compulsion to tell the "*complete*" story. Unlike the two-way models comprise flow between the communicators although the asymmetric model is primarily a manipulation, as practiced by Bernays' of "*finding out what the public wanted and highlighting it.*" (Grunig & Hunt 1983:38)

From this, it would be possible to conclude that 'mutual understanding, respect and 'trust that the complete story will emerge' are the foundations of building relationships. . However, for mutual understanding between two parties, trust is required and that without trust, building a relationship is difficult, almost impossible. Thus, it is easy to extrapolate, that the development of relationships, and particularly the development of strategic (useful, winning) relationships, is an important and principal function of public relations practice.

2.4 Strategic relationship with the media

An important and principal relationship to the public relations practitioner is that with the journalist or media. Nevertheless, the relationships of the public relations practitioner and the

media are not always as clear-cut as the PRISA definition suggests. As Belz, Talbott & Starck (1989:125) emphasize *"the precise nature of the relationship between those who practise public relations and those who practise journalists is vaguely defined."* According to Skinner, (2001:8) South African public relations practitioner and author, working within the communication industry, *"the relationship between the public relations practitioners and the media is one of the most important responsibilities of a public relations practitioner."* According to Skinner (2001:8) media liaison includes writing and delivery of media releases from the organisation, and delivering it to print and broadcast journalists. It is also the development of a relationship between the public relations practitioner and the journalist to ensure distribution of the organisational message contained in the media release. (Grunig would call this the public information model) Wragg (1993:11) agrees, media relations is *"important not just because it is a core activity in any public relations function, but because the media act as a conduit to those other audiences which are so important to an organisation."*

From the outline of the media liaison function (Skinner 2001), it is easy to understand the importance of relationships with journalists to a public relations practitioner. It is possible that public relations practitioners who build appropriate relationships with journalists would also gain an advantage over other public relations practitioners. Furthermore, it is thus understandable that public relations practitioners focus on developing strategic relationships (winning) with an essential part of their public relations practice, the media and its content providers, the journalists. From here it is easy to conclude and equally obvious that a relationship with the media, an important and strategic relationship with an influential stakeholder should be based on mutual understanding, respect and trust. But a national survey of journalists by a New York public relations firm indicates that *"two-thirds of the journalists said they don't trust public relations people, but 81% say they need them anyway"* (Wilcox, 2001:300).

However, despite the intense and continued interest in the journalist-public relations practitioner relationships, by public relations practitioners, there is no means to measure or define the relationship. Ledingham & Brunig, (2001:4) confirms this; *"Public relations literature is replete with references to relationships that neither define the concept nor indicate how to measure it."* Measuring perceptions of the relationship would move the relationship closer to both definition and measurement, a sound reason for this research.

2.4.1 *Nature of relationship*

Literature confirms the uncomfortable relationship between the two professions, while trying to explain the divide between these two professions. (Brody, 1984; DeLorme & Fedler 2003; and Sterne 2010). In USA and many other western countries, the relationship between journalists and public relations practitioners has been characterised as *“distrustful and contemptuous with a certain degree of social distance remaining between the two groups”* (Cameron, Sallot & Curtin, 1997:147), who reported on at least 150 such studies (media – public relations relationship) in the USA alone since 1960. Sterne quoting Allen(2004) states, *“... an international study which involved interviews with 200 journalists from the UK, Australia, New Zealand, Spain, the US, Holland, Italy and France found that most were appreciative of the value of public relations but were frustrated by the inconsistent approach and ability of the practitioners.”* In his own research in New Zealand, Sterne (2010:7) says, *“the overall impression ... was that the relationship between media and public relations in New Zealand was characterised by “mutual negativity, a low view of each other and accusations of deliberate obstruction.”*

Dorer (2005:184) emphasises that both professions are mediacentric (focused on the media) although it is apparent that journalists and public relations practitioners differ in how they view and use the media. This difference in goal orientation might be an area of tension between the public relations practitioner and journalist. For example Cameron, Sallot & Curtin (1997:112) showed that *“25-50% and even up to 80% of news stories came from public relations practitioners. In spite of this extensive dependency, journalists have negative perceptions of public relations sources and are reluctant to acknowledge their dependency on public relations sources because journalists may wish to show their independence and objectivity”*. It is possible according to Sallot et al. (1998:373) that, *“journalists are reluctant to admit the power that public relations put on news content.”*

Furthermore, it can be argued that most journalists believe they have a responsibility to try to ‘get it right’, and ‘to resist the efforts of those who seek to control what they write and broadcast in good faith’ (Jempson 2004:268), However according to (Marx et al. 1998:30) *“good public relations attempts to influence public opinion in favour of the enterprise.”* According to Sallot & Johnson (2006:151) on average, journalists estimated that 44% of the content of news media in the United States is influenced by public relations practitioners from whom, according to Charron (1994:52), journalists seek information while the practitioner seeks publicity from the journalists. Although journalists and public relations practitioners both work with media, these two professional

occupations approach their work from different angles; have a dissimilar priorities, aspirations and unrelated challenges.

The historical perceptions of the relationships between journalists and public relations practitioner, according to DeLorme & Fedler (2003:100), shows disdain from the journalists towards the public relations practitioner. They say, *"Prior academic work has found that the hostility between journalists and PR practitioners began at the end of World War 1, when the newspaper industry started a campaign against 'spacegrabbers' (primarily press agents)."* According to them (DeLorme & Fedler, 2003: 102-3) there are six interrelated factors that contributed to the origins of journalistic disdain for public relations practitioners, namely: *"1) hunger for publicity; 2) situational context of publicity's origin; 3) methods of early PR practitioners; 4) early criticism of PR practitioners; 5) journalists' own problems and 6) journalistic goals and ultimate fate."*

Wyatt et al (1996:124) are of the opinion that, although at first, public relations practitioners and journalism share many common interests and values, they appear to have some conflicting goals leading them to a love-hate relationship. Shaw and White (2004:494) have a similar point of view, saying, *"Many public relations [practitioners] may be former journalists with no true public relations training or education. Yet, notwithstanding employing similar skills . . . there are differences in terms of objectives."* Delorme & Fedler (2003:101) say, *"Several other investigations have found that many public relations practitioners are ex-journalists - a fact that may help explain journalists' and public relations' shared values (and the practitioners' success in placing stories)."* He goes on to say that *"a 'good journalists' adds value by verifying the information and looking around the corners to find an angle that will place the story in context for the public"*. While it is impossible to guess how many journalists have crossed over to public relations practice, however it might be possible to suggest that the skills and abilities used by journalist overlap with those of a public relations practitioner. It is feasible that a journalist can convert to being public relations practitioner without additional training. Especially as Hunter (1997:56) asserts that, *"Public relations practice, in many cases, is still being done by people who have no formal training. In most cases these people will be former journalists who, while being highly skilled in writing, lack the expertise to plan communication strategically."* If people with no formal training are practicing public relations; and in some cases journalists with no public relations training but with journalism training are practicing public relations; what does this mean for the profession and the perceptions thereof. In addition, in South Africa there is no requirement for public relations practitioners to register with its professional body to be able to practice.

2.4.2 Perceptions

As public relations practice has a journalistic function, public relations practitioners share common ground, in this instance skills with journalists. But, despite common background, common values, (DeLorme & Fedler 2003:99-100; Charron 1994:43) similar training, media centrality, and mutually dependence, not to mention the constant call for cooperation between public relations practitioners and journalists, they are *"mistrustful and scornful of each other, understand little about each other's motivations and practice."* Grunig (1992: 6) states that the perceptions or and assumptions underlying the practice and purpose of public relations practitioners varies from *"manipulative" to "the dissemination of information, resolution of conflict or promotion of understanding."*

However, the distrust and scorn between the two professions is not one-sided. Grunig & Hunt (1983:223) says *"To listen to journalists and public relations practitioner's talk about each other is to get the impression that the field of media relations is a battleground. Journalists feel besieged by hordes of press agents and publicists – 'flacks' – as they call PR people, who dump unwanted press releases on their desks and push self-serving stories that have little news value. Public relations practitioners, on the other hand, feel they are at the mercy of reporters and editors, who would rather expose than explain, and who know little about the complexities of their (PR's) organisation."*

While journalists believe public relations practitioners lack credibility because they are motivated by self-interests, there are surprising similarities between journalists and practitioners, such as shared news values (Sallot et al., 1998:367) and skills both groups must master (Curtin, 1999:55). Delorme & Fedler (2003:101), Charron (1994:45) explain that both groups are professionals, share news values and beneficial social roles and could, in specific instances, work together. Experience appears to play a role in perceptions as public relations practitioners with more experience than journalists are viewed as more skilled and ethical than those without experience.(Curtin, 1999:55).

The distrust and scorn is not one-sided, neither is the hostility between public relations practitioner and journalist a recent phenomenon. Jeffers (1977:302) found that journalists viewed public relations practitioners as *"obstructionists"* who prevent journalists from obtaining the truth. Journalists also considered themselves *"superior"* to public relations practitioners in status, ethical, and skills terms. Nevertheless, Cameron, Sallot and Curtin (1997:147) found that there was a difference in the perception of journalists about public relations practitioners, and little similarity between the values of their news and perceptions of practitioners' values. On the other hand,

public relations practitioners perceived a relationship between the value of their news and those of journalists.

It seems that the hostility between the two functions has existed almost as long as the two professions have existed. Charron (1994:43) states, *“public relations practitioners and journalists find themselves mutually dependent on one another, a situation which demands cooperation, while their divergent control interests cause distrust and opposition.”* However according to DeLorme & Fedler (2003:99 – 100) *“For years, journalists have charged that public relations practitioners are unethical, manipulative, one-sided, and deceptive. Journalists also complain that practitioners serve special interests rather than the public. Public relations practitioners respond that journalists have a narrow and self-righteous view of their work and know little about public relations, a profession in which ethical conduct is important.”*

However, despite all the stereotyping and name calling, according to Wyatt et al 1996:124; Charron 1994:43 and Clear and Weideman 1997:1; who state, *“The main differences between public relations practitioners and journalists are the manner in which they convey information and their reasons for doing so.”* Clear & Weideman (1997:1) believe differences are in both the manner of transmission and the reason why particular information is available for distribution in the first place. Grunig & Hunt (1993:223) state, *“the media serve as gatekeepers, controlling the information that flows to other publics in the social system”* and Botha et al (2007:31) who says, *“news reporters . . . are the gatekeepers of public opinion about these organisations. The way they interpret an organisation's actions is reflected in their reporting and will be read, watched or listened to by their audiences. So they form these audiences' opinions about the organisation.”* Jeffers (1977:302) found journalists viewed public relations as “obstructionists” who prevent journalists from obtaining the truth and that journalists consider themselves superior to public relations practitioners in status, ethical, and skills terms.

But public relations practitioners create a barrier between the journalists and an organisation, says Berkowitz & Hristodoulakis (1999:92) and public relations practitioners work does not become a product in itself but rather supports an organisation's efforts to ensure short-term success with a specific product or service. Indeed, according to Elliot and Koper (2002:32) this is still the case and debate about public relations ethics remains. According to Wilcox (2001:307) there will always be areas of friction and disagreement between public relations practitioners and journalists, but that does not mean there cannot be a solid working relationship based on mutual respect for each other's work (Sallot (2006), Grunig (1992), and Hunter (1997) say public relations practitioners and journalists see each other in the worst light.

Much of the source – reporter literature portrays journalists-practitioner relations as adversarial (Cameron et al. 1997: 115) as journalists hold negative attitudes towards public relations practitioners, denigrate practitioners' news values and professional status. Aronoff (1975) in Belz, Talbott and Starck (1989:126) also found journalists have negative attitudes towards public relations practitioners. Bivins (2005: 59) found there were a number of legitimate complaints between public relations practitioner and journalist. Accusations include public relations practitioners in issue cover up or to stall and reporters presenting issues negatively. The latter is a problem as media have a role, which potentially influences a company's reputation, which overlaps with the public relations practitioner.

Theaker, Bland & Wragg (2000:2) assert that, by using media relations effectively, public relations practitioner's will not only enhance the reputation of their clients or employers, but also themselves, and that establishing a good working relationships with journalists that will serve them well in the future. Yungwook & Jiyang (2006:241) assert that journalists need some efficiency to select news and depend on the type of relationships with public relations practitioner has to ensure they get appropriate information. Charron (1994:44) posits that in the process of exchange, public relations officers attempt to "convince" the journalists by adapting their source's message to the journalistic production requirement. Jefkins (1998:81) says public relations practitioner's first responsibility is to the client or employer, provided that this does not offend against professional ethics, the law and the public interest.

In addition, Jempson (2005:270) says, "*Public relations present the product to the public. . . journalist's mediate the message.*" A study by Belz et al. (1989) in Berkowitz & Hristodoulakis (1999:92), found a common view of journalistic roles existed among public relations practitioners and journalists, but, journalists and public relations practitioners held clearly different perceptions of the role of public relations. The importance of the media and journalists, as external stakeholders, to organisations and public relations practitioners should not be undervalued agree Charron (1994:42), Dorer (2005:184), and Wragg (1993:11). "*Mass media,*" according to Zerman (1995:25) "*has the power to make or break a business.*" Authors Clear & Weideman (2002), and Rudin & Ibbotson (2002) define the function of journalists by saying that journalism is about putting events, ideas and information into context. "*Public companies, one of public interest especially to investors who have money in them, and work with the stock exchange: "watchdog."* Media identify newsworthy information, tell facts and stories which are true (Clear & Weideman (2002:12; 1997:15,) (Botha 2007), and act as intermediaries, (Charron, (1994:42), between society and public interest.

2.5 Summary

The literature review reveals the perceptions of journalists and public relations practitioners show the relationship not only to be closely associated and awkward, but intensely emotional as the relationships is described in descriptive terms. Public relations practitioners use terms to describe *journalists or interaction with journalists* as: “a battleground, at the mercy, obstructionists, rather expose than explain, narrow, self-righteous, gatekeepers, present issues *negative, negatively skewed, unknowledgeable about pr*” and many others of similar ilk. Journalists are similarly emotional and use terms to describe public relations practitioners as: “dumpers of unwanted press releases, *manipulative, one-sided, serving special interests, cover up or stall investigations, inconsistent in approach and ability, superior in skill and ability, able to do public relations management without additional training and many others of similar ilk.*

The literature review also suggested that public relations practitioners and journalists share skills and abilities, but had different professional objectives. There was a strong suggestion that the functional role of the journalist and the public relations practitioner were at odds. The question is, *whether through defining the roles of each, clearly showing differences and similarities, it is possible to find sufficient common grounds to understand and thus optimise both roles to the benefit of each and improve this relationship.*

CHAPTER 3 will deal with the research design methodology and explain how the investigation into the research question will take place. It will give all the elements that allow the research to be conducted in a proper way. Hence the methodology of how the research will be conducted and all *data pertaining to it will be outlined and analysed.*

3 CHAPTER THREE: RESEARCH DESIGN & METHODOLOGY

The research design and methodology section will identify the research design and outline the methodology used in the study. The chapter will be broken into data sources, sample size, sampling procedure, measurement instruments, data collection, editing, analysis and interpretation. This closely follows the outline suggested by Mouton (2001:123) in his generic structure for a thesis, that the research design and methodology section should include *"hypothesis, conceptualisation, definitions, key variables, issues of measurement, sample design, size and sampling methods, data collection methods and field practice, data capture and editing as well as shortcomings of the selected design and methodology."*

The collection of the primary data in this research will be through a single, structured, self-administered, pre-tested questionnaire to the sample (i.e. both groups – journalists and public relations). Gathering the information in this manner will allow for the findings and results to compare and contrast the different results.

3.1 Introduction

Journalists and public relations practitioners are involved in an overlapping industry, in which they have a similar fundamental philosophy or purpose. Underlying both professions is a basic value of 'service to truth' but the context, and the reason for that service is different. This difference *creates tension between them, affects their perceptions and affects their relationships and to what extent and where are these differences prompted this research.*

This research is *empirical, quantitative, comparative and non-experimental* as it measures perceptions through a survey questionnaire; it is also *explanatory* as it seeks to understand or gain a better understanding of the public relations practitioner/journalist relationship and how it works, based on their perceptions of each other. However, it is worth repeating, that although the *optimisation of the relationship between public relations practitioner and journalist is part of the motivation for undertaking this research, it is not part of the research question.*

The research question is *"What perceptions do public relations practitioners and journalists, interacting at Media24, Cape Town, have of themselves and each other's professional objectives, skills and ability, function and relationship?"* The research aims to establish what perceptions public relations practitioners' hold of journalists and vice-versa. As both play an important media role, the *optimisation of their working relationship would serve both of them, but to improve relationships, it is first necessary to understand them.*

3.2 Research design

The research is empirical, which means that it is “based on observations and measurements of reality” (Trochim, 2006) and non-experimental in that “it involves variables that are not manipulated by the researcher and are studied as they exist” (Lapan & Quartaroli, 2009:60). The research is a quantitative, comparison (cross-sectional) non-experimental study, which makes use of a survey (single, structured, self-administered, pre-tested questionnaire) to gather data to answer the research question, which seeks to establish “What perceptions do public relations practitioners and journalists, interacting at Media24, Cape Town, have of themselves and each other’s professional objectives, skills and ability, function and relationship?”

3.2.1 Hypotheses

The research will not seek to measure whether there is a relationship between public relations and journalism (hypothesis) or not (null hypothesis), as it is apparent that there is a relationship, but seeks to investigate the perceptions of that relationship through the eyes of the journalist or the public relations practitioner.

3.2.2 Conceptualisation

The literature review reveals the perceptions of journalists and public relations practitioners show the relationship not only to be closely associated and awkward, but intensely emotional as the relationships is described in descriptive terms. Public relations practitioners use terms to describe journalists or interaction with journalists as: “a battleground, at the mercy, obstructionists, rather expose than explain, narrow, self-righteous, gatekeepers, present issues negative, negatively skewed, unknowledgeable about PR” and many others of similar ilk. Journalists are similarly emotional and use terms to describe public relations practitioners as: “dumpers of unwanted press releases, manipulative, one-sided, serving special interests, cover up or stall investigations, inconsistent in approach and ability, superior in skill and ability, able to do public relations management without additional training and many others of similar ilk. The literature review also suggested that public relations practitioners and journalists shared skills and abilities, but had different professional objectives. There was a strong suggested that the functional role of the journalist and the public relations practitioner were at odds. Thus, the concepts, which this research will investigate, are namely: professional objectives, skills and abilities, functions and relationship. Nevertheless, according to Bouma & Ling, 2004:39 “Concepts are categories into which ideas, impressions and observations of the world can be placed. . . . While concepts are

critically important in the initial stages of research, they have limited use when difficult or impossible to measure. Some are elusive to define, mean different things to different people and lack definite boundaries.” Therefore, concepts of research – as stated in the research question – need clarification and redefinition as variables, which can be defined, are both measurable and observable and should reflect the research objectives (i.e. what the research seeks to establish to answer the research question.)

3.2.3 *Definitions and key variables*

This research elected to first establish a baseline within the variable categories or concepts, namely background, professional objectives, prioritise skills and abilities and define functional role before tackling the emotional aspects of the relationship between the two groups, as suggested by Sun Tzu *“Know the other and know yourself.”* Thus, it was important to examine the key variables from a public relations practitioners as well as a journalist’s perspective with the entire group providing an overall or combined position.

The concepts or categories were subdivided into the following variables:

Four (4) background variables were included, namely:

Professional membership, age, experience and gender

Six (6) professional objectives or variables, which could be claimed by either group, were included namely;

Inform, truth, promote, influence, accuracy and relationships

Six (6) skills / abilities or variables, which could be claimed by either group, were included namely;

Writing, interviewing, listening, problem solving, research, and sorting skills

Ten (10) variables to describe the journalistic function were chosen, namely:

Gathering information to inform the public; telling all sides of the story (unbiased); knowing what is happening in the world; giving voice to the voiceless; holding the powerful accountable; be objective or unbiased; critically evaluating what is being said or done; presenting the newspapers agenda as news; manipulating and disregarding the rights of others for the sake of news; and providing support for political parties (propaganda)

Ten (10) variables to the public relations management function were chosen, namely:

Managing relationships with stakeholders; presenting the organisation to the outside world honestly; knowing what is happening in the world; event management; selling the company and its product/s; communicate information to all stakeholders; pushing organisational propaganda / spin; disbursing information to inform the public; providing light weight stories to the press; and providing well researched, information rich, insightful stories to the press.

Twenty (20) variables to the public relations practitioner and journalists perceptions of their relationship were, namely:

Journalists respect public relations. Journalists are persistent and determine to gather information. Journalists resent public relation's organisational perks. Journalists are better writers than public relations. Journalists are better storytellers than public relations. Journalists need to speak to people with expertise within the organisation. Journalists value the role of public relations. Journalists lack ethics. Journalists hold the distribution of news ransom. Journalists are arrogant. Public relations lack ethics. Public relations hold access to decision-makers' ransom. Public relations value the role of journalists. Public relations do not understand the value of information. Public relations do not hold expertise within their organisation (not a useful source of information). Public relations are elitists. Public relations are better writers than journalists. Public relations respect journalists. Public relations consider journalists to be lazy. Public relations do not understand what makes news.

3.2.3.1 Summary

In summary, a total of 57 variables would be examined in this empirical, non-experimental research, which does not involve the manipulation of variables, but the measurement of them. Neither does it randomly assign subjects to groups.

3.2.4 Issues of measurement

The 57 variables (developed from the research concepts, developed from the research objectives) which will answer the research question need to be measured. Simplistically, "measurement is the process of observing and recording the observations that are collected as part of the research method" (Trochim, 2006). According to Bouma & Ling (2004:55) "In deciding how the variables should be measured, we face three major issues which require careful consideration:

- 1) *What is it that varies in the variable?*
- 2) *By what instrument are we going to measure the variable?*

3) *In what units are we going to report our measurements of the way(s) the variable varies?*

However, before anything can be measured, the data sources, i.e. the people who are going to provide the information that needs to be measure require identification.

3.2.4.1 Identifying and selecting data sources

From the research question it is possible to extract the data sources as being those journalists who work for or freelance for Media24 and the public relations practitioners who interact with these journalists within the corporate communications field. Media24 provided a list of public relations officials and journalists who met the requirements.

3.2.5 Units of measurement

“For most variables studied in the natural sciences there are generally accepted units of measurement and measuring instrument.” (Bouma & Ling (2004: 56). It is not as simple in the social sciences. Firstly, an appropriate measurement instrument must be selected and thereafter a unit of measurement (what will be measured?) agreed. “Variable measurement is important because it provides the context in which data analysis and findings can be expressed clearly.” (Bouma & Ling (2004: 57).

3.2.5.1 Measurement instrument

The study will make use of a single, structured, self-administered, pre-tested, questionnaire to both population groups, (the combined public relations practitioners and journalists sample population) to gather quantitative primary data, to determine what the perceptions of public relations practitioners and journalists are by both public relations practitioners and journalists who interact at Media24, in Cape Town. The questionnaire, which will be developed for this research, will gather information about the following concepts, namely: professional objectives, skills and ability, function, and relationship for the purposes of comparing the results of each group against each other and the collective population.

3.2.5.2 Unit of measurement

Two different units of measurement will be used in this research. The unit of measurements used are importance and agreement. Either applies to the questions except for the background section, comprising of the four (4) background variables for statistical purposes. Importance applies to

question 1: professional objectives and question 2: skills and abilities. Agreement applies to questions 3, 4 and 5. Questions 3 and 4 deal with functions and question 5 deals with the relationship between journalist and public relations practitioner and vice-versa.

3.2.6 *Levels of measurement*

The level of measurement describes the relationship between the data. In this research, through the questionnaire, the level of measurement will generate nominal and ordinal data types out of the possible four levels (nominal, ordinal, interval and ratio). Nominal and ordinal data are the lowest ranked in the hierarchy of data measurement levels.

Questions 3, 4 & 5 will gather nominal data *“that produces data values in name only”* and *“these data values are never averaged or used for a t-test”* (Trochim, 2006) through a dichotomous (either/or) response answers for question 3: journalism function and question 4: public relations function as well as question 5: relationship between public relations practitioners and journalists. Nominal data aids classification as it provides data that is mutually exclusive and collectively exhausted, while ordinal data (rating) provides the same classification characteristic (above) but gives an idea of distance or an indication of order. (Welman2005:138; Cooper& Schindler 1998:160). A shortcoming of the two option (favour/oppose) nominal data questions within a questionnaire, is that it limits the respondent to an either/or choice that may or may not be completely comfortable or truthful.

Questions 1 & 2 will gather ordinal data (to determine difference in degrees of importance) through rating questions that ask the respondent to position each factor on a companion scale (in this instance, the summated 5-point Likert scale will be used) with regard to question 1: professional objectives, and question 2: skills and ability. Ordinal data can be rank-ordered, *“but the intervals between the values are not interpretable.”* (Trochim: 2006). Both nominal and ordinal data are lower ranked levels of measurement. This means that assumptions *“tend to be less restrictive and data analysis tend to be less sensitive.”* (Trochim: 2006)

3.2.7 *Data collection*

A survey (i.e. a single, structured, self-administered, pre-tested questionnaire) will be used to gather data to answer the research question, which seeks to establish *“What perceptions do public relations practitioners and journalists, interacting at Media24, Cape Town, have of themselves and each other’s professional objectives, skills and ability, function and relationship?”*

According to Cooper (1998:287), *“a few well chosen questions can yield information that would take much more time and effort to gather through observation.”* Investigative questions, compiled within a self-administered questionnaire, were used for data collection in this research. A structured questionnaire, (which is similar in composition to a structured interview as it asked the same question and offered the same answer options to each of the respondents, Welman et al, 2005:165), was used. This offered the same stimulus to all respondents.

According to Welman et al, 2005:165) constructed correctly, questionnaires have a high level of reliability (i.e. the measure of repeatability or the consistency of the measure, Trochim, 2006) and have the advantage of allowing respondents time to think about their answers, but as a self-administrated device, care was taken to ensure that the questionnaire was able to stand-alone. A general limitation of questionnaires is that they tend to be superficial and it is not possible to add depth of information or understanding during the process. Neither is it possible for direct information to be obtained during the process. In addition, research using a questionnaire is vulnerable to sampling errors, as well as running a high refusal rate risk (i.e. very low return of questionnaires sent out). Other considerations included human error in terms of data capturing errors, but a small sample ensured that human errors could be kept to zero. Confidentiality is not an issue.

3.2.8 *Development of new instrumentation*

The questionnaire developed out of the concepts, which were drawn from the literature review, and sub-divided into 57 variables. Thereafter they were categorised into four (4) parts with five questions to extract three different types of information and data namely:

Historic information/data: Professional affiliation, gender, length of experience and age group.

Nominal data: Dichotomous: (Agree / disagree) responses to statements about the primary function of journalists and public relations practitioners and the respondent's perspectives of each function.

Ordinal data: 5-point Likert scale: Level of agreement or disagreement regarding professional objectives and skills required for the interviewee's particular profession.

The questionnaire was closed as it offered the respondents a range of answers – from multiple-choice (agree/disagree) to a range of preselected answers (5- point Likert scale).

3.2.8.1 Questionnaire construction and content

The single questionnaire, which is structured, comprises a collection of statements to be evaluated through a 5-point Likert scale (summated rating) or through a choice (dichotomous either/or) response, was developed and pilot tested. Although the questionnaire only covered five areas (concepts), general, professional objectives, skills and abilities, journalistic and public relations function and relationship perceptions, it generated 57 variables, each with a minimum of three possible interpretations namely; combined; public relations practitioners; and journalists. All respondents answered the same questions; the responses were expected to reflect the function of the person's profession as well as any perception bias. The reason for using this method was to capture the broad range of functions in journalism and public relations, and to make sure that it was possible to compare the responses.

Part 1: Background and statistical data

Part 1 dealt with the details of the statistical data gathered during the questionnaire process. It looks at the general background information on professional body, membership, age, length of professional experience and gender of the responders.

Four (4) variables, which were included as questions, were, namely:

Professional membership, age, experience and gender

Part 2: Professional objectives, skills and abilities

Part 2 will deal with professional objectives, skills and abilities of both public relations practitioner and journalists. Question 1 covers "My professional objectives are. . ." and question 2 covers "The skills and ability I need to do my job are. . ." A single questionnaire is used to determine the professional objectives of public relations practitioners and journalists groups.

The professional objectives, listed in the questionnaire are from an inventory of "traditional roles" of public relations practitioners and journalists. The six (6) professional objectives or variables, which could be claimed by either group, were included namely; to inform, truth, promote, influence, accuracy and relationships. These were developed into the following questions.

Question 1: "My professional objectives are. . ."

Question 1 required respondents to rate their professional objectives, as suggested, on a 5-point Likert scale (1 = least important. 2 = not important; 3 = neither; 4 = important; 5 = most important. (The brackets show the data coding for the results.).

The questions were:

To inform the public (P01PUBLIC)

To expose the truth (P02TRUTH)

To promote an organisation (P03PROMOTE)

To influence public opinion (P04INFLUCE)

To provide accurate information (P05ACCURAT)

To build relationships with stakeholders (P06RELATE)

Two assumptions were made. The three objectives assumed to be more likely to dominate public relations are, and not necessarily in this order: 1) to build relationships with stakeholders; 2) to influence public opinion; and 3) to promote an organisation. On the other hand, the three objectives assumed more likely to dominate journalists are: 1) to inform the public, 2) to expose the truth and 3) to provide accurate information.

Determining skills and abilities was more difficult. With reference to question 2, only a limited number of skills and abilities were included as a) it is impossible to list the diverse skills found in public relations practice and the study was not about public relations, but about public relations practitioners and journalists. And b) only the most important skills, which relate to the overlap or the relationship between journalist and public relations, and which were really relevant were included. These skills are from the main overlapping area of skills and abilities. The six (6) skills / abilities or variables, which could be claimed by either group were included namely; Writing, interviewing, listening, problem solving, research, and sorting skills.

Question 2: "The skills and ability I need to do my job are ..."

Question 2 required respondents to rate their skills and abilities, as suggested, on a 5-point Likert scale (1 = least important. 2 = not important; 3 = neither; 4 = important; 5 = most important. (The brackets show the coding used for the results.) No assumptions were made regarding what skill set would suit which group.

The questions were:

Strong writing skills (SKLWRITE)

Interviewing skills (SKLINTERVI)

Listening skills (SKLLISTEN)

Problem solving (SKLPROB)

Research skills (SKLRESEARCH)

Sorting and grouping information skills (SKLSORT)

Part 3: Journalism and public relations functions

Part 3 deals with question 3: "The journalism function can be defined as . . ." and question 4: "The public relations' function can be defined as . . ." In this instance, the single questionnaire used in the research makes use a two option (dichotomous) agree/ disagree response for question 3 and question 4 for both groups. For example: The journalists define their own function as well as define the public relations function from their perspective.

Question 3: "The journalism function can be defined as . . ."

Respondents were asked to agree/disagree with the following statements. (The brackets show the coding used for the results.) The ten (10) variables to describe the journalistic function were chosen, namely: Gathering information to inform the public; telling all sides of the story (unbiased); knowing what is happening in the world; giving voice to the voiceless; holding the powerful accountable; be objective or unbiased; critically evaluating what is being said or done; presenting the newspapers agenda as news; manipulating and disregarding the rights of others for the sake of news; and providing support for political parties (propaganda).

The statements were:

(1) *Gathering information to inform the public (JOGATHER)*

(2) *Telling all sides of the story (Unbiased) (JOTELL)*

(3) *Knowing what is happening in the world (JOKNOW)*

(4) *Giving voice to the voiceless (JOVOICE)*

(5) *Holding the powerful accountable. (JOHOLD)*

(6) *Be objective or unbiased (JOOBJECT)*

(7) *Critically evaluating what is being said or done (JOCRITEV)*

(8) *Presenting the newspapers agenda as news (JOAGENDA)*

(9) *Manipulating and disregarding the rights of others for the sake of news (JONEWS1)*

(10) Providing support for political parties (propaganda) (JOPROP)

Question 4: "The public relations function can be defined as..."

Respondents were asked to agree/disagree with the following statements. (The brackets show the coding used for the results.) The ten (10) variables to the public relations management function were chosen, namely: Managing relationships with stakeholders; presenting the organisation to the outside world honestly; knowing what is happening in the world; event management; selling the company and its product/s; communicate information to all stakeholders; pushing organisational propaganda/spin; disbursing information to inform the public; providing light weight stories to the press; and providing well researched, information rich, insightful stories to the press.

The statements were:

- (1) Managing relationships with stakeholders (PRSTAKE)*
- (2) Presenting the organisation to the outside world honestly (PRPRESENT)*
- (3) Knowing what is happening in the world (PRKNOW)*
- (4) Event management (PREVENT)*
- (5) Selling the company and its product/s (PRSELL)*
- (6) Communicate information to all stakeholders (PRCOMM)*
- (7) Pushing organisational propaganda/spin (PRPROP)*
- (8) Disbursing information to inform the public (PRINFORM)*
- (9) Providing light weight stories to the press (PRLITE)*
- (10) Providing well researched, information rich, insightful stories to the press (PRPRESS)*

Part 4: Relationships and perceptions of relationships

Part dealt with covering relationships and perceptions of the relationships, Question 5: "In determining the relationship between journalists and public relations do you agree or disagree with the following . . ." asks the sample population to agree or disagree with the twenty statements listed below.

Question 5: "In determining the relationship between journalists and public relations do you agree or disagree with the following . . ."

The first half of the questions is from a journalistic angle with the second half questions being from a public relations angle. The twenty (20) variables to the public relations practitioner and journalists perceptions of their relationship were, namely: Journalists respect public relations.

Journalists are persistent and determine to gather information. Journalists resent public relation's organisational perks. Journalists are better writers than public relations. Journalists are better storytellers than public relations. Journalists need to speak to people with expertise within the organisation. Journalists value the role of public relations. Journalists lack ethics. Journalists hold the distribution of news ransom. Journalists are arrogant. Public relations lack ethics. Public relations hold access to decision-maker's ransom. Public relations value the role of journalists. Public relations do not understand the value of information. Public relations do not hold expertise within their organisation (not a useful source of information). Public relations are elitists. Public relations are better writers than journalists. Public relations respect journalists. Public relations consider journalists to be lazy. Public relations do not understand what makes news.

The statements were:

Journalists respect public relations (JORESPECTPR)

Journalists are persistent and determine to gather information (JPERSISTEN)

Journalists resent public relation's organisational perks (JRESENT)

Journalists are better writers than public relations (JBETWRITER)

Journalists are better storytellers than public relations (JBETSTORY)

Journalists need to speak to people with expertise within the organisation (JSPKEXPERT)

Journalists value the role of public relations (JVALUEPR)

Journalists lack ethics (JNOETHICS)

Journalists hold the distribution of news ransom (JRANSOM)

Journalists are arrogant (JARROGANT)

Public relations lack ethics (PRLACKETHIC)

Public relations hold access to decision-makers ransom (PRRANSOM)

Public relations value the role of journalists (PRVALUJO)

Public relations do not understand the value of information (PRINFOVALU)

Public relations do not hold expertise within their organisation (not a useful source of information) (PRNOTEXPER)

Public relations are elitists (PRELITISTS)

Public relations are better writers than journalists (PRBETWRITE)

Public relations respect journalists (PRRESPECTJ)

Public relations consider journalists to be lazy (PRJOLAZY)

Public relations do not understand what makes news (PRPOORNEWS)

3.2.8.2 Piloting

A small pilot test was conducted in the public relations management class to test whether the questionnaire would obtain the information required, and that the questionnaire wording was clear and neither ambiguous nor vague. Care was taken to ensure that each question asked one question and the questionnaire did not include any double-barrelled or leading questions.

A pilot test was conducted to pre-test whether the questionnaire was clear, unbiased and would obtain the information required. The purpose of a pilot test is to make certain the questions presented consistently; that there was no predetermined bias in the questions or the questionnaire layout so respondents were not pushed in one direction or the other. The questionnaire was also given to a statistician to make sure that the results obtained from the respondents would be able to analyse and that meaningful conclusions could be drawn.

3.3 Sampling design and methods

3.3.1 Population

Welman, Kruger and Mitchell (2005:55) define a population as *"a group of potential participants to whom the researcher wants to generalise the results of a study."* They state that a population includes the total collection of all units of analysis about which the researcher wishes to make conclusions. In this instance, the sample population is ALL journalists and ALL public relations practitioners in Cape Town linked through their professional practice (corporate communications) at Media 24.

3.3.2 Sampling

"Good sampling implies a) a well defined population, b) an adequately chosen sample and c) an estimate of how representative the sample is, i.e. how well in terms of probability the sample statistics conform to the unknown population parameters," according to Bless & Higson-Smith: 87) Cooper & Schindler (1998: 218) divide sampling into two main areas: Probability sampling "which is based on the concept of random selection – a controlled procedure that assures each population element is given a known nonzero chance of selection" and non-probability sampling, which is "non-random and subjective." Probability sampling includes "simple random, complex random, systematic, cluster, stratified and double". Non-probability sampling includes "convenience, purposive, judgement, quota and snowball." Random sampling of a population means that each unit has an equal chance of selection whereas accidental non-random sampling means the

population is convenient (available now) but does not allow equal opportunity to selection. Simple random sampling in this instance was impossible, as it was impossible to generate a full population list of all journalists and all public relations practitioners interacting in the coverage of corporate within Cape Town. Thus it was necessary to use what was available from Media24, as an accidental quota sample i.e. one which is "immediately available" or convenient, according to Bouma & Ling (2004:115), and with a set quota (i.e. number of journalists and public relations practitioners) to ensure that both groups were represented. Convenience sampling is considered "the least reliable design, but is normally the quickest and the cheapest" (Cooper & Shindler: 245). In addition, quota sampling, which is traditionally used to increase representativeness, has several weaknesses. The most significant weakness being that it creates an illusion of equal groups, but does not offer the assurance that the sample is representative on the variables being studied.

The drawback of non-random sampling is that it represents only itself and "provides an extremely weak basis for new generalisation or for inclusion into the general population . . . It is uncertain which aspects of the total population are included and which are not," Bouma & Ling (2004:116). Therefore it must be noted that conclusions drawn from this research can only refer to the population studied. This approach is not the same as the stratified approach to sample selection, which would ensure that the sample was representative and statistical efficiency even if the sample size, in general, and for each group, is small. According to Cooper (1998:238) "There are three reasons why a researcher chooses a stratified random sample. They are (1) to increase the sample's statistical efficiency, (2) to provide adequate data for analysing the various subpopulations and (3) to enable different research methods and procedures to be used in different strata." A stratified sample would thus allow for the generation of sound comparison data based on a small sample, which the accidental quota sample as a non-random sample does not.

A list of the sample population, i.e. a list of ALL journalists and ALL public relations practitioners linked through professional practice at Media24 was obtained from Media24. The population was then sub-divided into two sub-populations; and from each sub-population, an equal number of units (quota) was selected according to the following criteria:

3.3.3 *Sample size*

The research will use an accidental/convenient non-random, quota sample of 15 public relations practitioners and 15 journalists. The two groups are further delineated as follows:

Only public relations practitioners with a minimum of three (3) years of experience working within the corporate communication environment and providing information (press releases) to Media24, Cape Town.

Only journalists with a minimum of three (3) years of experience working within the corporate communication environment and providing information (press releases) to Media24, Cape Town

The survey (questionnaire) was sent to the combined thirty (30) member group, who are based in Cape Town and employed by Media24 (journalists) or work closely with Media24 (public relations) in the corporate environment.

3.3.4 Data capturing and data editing

The data was captured into a statistical programme (MOONSTATS) to generate results. As the data capturing was based on each answer being coded and therefore numeric, it was relatively easy to enter into the programme. Care was taken to avoid errors in the data capturing process. There was only one incomplete questionnaire, which was incomplete in Question 5 only. The data was captured as a zero and the author felt that the missing data did not impact on the results significantly for the entire questionnaire to be left out or be regarded as non-responsive.

3.3.5 Data coding

The responses to the closed questions in the questionnaire were numerically coded. The purpose of coding is to make sense of the answers (i.e. the data that has been collected) so that it can be interpreted and conclusions drawn. In this instance coding was only needed for the answers as the questionnaire was structured and the only source of information collected for the research. There were no face to face interviews so there was no need to develop codes for the conditions.

3.4 Data analysis

The analysis of all the results was made according to what has been sent in the questionnaire as well as some comments made when returning the questionnaire. What a public relations thinks of a Journalist might not be the same thing a journalists thinks of public relations.

The data analysis was divided into four parts (mirroring the questionnaire):

Part 1: General Background Information: *(Professional membership, age, length of professional experience, and gender of the respondents).*

Part 2: Question 1 & 2: *Professional objectives and skills/abilities of the responders as seen by each group (i.e. journalists rate themselves and then rate public relations practitioners) and combined.*

Part 3: Question 3 & 4: *Defining the function of public relations practitioners and journalists by both groups (role and role perceptions).*

Part 4: Question 5: *Deals with the relationship and perceptions of the relationship between the two groups.*

3.4.1 Reporting the results

The results of the whole research were reported in Chapter 4 making use of graphs and statistical descriptions. The combined group results were displayed in a histogram, but the separate and individual groups used a bar chart. No conclusions were drawn in Chapter 4. The results use the same divisions or categories as the questionnaire Part 1, 2, 3 and 4.

Part 1: General Background Information: *Professional membership, age, length of professional experience, and gender of the respondents*

Part 2: Question 1 & 2: *Professional objectives and skills/abilities of the responders as seen by each group (i.e. journalists rate themselves and then rate public relations practitioners) and combined.*

Part 3: Question 3 & 4: *Defining the function of public relations practitioners and journalists by both groups*

Part 4: Question 5: *Deals with the role perspectives and perceptions of the two groups.*

3.4.2 Interpreting

Although this is a quantitative study, it contains three sets of results – the combined group, the public relations group and the Journalist group. This separation made it possible to use quantitative interpretation statistical techniques, and to compare and contrast the results. Compare and contrast is a qualitative interpretation technique most usually used when dealing with focus groups. This research is similar in number to that of a focus group. This qualitative compare and contrast result interpretation technique was useful in question 5 that dealt with the role perspectives and perceptions of the two groups and to use the combined group as a benchmark.

3.5 Shortcomings

Possible shortcomings for this research includes;

The lack of depth normally associated with the questionnaire style of data collection.

Hand in hand with a questionnaire to collect data is the traditionally high lack of responses that this method of data collection normally generates.

The sampling method selected (accidental or availability sampling)

The author was fortunate to get a high return (22 responses from 30 questionnaires). This was probably because the group was carefully selected and that the author was able to redirect the questionnaires to others if a direct refusal was received. Other errors with the type of research design chosen are *sampling error* as it would be impossible to select a perfect sample; *data capturing error*; *interpretation errors* as well as inappropriate selection of statistical techniques. As the number of the sample is small, the author has been able to ensure that data capturing errors were eliminated. The interpretation has been conservative to avoid this type of error.

3.6 Summary

This chapter outlines the research process of this empirical, non-experimental, quantitative, comparative (cross-sectional) study. It shows the development; from the research question and its research objectives in conjunction with the literature review; to the concepts under investigation, the variables that make up the concepts to the measurement of the variables through a single, structured, self-administered pre-tested questionnaire. The research design makes use of a structured questionnaire on two quota accidental or convenient sample group of public relations and journalists who interact within the corporate communication field at Media24 in Cape Town.

Chapter 4 presents the research findings with histograms and bar charts as appropriate. The results will then be analysed as a combined single group result and then as individual group results which will be compared and contrasted.

4 CHAPTER FOUR: FINDINGS

Chapter 4 will present the research findings which are based on the data gathered in the research questionnaire. Data for the combined group is presented first, followed by the data for the public relations practitioners group and then the journalists group.

Chapter 5 will present analysis, interpretation, conclusions and recommendations.

4.1 Introduction

Questionnaires interrogated the accidental non-random sample comprising fifteen (15) public relations practitioners and fifteen (15) journalists. All respondents received the same questionnaire and were required to respond to the same questions. The questionnaire was developed so that the interpretation of each question would be influenced by the professional occupation bias of the respondent. This was important so that the questionnaire would be able to release perceptions. The questionnaire was the sole tool of data generation in this research.

4.2 Research findings

The research findings – for the 57 variables contained in the questionnaire – are presented according to the questionnaire sequential layout and in four parts, namely:

Overall response: The overall response to the questionnaire is dealt with separately as it merely provides context to the findings.

Part 1: General background information: (Professional membership, age, length of professional experience, and gender of the respondents)

Part 2: Question 1 & 2: Professional objectives and skills/abilities of the responders as seen by each group (i.e. journalists rate themselves and then rate public relations practitioners) and combined.

Part 3: Question 3 & 4: Defining the function of public relations practitioners and journalists by both groups (role and role perceptions)

Part 4: Question 5: Deals with the relationship and perceptions of the relationship between the two groups.

The findings are presented in a highly summarised, overall graphic format (histogram, which measures frequency or a bar graph that shows actual data). The findings per combined group will be followed by the presentation of each professional group separately.

Graphs will be used to present the results wherever possible. It is anticipated that the different groups will have a different response to the questionnaire. In this research, the sample group is relatively small and for the most part the histogram and the bar chart are identical.

MOON STATS statistical results are present according to the following categories.

N – Number within the sample;

Mean – the **average** or typical value for the piece of information that is being examined;

Median – the **middle** value; where half the sample's response is above and half the samples response is below the middle value;

Mode – the most **common** value that appears the most often in the data set;

Standard Deviation – the standard way to measure the distance each response is from the average or mean;

Skewness – this indicates whether the distribution of the data is **symmetrical** or not;

Kurtosis – the **tail** of the distribution; generally if the tail is nothing special then the kurtosis is 0, so this measurement will highlight whether there is something worth looking at and if it is thick or flat;

Range – the **difference** between the highest (maximum) and lowest (minimum) values;

Please note that the moon statistics programme used to analysis the results required abbreviation of the heading for each question. This title is automatically carried form the software package in word documents.

4.3 Overall response

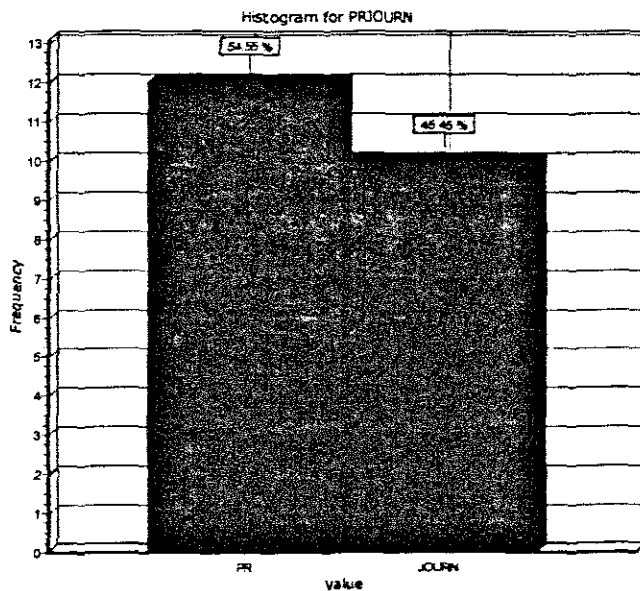


Fig. 4.3_1: overall public relations practitioner & journalist response histogram (ALL)

RESPONSE / RETURN OF QUESTIONNAIRES		per group	No	%	Result
Journalists		15	10	50	66.6%
Public relations practitioners		15	12	50	80%
TOTAL		30	22	100	73%

Variable	N	Mean	SD	Minimum	Maximum	Median	Mode
PRJOURN	22	1.86	0.35	1.00	2.00	2.00	2.00

Variable	Range	Kurtosis	Skewness	95% C1
PRJOURN	1.00	2.17	0.20	+0.23

The breakdown of returned questionnaires, sent to 30 persons in total (i.e. 15 public relations practitioners and 15 journalists), is as follows: Twenty-two (22) respondents, comprising 12 public relations practitioners and 10 journalists, completed the questionnaire. One public relations practitioner completed the questionnaire, but answered both (agree/disagree) requirement in Question 5, comprising 15 statements, on the relationship between public relations practitioner and journalist. The overall response for individual groups shows that 80% public relations practitioners returned the questionnaire compare to 66.6% of journalists. Combined this translates to 45.45% (journalists) to 54.55% (public relations practitioners). The remaining eight (8) respondents; three (3) public relations practitioners, five (5) journalists; did not complete the questionnaire because it "was a waste of their time." The histogram, which is a graph (bar chart) showing frequencies not data, shows the results to be positively skewed towards public relations practitioners response.

4.4 Part 1: General background information

Introduction

Part 1 of the findings will deal with the details of the statistical data gathered during the questionnaire process. It looks at the general background information on professional body membership, age, length of professional experience and gender of the responders.

4.4.1 General background information: "Do you belong to a professional body?"

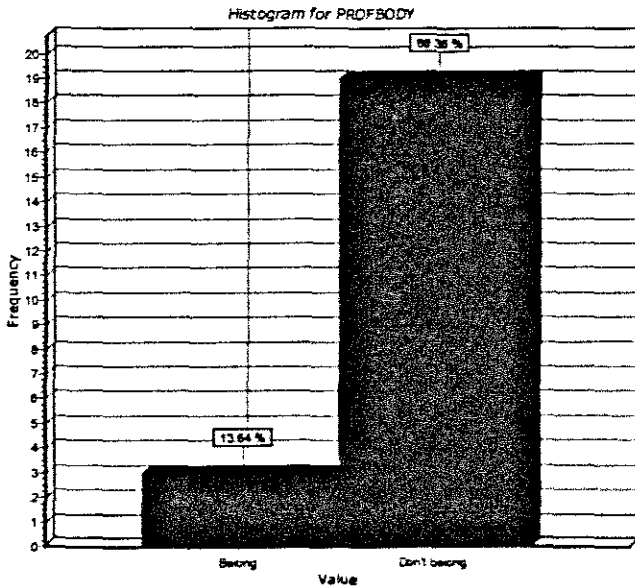


Fig. 4.4.1.1_1: professional body membership histogram (ALL)

PROFESSIONAL BODY MEMBERSHIP		per group		Result			
Journalists		10	1	10			
Public relations practitioners		12	2	17			
TOTALS		yes	22	3	13.64		
		no	22	19	86.3		
Variable	N	Mean	SD	Minimum	Maximum	Median	Mode
	22	1.86	0.35	1.00	2.00	2.00	2.00
PROFBODY		Range	1.00	Kurtosis	3.50	Skewness	-2.58
							95% C1
							+0.16

4.4.1.1 FINDINGS: professional body (overall)

Overall, only three (3) people, 13.64%, belonged to the professional body that governs their profession, while 86.36% (19) are not members of a professional body.

4.4.1.2 FINDINGS: per group

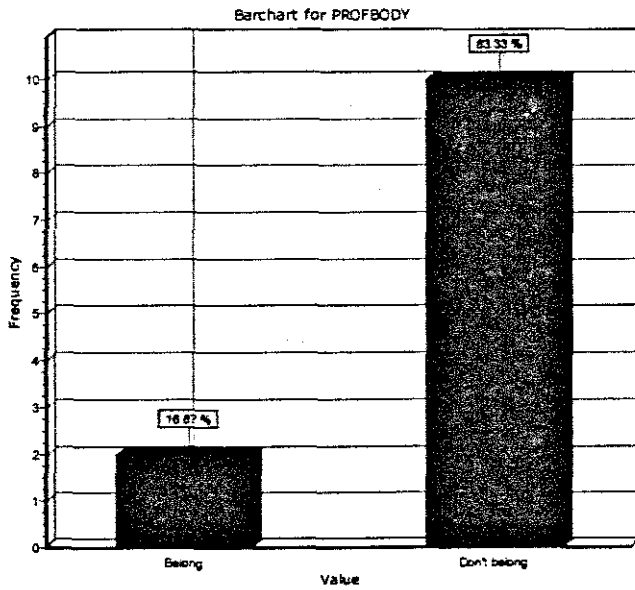


Fig. 4.4.1.2_1: professional body membership bar chart, public relations practitioners

Public relations practitioners: Of the 12 respondents, only 16.67% (2), belong to a professional body, while 83.33% (10) do not belong to a professional organisation.

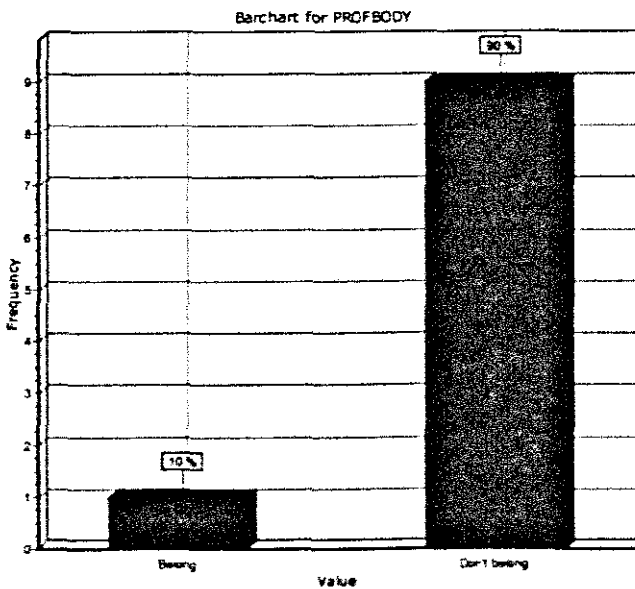


Fig. 4.4.1.2_2: professional body membership bar chart journalists

Journalists: Of the 10 respondents, 10% (1) belong to a professional body, while 90% (9) do not belong to a professional career organisation.

4.4.2 General background information: "Length of professional experience"

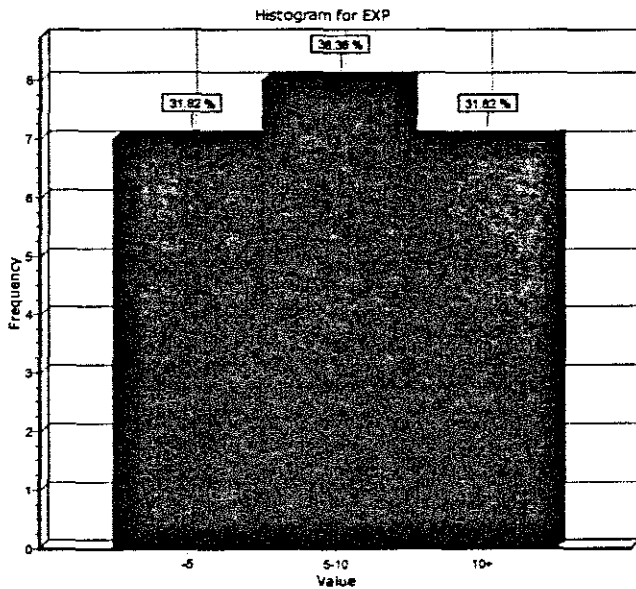


Fig. 4.4.2.1_1: length of experience as a professional (ALL)

LENGTH OF PROFESSIONAL EXPERIENCE	-5	5-10	10+	Result
Journalists	2	4	4	10
Public relations practitioners	5	4	3	12
TOTALS	7	8	7	22

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
	22	2.00	0.82	1.00	2.00	2.00	2.00
EXPERIENCE				Range	Kurtosis	Skewness	95% C1
				3.00	4.48	-1.48	+0.36

4.4.2.1 FINDINGS: length of experience (overall)

The dominant group of the combined respondent's length of experience was between 5 -10 years of experience (36.36% or 8); while 31.82% (7) have less than 5 years, and 31.82% (7) have more than ten years of professional experience.

Kurtosis of 4.48 indicates a steep distribution with a short or no tail.

4.4.2.2 FINDINGS: per group

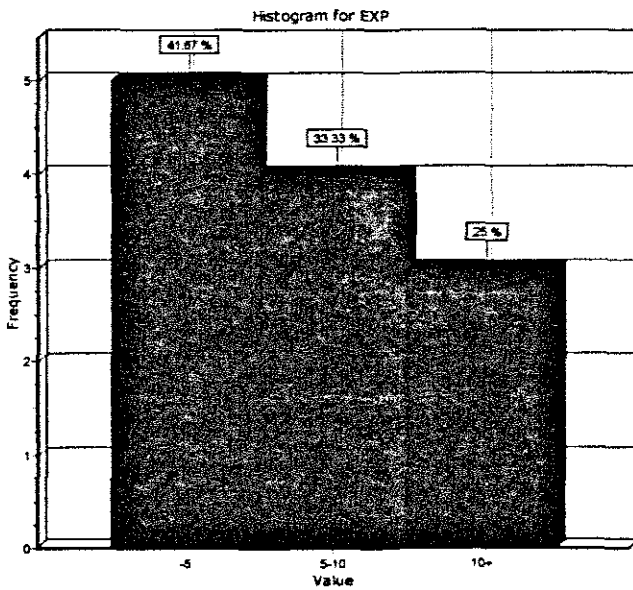


Fig. 4.4.2.2_1: length of experience as public relations practitioners

Public relations: The dominant length of experience group 41.67% (5) within public relations practitioners had less than 5 years of experience; 33.33% (4) with 5 to 10 years experience and the smallest group is the 10 plus group that has 25% (3). Overall 75% of the respondents have 10 years or less experience.

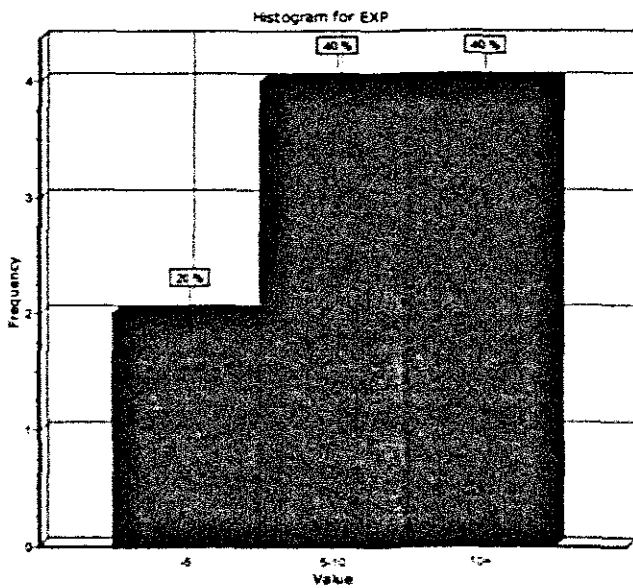


Fig. 4.2.2.2_2: length of experience as journalists

Journalists: There are two equally important groups within the Journalist group; both with 40% (4) have between 5 to 10 years experience and 40% having more than 10 years. Overall 80% of respondents have five (5) or more years of experience.

4.4.3 General background information: "Age?"

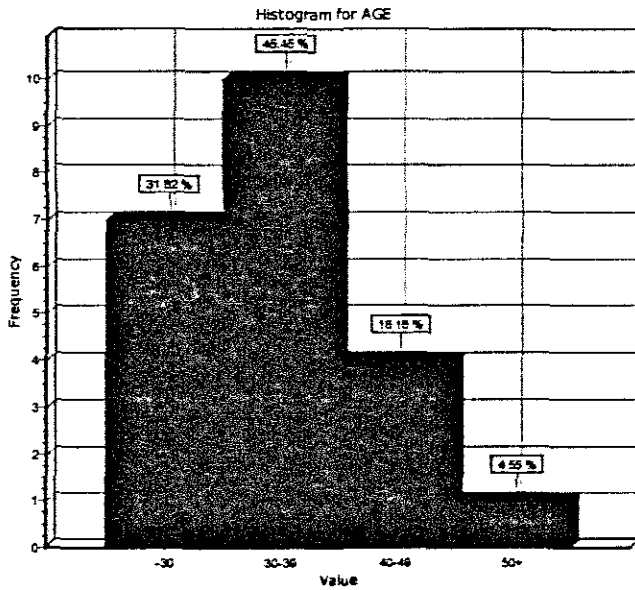


Fig. 4.4.3.1_1: age (ALL)

AGE	-30	30-39	40-49	50+	Result
Journalists	1	8	0	1	10
Public relations practitioners	6	2	4	0	12
TOTALS	7	10	4	1	22

Variable	N	Mean	Std Dev	Minim	Maxi	Median	Mode
	22	1.95	0.84	1.00	4.00	2.00	2.00
AGE				Range	Kurtosis	Skewness	95% CI
				3.00	0.03	0.03	+/-0.37

4.4.3.1 FINDINGS: Age (Overall)

The majority of the repondents 45.45% (10) were between 30 -39 years of age with the second largest group comprising 31. 82% (7) were younger than 30 years of age. In summary: 77.27% (17) of the respondees were under 40 years of age, with only 22.72% (5) forty years and over.

4.4.3.2 FINDINGS: per group

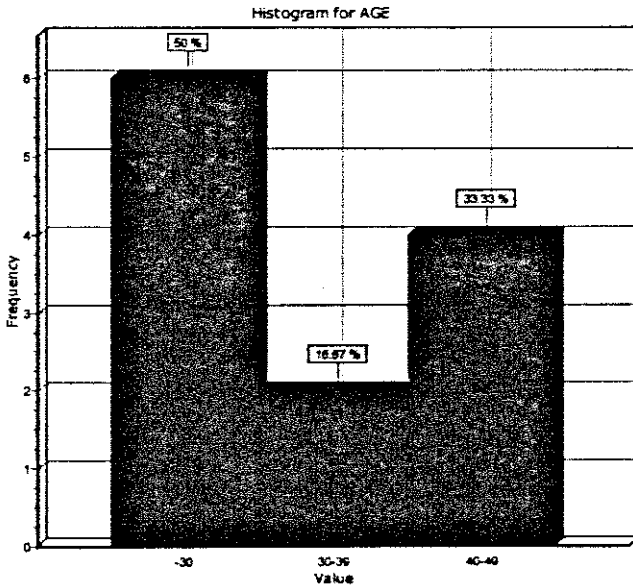


Fig. 4.4.3.2_1: age of public relations practitioners

Public relations: According to the data gathered 50% (6) of the responders were less than 30, with 16, 67% (2) between 30 – 39 years and 33, 33% (4) between 40 – 49 years but none was over 50 years of age. Therefore 66.67% are under 40 years of age with 50% being less than 30 years of age.

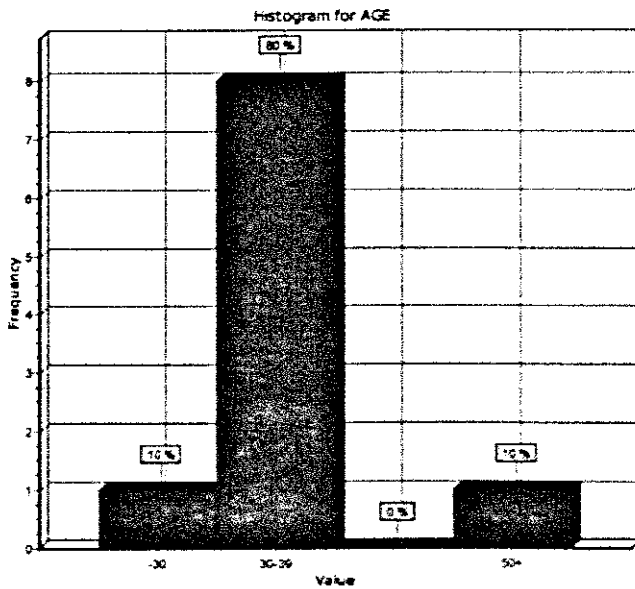


Fig. 4.4.3.2_2: age of journalists

Journalists: The majority, 80%, (8) of journalists who responded were between 30 – 39 years of age, with 10% under 30 and 10% over 50. There were no respondent journalists between 40 – 49 years of age, although there was one Journalist (10%) over 50 years of age.

4.4.4 General background information: "Gender?"

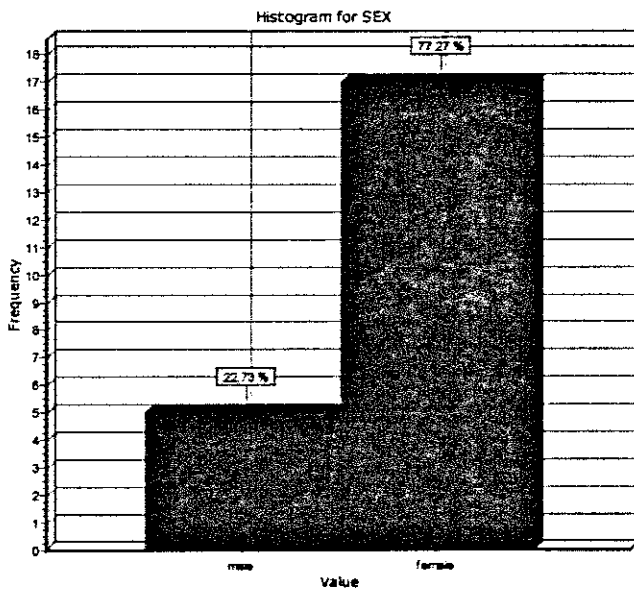


Fig. 4.4.4.1_1: gender (ALL)

GENDER	Male	Female	Total
Journalists	2	8	10
Public relations practitioners	3	9	12
TOTALS	5	17	22

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
	22	1.77	0.43	1.00	200	2.00	2.00

GENDER	Range	Kurtosis	Skewness	95% C1
	1.00	-0.06	-1.40	+0.19

4.4.4.1 FINDINGS: gender (all)

The findings for the combined group show that females dominated the sample group by over three quarters (77,27%) with 22,73% male. Alternatively, this can be stated as 17respondents to five(5) respondents.

4.4.4.2 FINDINGS: per group

Public relations: 75% female to 25% male respondents.

Journalists: 80% female to 20% male respondents.

4.5.1 Question 1: My professional objectives are "to inform the public"

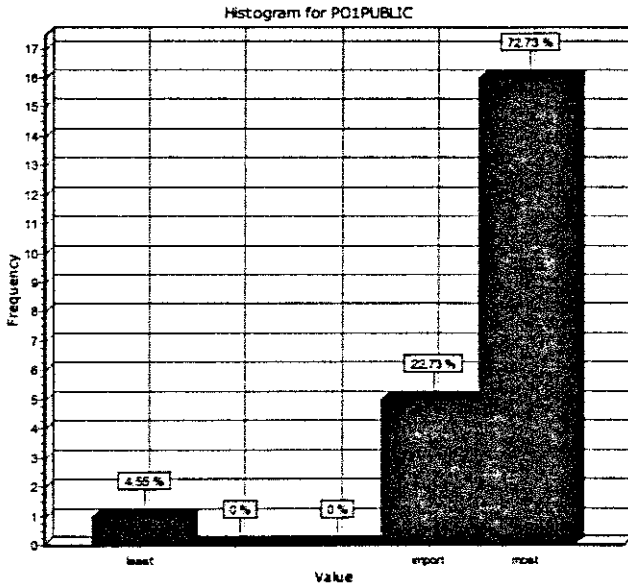


Fig. 4.5.1.1_1: to inform the public (ALL)

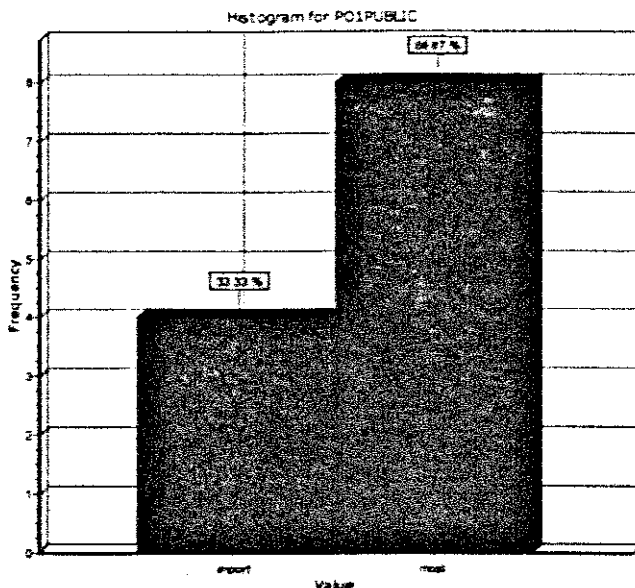
TO INFORM THE PUBLIC	1	2	3	4	5
Journalists	1	0	0	1	8
Public relations practitioners	0	0	0	4	8
TOTALS	1	0	0	5	16

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PO1PUBLIC	22	4.95	0.91	1.00	5.00	5.00	5.00
				Range	Kurtosis	Skewness	95% CI
				4.00	12.12	-3.23	+0.40

4.5.1.1 FINDINGS: professional objective "to inform the public" (overall)

A total of 95.46% (21) of the respondents considered "to inform the public" to be an important or most important professional objective. Of these 72.73% (16) consider it the most important

objective and 22.73% (5) considered it important. Only 4.55% (1) of respondents considered "inform the public" to be the least important professional objective.



4.5.1.2 FINDINGS: per group

Fig. 4.5.1.2_1: to inform the public, public relations practitioners

Public relations: 100% of the public relations respondents said "to inform the public" was either important or the most

important professional objective. Two thirds said it was the most important: 66.67% (8) to one third saying it was important: 33.33% (4).

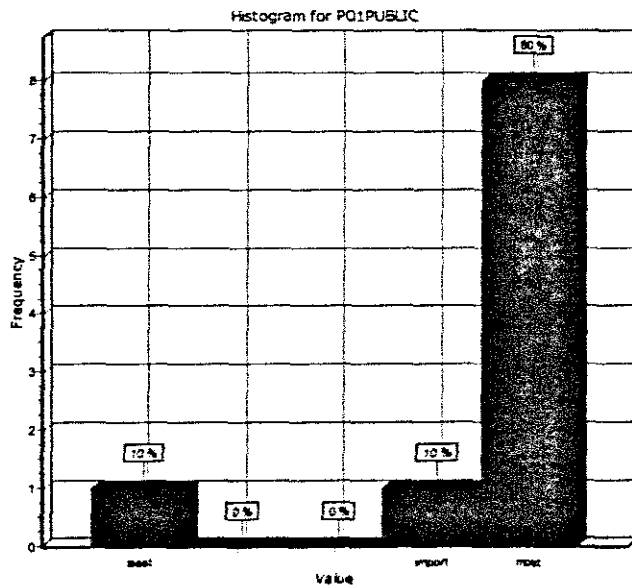


Fig. 4.5.1.2_2: to inform the public, journalists

Journalists: 80% (9) of the journalist respondents said "to inform the public" was the most important professional objective, with 10% (1) saying it was important. 10% (1) say it was the least important.

4.5.2 Question 1: My professional objectives are "to expose the truth"

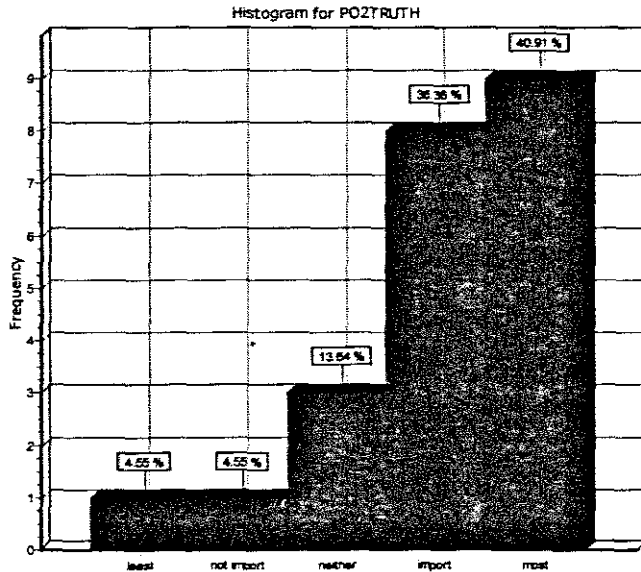


Fig. 4.5.2.1_1: to expose the truth (ALL)

TO EXPOSE THE TRUTH		Value	1	2	3	4	5
Journalists			1	0	1	2	6
Public relations practitioners			0	1	2	6	3
TOTALS			1	1	3	8	9

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PO2TRUTH	22	4.05	1.09	1.00	5.00	4.00	5.00

PO2TRUTH	Range	Kurtosis	Skewness	95% CI
	4.00	1.66	-1.31	+0.48

4.5.2.1 FINDINGS: professional objective "to expose the truth" (overall)

Seventeen of the respondents (77.27%) believe the professional objective to expose the truth is important; 40.91% (9) believe it is most important and 36.36% (8) believe it is important.

9.1% (2) believe that is the least important or not an important professional objective. 13,64% (3) are neutral (neither).

4.5.2.2 FINDINGS: per group

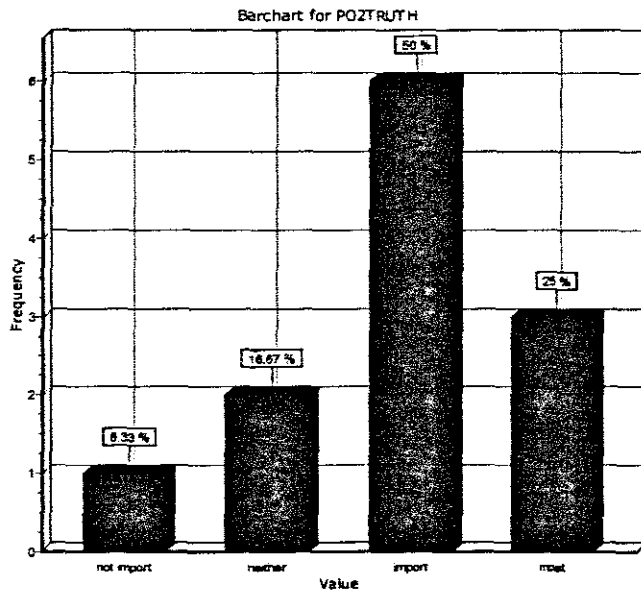


Fig. 4.5.2.2_1: to expose the truth, public relations practitioners

Public relations: Nine of the public relations respondents (75%) believe their professional objective is to expose the truth with 25% (3) believing this is most important and 50% (6) believe it is important. Only 8.33% (1) believe it is not an important professional objective. 16, 67% believe it is nether – most important vs. least important ratings.

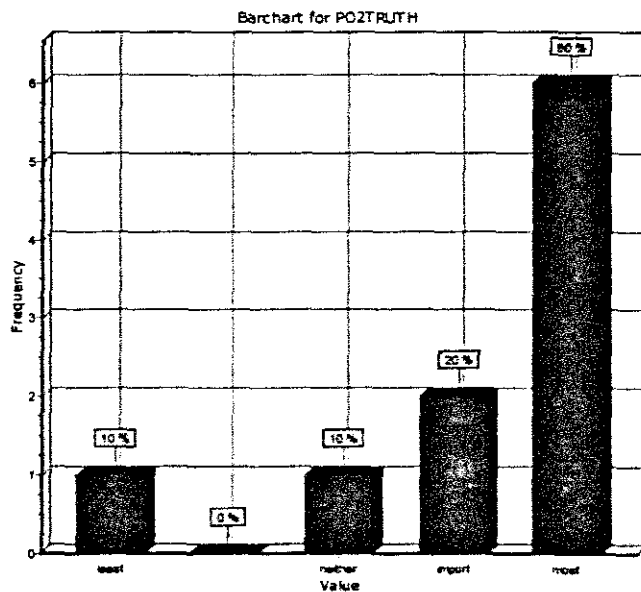


Fig. 4.5.2.2_2: to expose the truth, journalists

Journalists: Eight of the journalists respondents (80%) believe a professional objective is to expose the truth with 60% (6) believing this is most important and 20 (2) believe it is important. 10% (1) believe it is the important professional objective. 10% believe it is neither – most important vs. least important ratings.

4.5.3 Question 1: My professional objectives are “to promote an organisation”

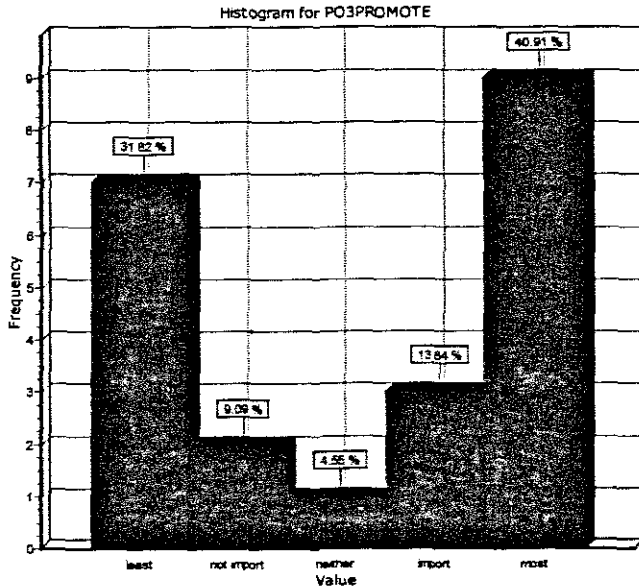


Fig. 4.5.3.1_1: to promote an organisation (ALL)

TO PROMOTE AN ORGANISATION	1	2	3	4	5
Journalists	7	2	0	0	1
Public relations practitioners	0	0	1	3	8
TOTALS	7	2	1	3	9

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PO3PROMOTE	22	3.23	1.80	1.00	5.00	4.00	5.00
				Range	Kurtosis	Skewness	95% CI
				4.00	1.86	-0.27	+0.80

4.5.3.1 FINDINGS: professional objective “to promote an organisation” (overall)

More than half the respondees (54.55% or 12) believe their important or most important professional objective is to promote an organisation. 40.91% (9) believe it to be the most important while another 13.64% (3) believe it to be important. 40.91% (9) believe either promoting an organisation is not important or the least important of their professional job objectives.

4.5.3.2 FINDINGS: per group

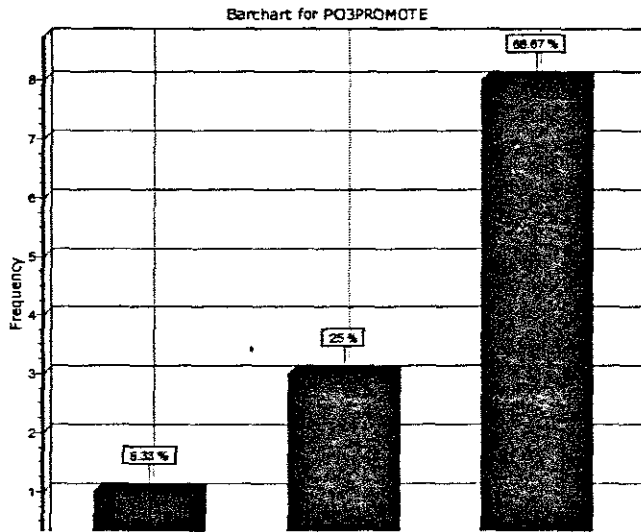


Fig. 4.5.3.2_1: to promote an organisation, public relations practitioners

Public relations: Promoting an organisation was the most important (66.67%) or important (25%) for 91.67% of the public relations responders.

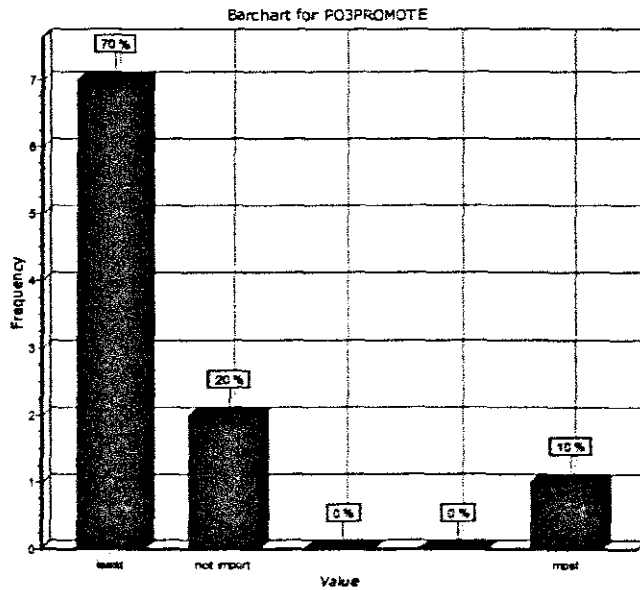


Fig. 4.5.3.2_2: to promote an organisation, journalists

Journalists: Promoting an organisation was the least important (70%) or not important (20%) for 90% of the journalist's responders. However, 10% (1) responder believed promoting an organisation to be the most important professional objective.

4.5.4 Question 1: My professional objectives are "to influence public opinion"

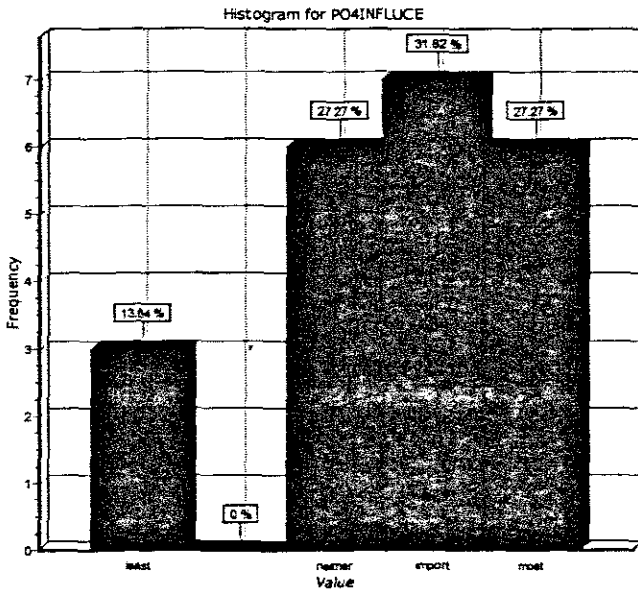


Fig. 4.5.4.1_1: to influence public opinion (ALL)

TO INFLUENCE PUBLIC OPINION	1	2	3	4	5
Journalists	2	0	6	1	1
Public relations practitioners	1	0	0	6	5
TOTALS	3	0	6	7	6

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PO4INFLUENCE	22	3.59	1.30	1.00	5.00	4.00	4.00

PO4INFLUENCE	Range	Kurtosis	Skewness	95% CI
	4.00	0.10	-0.87	+0.58

4.5.4.1 FINDINGS: professional objective to influence public opinion (overall)

59.09% (13) believe that influencing public opinion is an important professional objective; 31.82% believe it is important and 27.27% believed it is most important. However, 27.27% (6) of the respondents believe it is neither important nor unimportant to influence public opinion.

4.5.4.2 FINDINGS: per group:

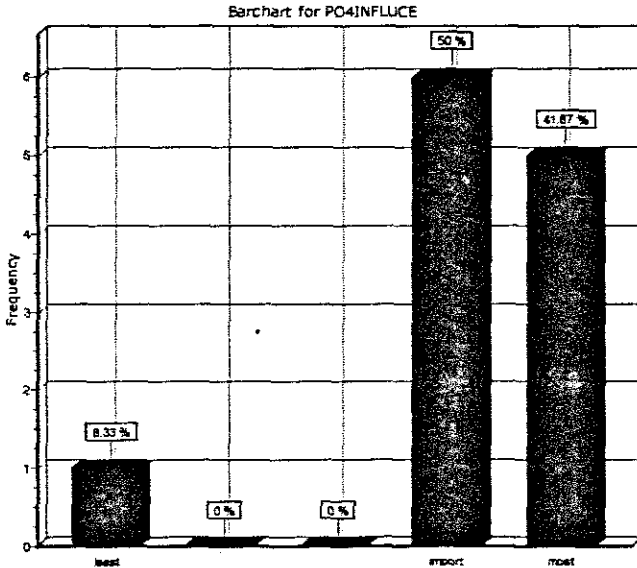


Fig. 4.5.4.2_1: to influence public opinion, public relations practitioners

Public relations: 91.67% (11) of public relations responders believe influencing public opinion is an important professional objective with 41.67% believing it is most important and 50% believing it is important. Only 8% of the responders believe influencing public opinion is the least important professional objective.

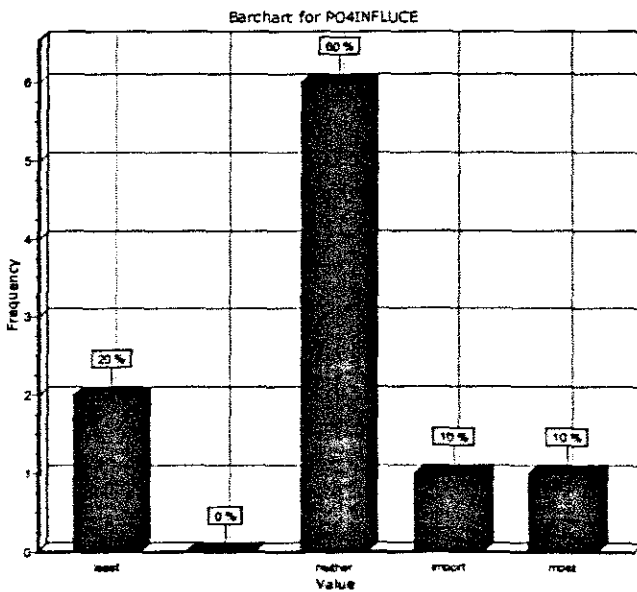


Fig. 4.5.4.2_2: to influence public opinion, journalists

Journalists: 60% of journalists believe influencing public opinion is neither important nor unimportant. 20% believe it is the least important. 10% believe it is important. HOWEVER, 10% believe it is most important.

4.5.5 Question 1: My professional objectives are "to provide accurate information"

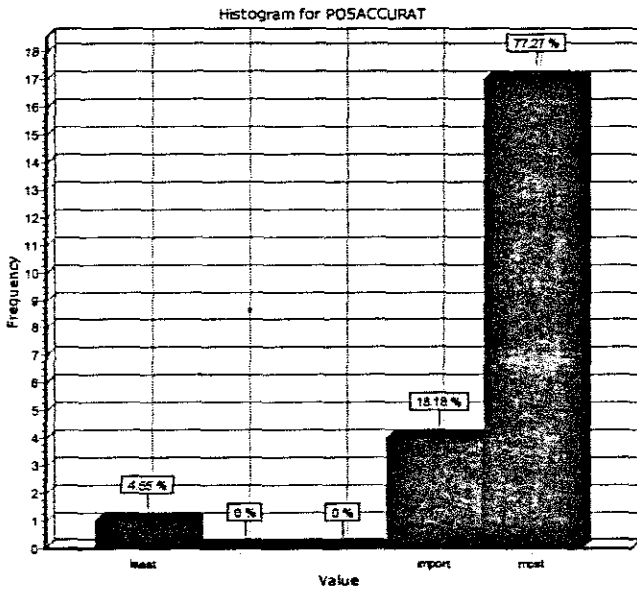


Fig. 4.5.5.1_1: to provide accurate information (ALL)

TO PROVIDE ACCURATE INFORMATION		1	2	3	4	5
Journalists		1	0	0	1	8
Public relations practitioner		0	0	0	3	9
TOTALS		1	0	0	4	17

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
POSACCURAT	22	4.64	0.90	1.00	5.00	5.00	5.00

POSACCURAT	Range	Kurtosis	Skewness	95% CI
	4.00	13.35	-3.45	+0.40

4.5.5.1 FINDINGS: professional objective to provide accurate information (overall)

95.45% believe that providing accurate information is important (18.18%) or most important (77.27%). There is an outlier (1) 4.55% who believes that providing accurate information is least important.

4.5.5.2 FINDINGS: per group:

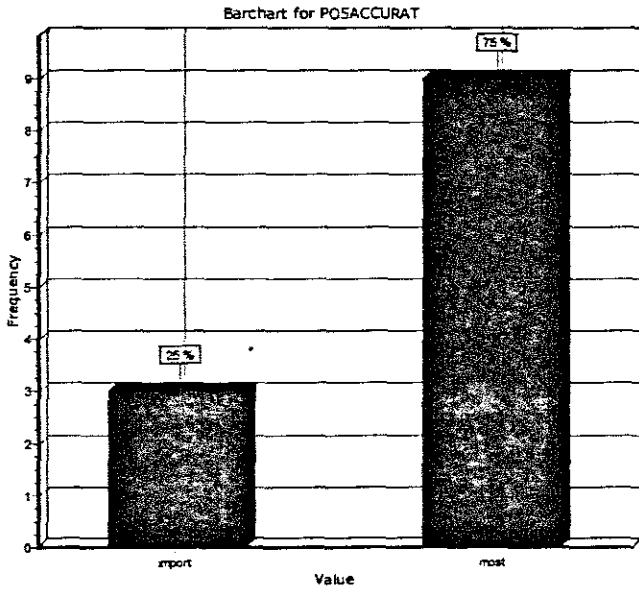


Fig. 4.5.5.2_1: to provide accurate information, public relations practitioners

Public relations: 100% of public relations responders believe providing accurate information is important or most important.

75% - most important.

25% - important.

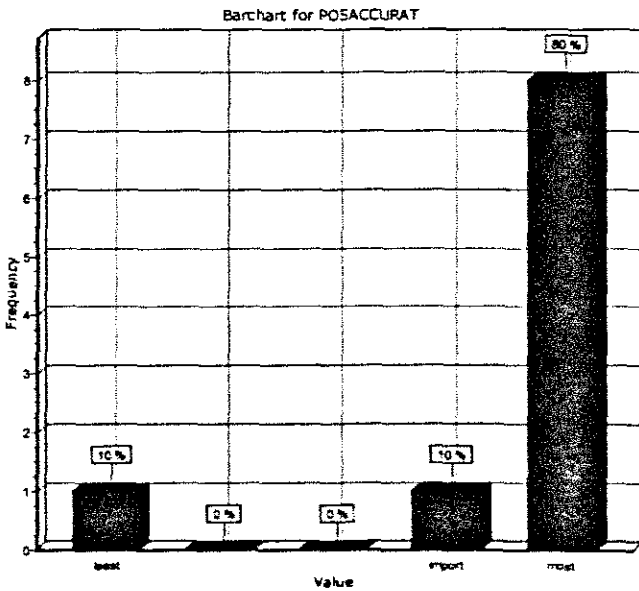


Fig. 4.5.5.2_2: to provide accurate information journalists

Journalists: 90% of journalist's responders believe providing accurate information is important or most important.

4.5.6 Question 1: My professional objectives are "to build relationships with stakeholders"

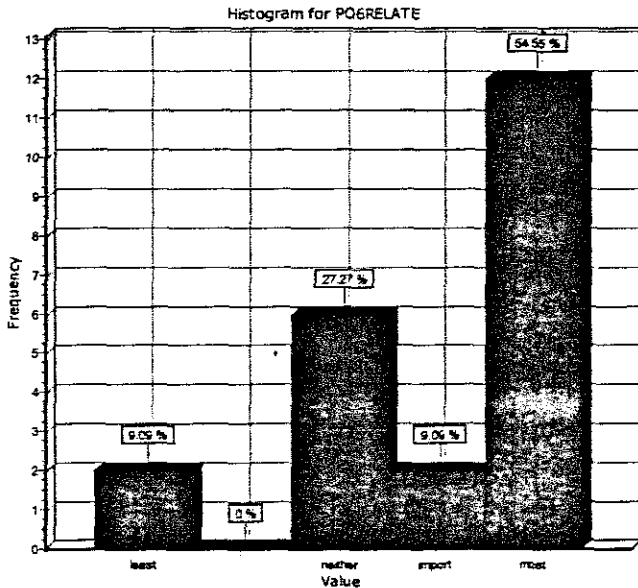


Fig. 4.5.6.1_1: to build relationships with stakeholders (ALL)

TO BUILD RELATIONSHIPS WITH STAKEHOLDERS	1	2	3	4	5
Journalists	2	0	6	1	1
Public relations practitioners	0	0	0	1	11
TOTALS	2	0	6	2	12

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PO6RELATE	22	4.00	1.31	1.00	5.00	5.00	5.00
				Range	Kurtosis	Skewness	95% CI
				4.00	0.40	-1.12	+0.58

4.5.6.1 FINDINGS: professional objective "to build relationships with stakeholders"

Almost two-thirds (63.64) of the sample believe that building relationships are important. 54.55% believe it is very important and 9.09% believe it is important; 27.27% are neutral about building relationships and 9.09% believe building relationships are least important of their professional objectives.

4.5.6.2 FINDINGS: per group:

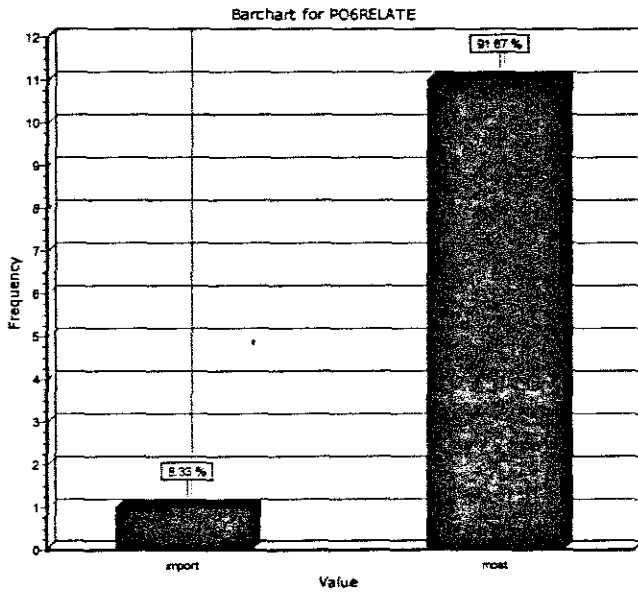


Fig. 4.5.6.2_1: to build relationships with stakeholders, public relations practitioners

Public relations: 100% of public relations believe it is important or most important to build relationships.

91.67% rate this as most important within their professional objectives. 8.33% rate it as important.

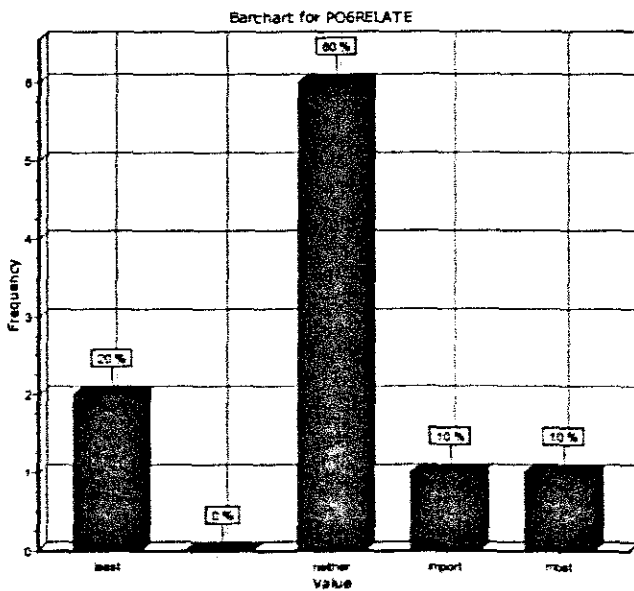


Fig. 4.5.6.2_2: to build relationships with stakeholders, journalists

Journalists: The central theme of this bar chart is 60% of the journalist's responders did not consider relationship building neither important nor not important (neutral).

20% consider building relationships as least important while on the other side 10% believe it to be important; 10% believe it to be very important.

4.5.7 Question 2: The skills and abilities I need to do my job are: "strong writing skills"

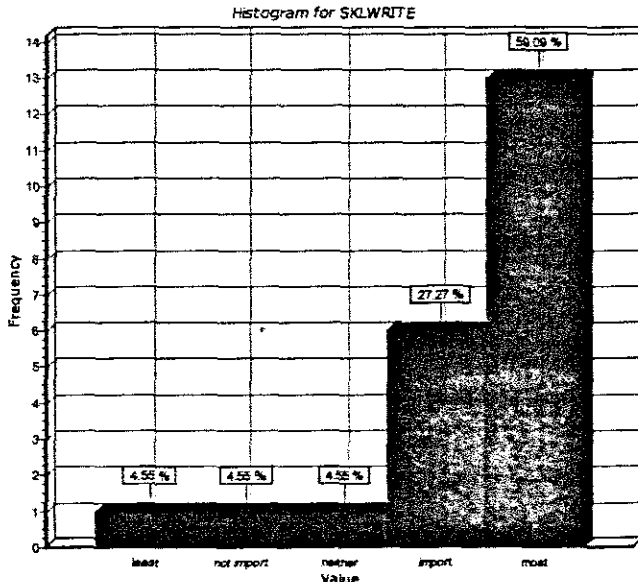


Fig. 4.5.7.1_1: strong writing skills (ALL)

STRONG WRITING SKILLS	1	2	3	4	5
Journalists	1	1	0	2	6
Public relations practitioners	0	0	1	4	7
TOTALS	1	1	1	6	13

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	4.32	1.09	1.00	5.00	5.00	5.00
SKIWRITE				Range	Kurtosis	Skewness	95% CI
				4.00	3.63	1.94	+0.48

4.5.7.1 FINDINGS: strong writing skills (overall)

86.36% consider strong writing skills to be an essential skill for their job. 59.09% rate strong writing skills as the most important skill, 27.27% rate strong writing skills as an important skill. 4.55% are neutral about strong writing skills and 9.10% consider strong writing skills to be unimportant or least important.

4.5.7.2 FINDINGS: per group

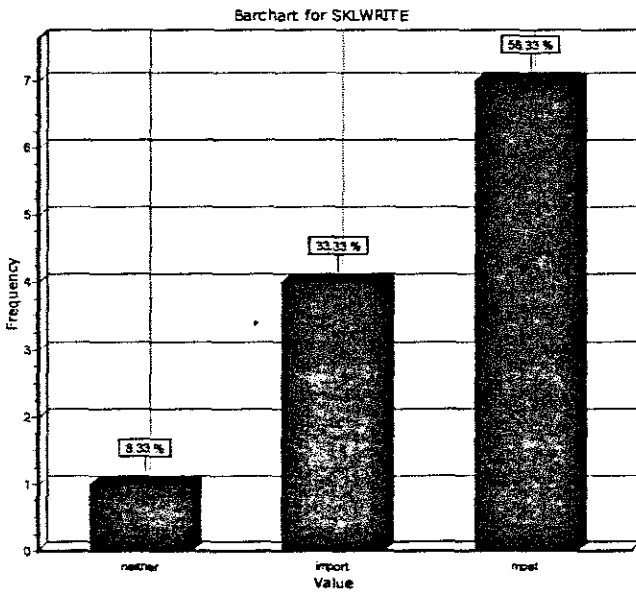


Fig. 4.5.7.2_1: strong writing skills, public relations practitioners

Public relations: 91.66% of public relations responders believe that strong writing skills are essential skill / ability to do their job; with 58.33% considering it most important and 33.33% considering it important. Only 8.33% are neutral about whether strong writing skills are important or unimportant ability for their job.

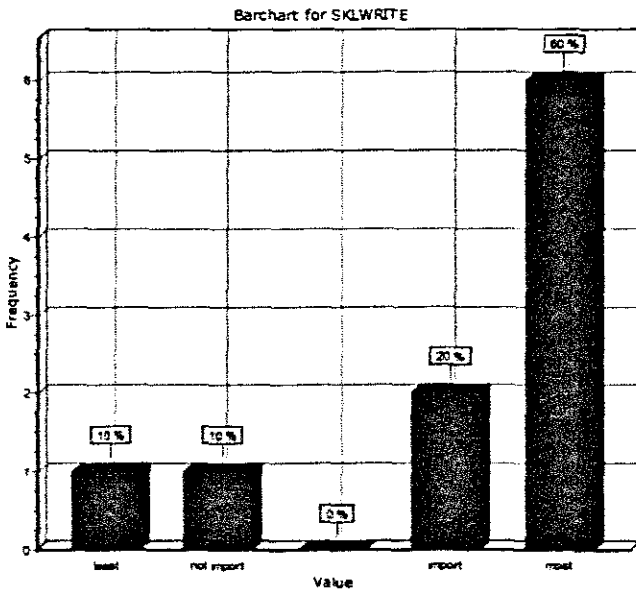


Fig. 4.5.7.2_2: strong writing skills, journalists

Journalists: 80% of journalists responders believe that strong writing skills are essential skill /ability to do their job, with 60% considering it most important. 20% considering it important. 20% considered strong writing skills to be either least important or not important for them to do their job.

4.5.8 Question 2: The skills and abilities I need to do my job are: "interviewing skills"

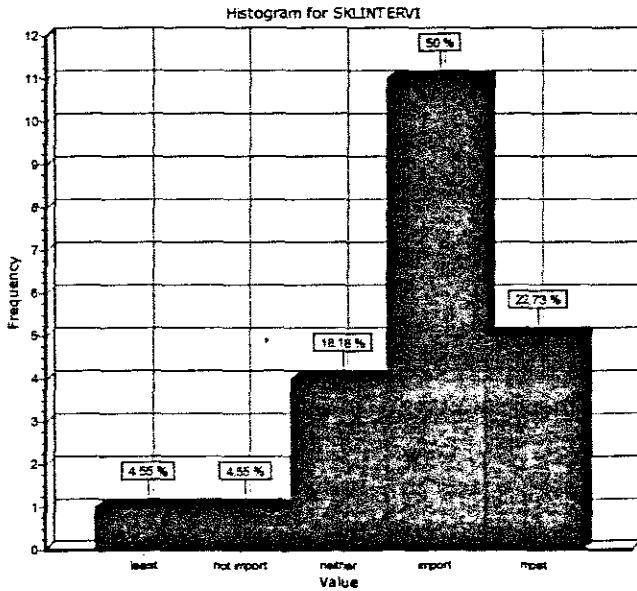


Fig. 4.5.8.1_1: interviewing skills (ALL)

INTERVIEWING SKILLS	1	2	3	4	5
Journalists	1	1	0	5	3
Public relations practitioners	0	0	4	6	2
TOTALS	1	1	4	11	5

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	3.82	1.01	1.00	5.00	4.00	4.00
SKLINTERVI				Range	Kurtosis	Skewness	95% CI
				4.00	1.81	-1.14	+0.45

4.5.8.1 FINDINGS: interviewing skills (overall)

Almost three-quarters of the group believe interviewing skills to be important or most important. 50% believe interviewing skills are important; while 22.73% believe interviewing skills to be most important. Total: 72, 73% believe interviewing skills to be important.

18.18% are neutral about the importance of interviewing skills and 9.10% do not believe interviewing skills are important in any way.

4.5.8.2 FINDINGS: per group:

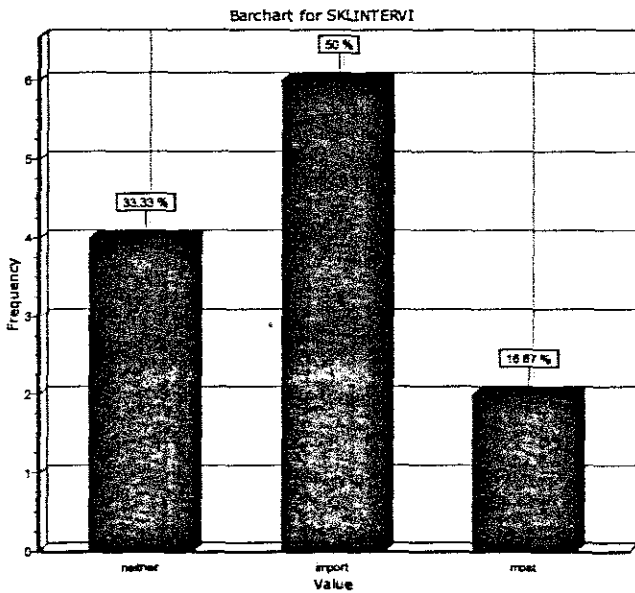


Fig. 4.5.8.2_1: interviewing skills, public relations practitioners

Public relations: Two-thirds (66.67%) of the public relations respondents believe interviewing skills are important (50%) or very important (16.67%), while 33.33% are neutral.

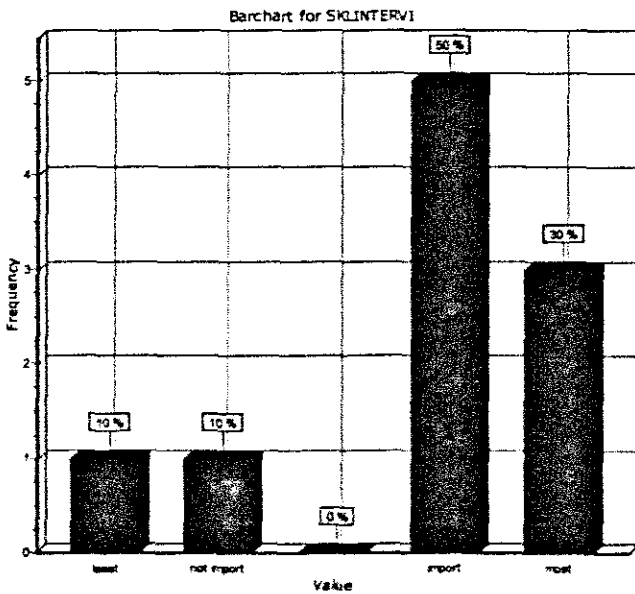


Fig. 4.5.8.2_2: interviewing skills, journalists

Journalists: Four-fifths (80%) of the journalists respondents believe interviewing skills are important (50%) and very important (30%). There were no neutral respondents, while 20% believe interviewing skills are not important (10%) or least important (10%).

Note: Half of both [public relations practitioner and journalists] groups of respondents believe interviewing skills are important.

4.5.9 Question 2: The skills and abilities I need to do my job are: "listening skills"

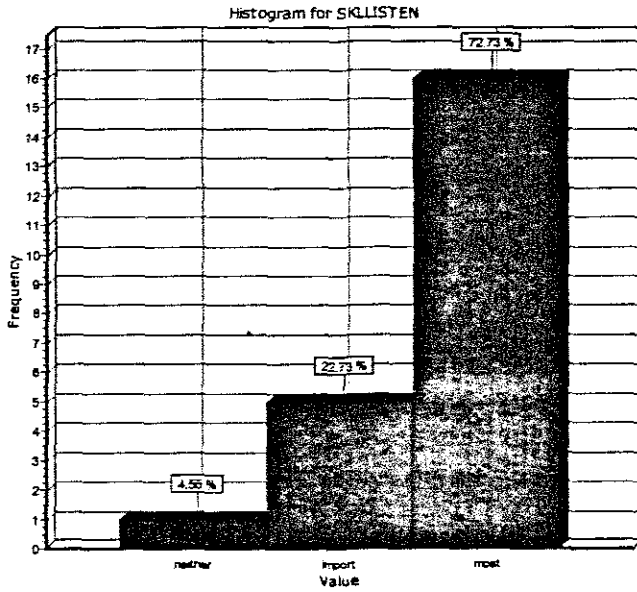


Fig. 4.5.9.1_1: listening skills (all)

LISTENING SKILLS		1	2	3	4	5
Journalists		0	0	1	4	5
Public relations practitioners		0	0	0	1	11
TOTALS		0	0	1	5	16

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	4.68	0.57	3.00	5.00	5.00	5.00

SKLLISTEN	Range	Kurtosis	Skewness	95% CI
	2.00	2.15	-1.67	+0.25

4.5.9.1 FINDINGS: listening skills (overall)

95.46% believe listening skills are important (22.73%) or most important (72.73%).

4.5.9.2 FINDINGS: per group

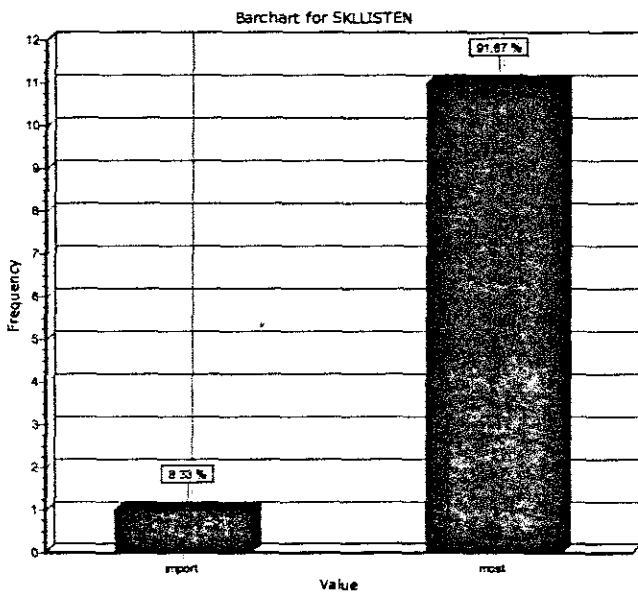


Fig. 4.5.9.2_1: listening skills, public relations practitioners

Public relations: 100% believe listening skills are important (8.33%) or most important (91.67%).

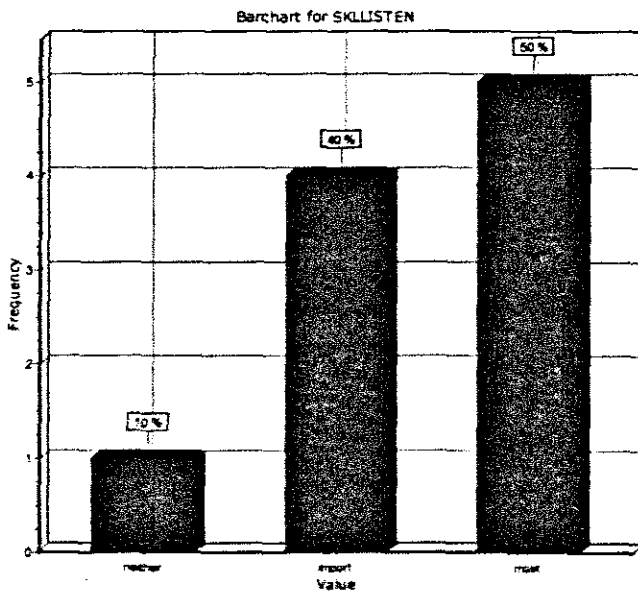


Fig. 4.5.9.2_2: listening skills, journalists

Journalists: 90% believe listening skills are important (40%) or most important (50%), 10% are neutral

4.5.10 Question 2: The skills and abilities I need to do my job are: "problem-solving"

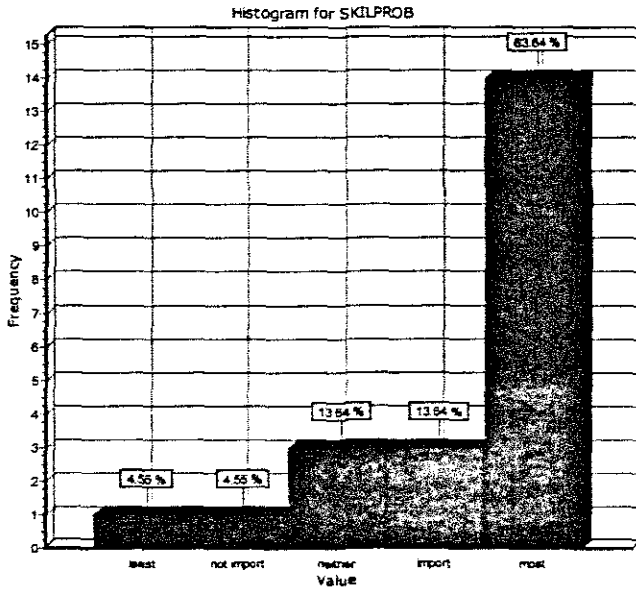


Fig. 4.5.10.1_1: problem-solving (all)

PROBLEM SOLVING	1	2	3	4	5
Journalists	0	0	2	2	5
Public relations practitioner	1	0	1	1	9
TOTAL	1	1	3	3	14

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	4.27	1.16	1.00	5.00	5.00	5.00
SKILPROB				Range	Kurtosis	Skewness	95% CI
				4.00	1.84	-1.59	+52

4.5.10.1 FINDINGS: problem-solving (overall)

77.28% believe that problem-solving is important (13.64%) or most important (63.64%).

9.10% believe that problem-solving is not important (4.55%) or least important (13.64%)

13.64% are neutral about problem-solving.

4.5.10.2 FINDINGS: per Group:

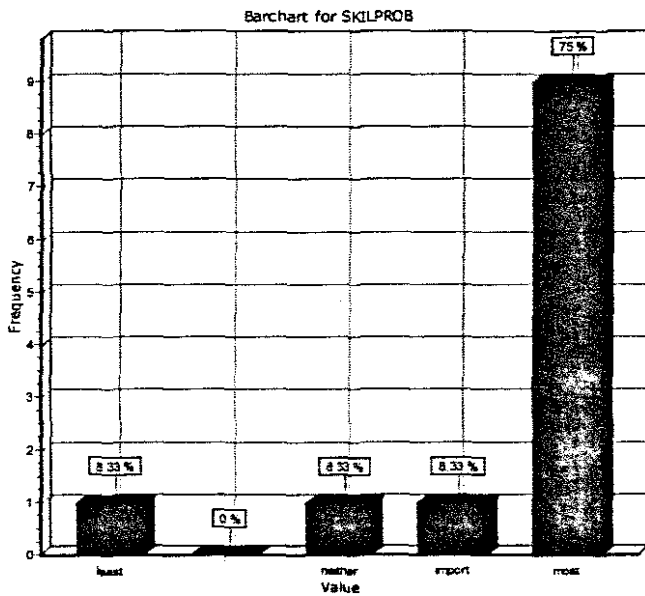


Fig. 4.5.10.2_1: problem solving, public relations practitioners

Public relations: 83.33% of Public relations respondents believe problem-solving skills are important (8.33%) or most important (75%).

8.33% are neutral.

8.33% believe problem-solving skills are least important.

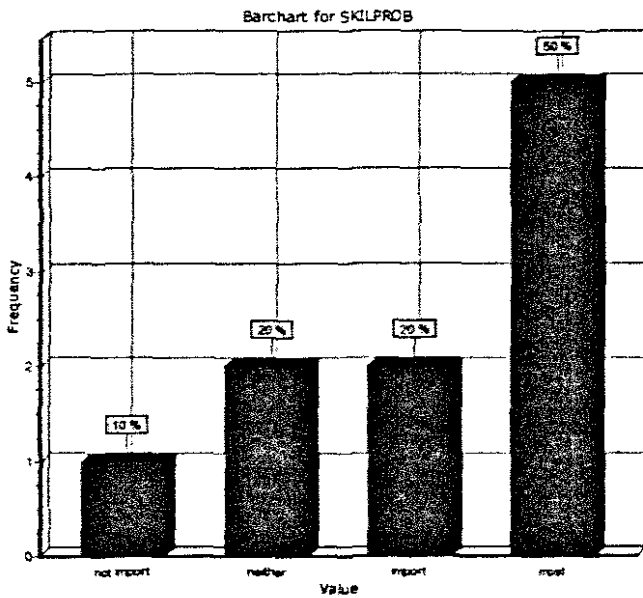


Fig. 4.5.10.2_2: problem-solving, journalists

Journalists: 70% of journalists believe problem-solving skills are important (20%) or most important (50%).

20% are neutral.

10% believe it is not important.

4.5.11 Question 2: The skills and abilities I need to do my job are: "research skills"

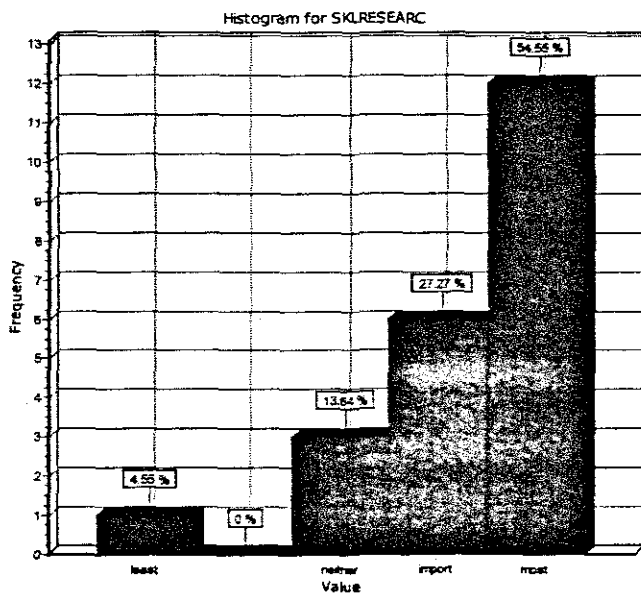


Fig. 4.5.11.1_1: research skills (ALL)

RESEARCH SKILLS	1	2	3	4	5
Journalists	1	0	1	3	5
Public relations practitioners	0	0	2	3	7
TOTALS	1	0	3	6	12

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	4.27	1.03	1.00	5.00	5.00	5.00
SKLRESEARCH				Range	Kurtosis	Skewness	95% CI
				4.00	3.56	-1.75	+0.46

4.5.11.1 FINDINGS: research skills (overall)

81.82% believe research skills are important (27.27%) or most important (54.55%)

13.64% are neutral and 4.55% believe research skills are least important.

4.5.11.2 FINDINGS: per Group:

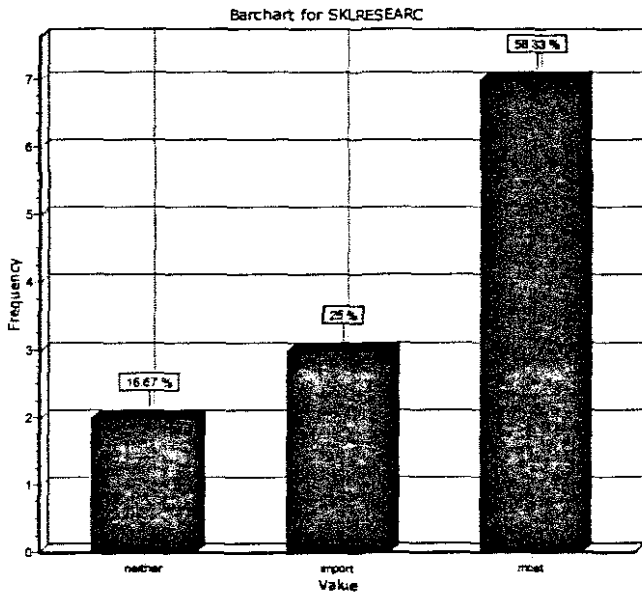


Fig. 4.5.11.2_1: research skills, public relations practitioners

Public relations: 83.33% believe research is important (25%) or most important (58.33%).

16.67% are neutral.

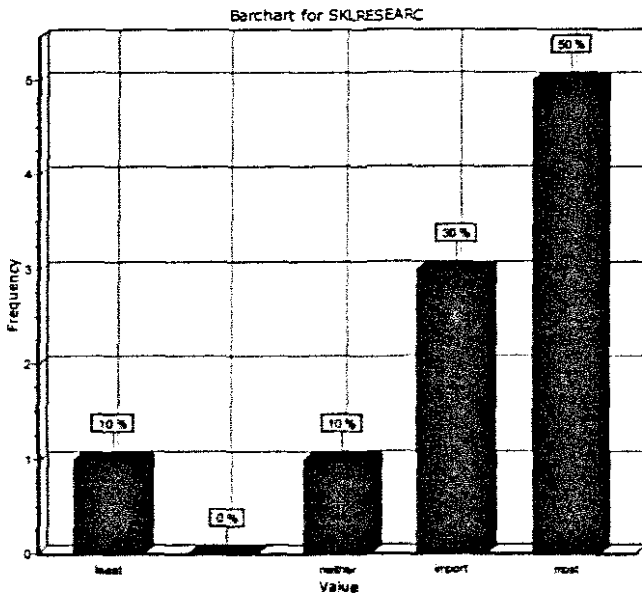


Fig. 4.5.11.2_2: research skills, journalists

Journalists: 80% believe research is important (30%) or most important (50%).

10% are neutral and 10% believe research is least important.

4.5.12 Question 2: The skills and ability I need to do my job are: "sorting and grouping information"

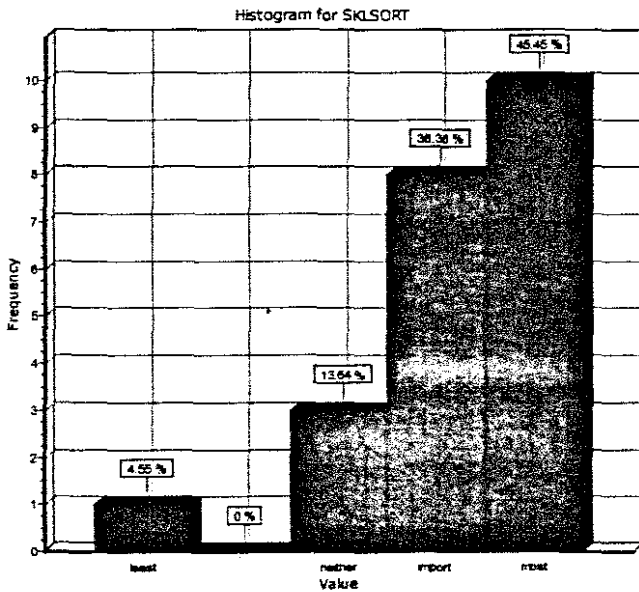


Fig.4.5.12.1: sorting and group information skills (ALL)

SORTING AND GROUPING INFORMATION		1	2	3	4	5	
Journalists							
Public relations practitioners							
TOTALS							
Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	4.18	1.01	1.00	5.00	4.00	5.00
SKLSORT				Range	Kurtosis	Skewness	95% CI
				4.00	3.49	-1.63	+0.45

4.5.12.1 FINDINGS: sorting and grouping group information skills (overall)

81.81% believe sorting and grouping of information skills are important (36.36%) or most important (45.45%). 13.64% are neutral

4.55% believe sorting and grouping of information skills are least important.

4.5.12.2 FINDINGS: per Group:

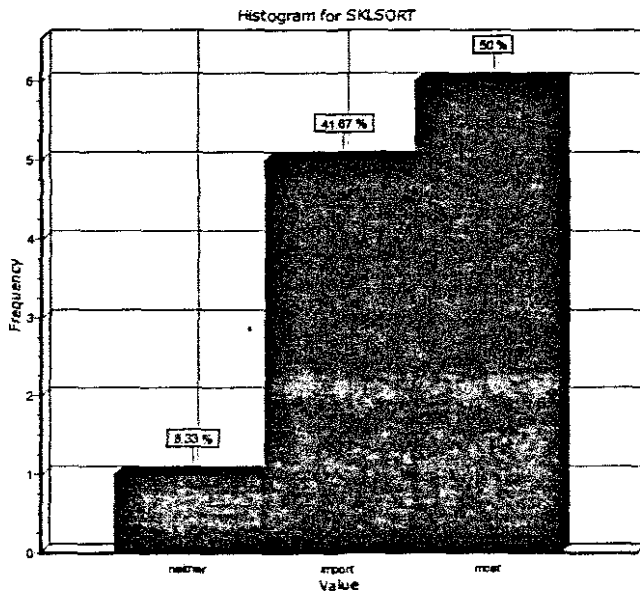


Fig. 4.5.12.2_1: sorting and grouping information skills, public relations practitioners

Public relations: 91.67 believe sorting and grouping information skills are important (41.67%) or most important (50%).

8.33% are neutral.

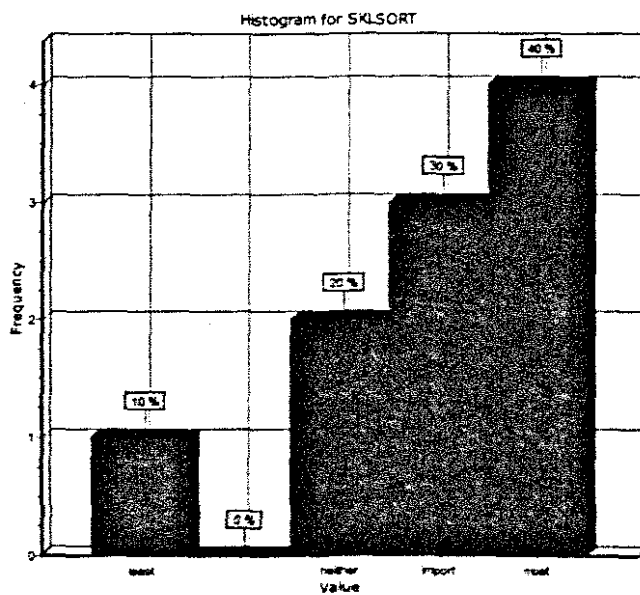


Fig. 4.5.12.2_2: sorting and grouping information skills, journalists

Journalists: 70% believe sorting and grouping information skills are important (30%) or most important (40%).

20% are neutral and 10% believe it is least important.

4.6 Part 3: Journalists and public relations functions

4.6.1 Question 3: The journalism function can be defined as . . .

100% AGREEMENT	Agree %	Disagree %
1. Gathering information to inform the public	100	0
2. Telling all sides of the story (Unbiased)	100	0
3. Knowing what is happening in the world	100	0
4. Giving voice to the voiceless	100	0
5. Holding the powerful accountable	100	0
7. Critically evaluating what is being said or done	100	0
100% DISAGREEMENT		
10. Providing support for political parties (propaganda)	0	100

4.6.1.1 100% Agreement

The entire sample agreed (100%) that the journalism function can be defined as

- (1) Gathering information to inform the public;*
- (2) Telling all sides of the story;*
- (3) Knowing what is happening in the word;*
- (4) Giving voice to the voiceless;*
- (5) Holding the powerful accountable; and*
- (7) Critically evaluating what is being said and done*

4.6.1.2 100% Disagreement

100% disagreed with the statement that the journalism function can be defined as

- (10) Providing support for political parties (propaganda)*

4.6.2 Question 3: The journalism function (6) can be defined as "being objective or unbiased"

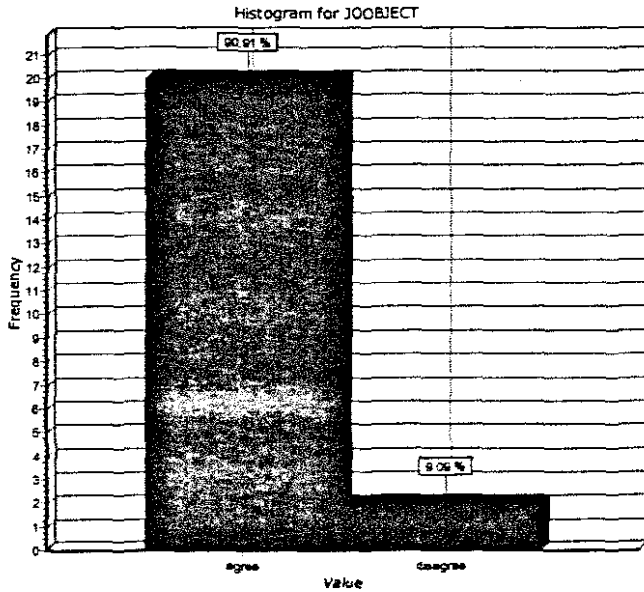


Fig. 4.6.2.1_1: be objective or unbiased (ALL)

JOURNALISM FUNCTION - BE OBJECTIVE OR UNBIASED

Journalists	1	2
Public relations practitioners	9	1
TOTALS	11	1
	20	2

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	1.09	0.29	1.00	2.00	1.00	1.00
				Range	Kurtosis	Skewness	95% CI
				1.00	8.09	3.06	+/-0.13

4.6.2.1 FINDINGS: Be objective or unbiased (overall)

90.91% agree it is a journalists function to be objective or unbiased. 9.09% disagree.

4.6.2.2 FINDINGS: per group:

Public relations : The majority (91.67%) of public relations practitioners agree it is a journalists function to be objective or unbiased. 8.33% disagree.

Journalists: 90% of journalists agree it is their function to be objective or unbiased. 10% disagree.

4.6.3 Question 3: The journalism function (8) can be defined as “presenting the newspapers agenda as news”

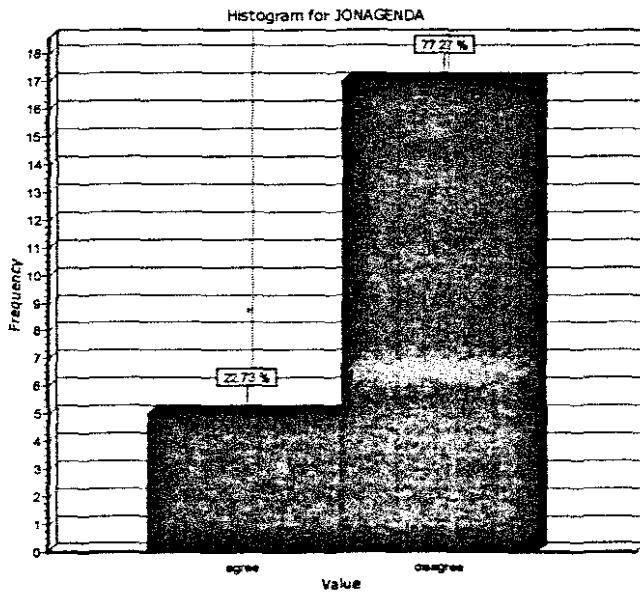


Fig.: 4.6.3.1_1 presenting the newspapers agenda as news (ALL)

JOURNALISM FUNCTION – PRESENTING THE NEWSPAPERS AGENDA AS NEWS		1	2
Journalists		2	8
Public relations practitioner		3	9
TOTALS		5	17

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	1.77	0.43	1.00	2.00	2.00	2.00
JOAGENDA				Range	Kurtosis	Skewness	95% CI
				1.00	-0.06	-1.40	±0.19

4.6.3.1 FINDINGS: News agenda as news (overall)

22.73% of respondents agree journalists present the newspaper agenda as news while 77.27% disagree journalists present the newspaper agenda as news.

4.6.3.2 FINDINGS: per group:

Public relations: 25% of public relations practitioners agree journalists present the newspaper agenda as news while 75% disagree.

Journalists: 20% of journalists agree they present the newspaper agenda as news while 80% disagree.

4.6.4 Question 3: The journalism function (9) can be defined as “manipulating and disregarding the rights of others for the sake of news”

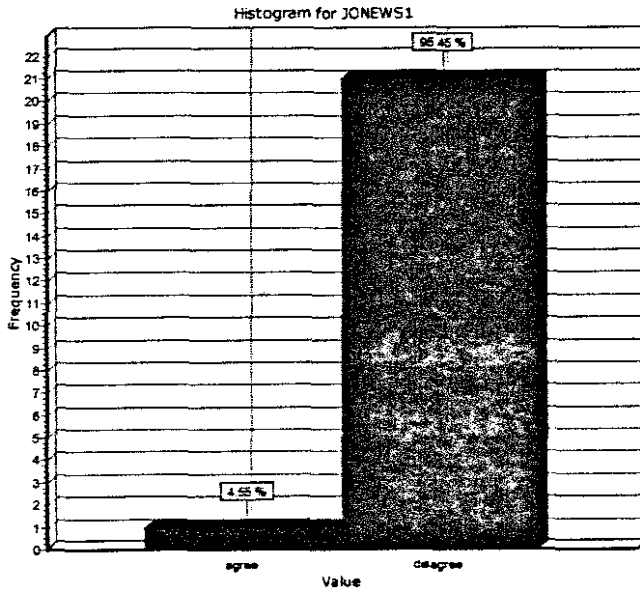


Fig. 4.6.4.1_1: manipulating and disregarding the rights of others for the sake of news

JOURNALISM FUNCTION – MANIPULATING AND DISREGARDING THE RIGHTS OF OTHERS FOR THE SAKE OF NEWS

Journalists	0	10
Public relations practitioners	1	11
TOTALS	1	21

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	1.95	0.21	1.00	2.00	2.00	2.00
JONEWS1				Range	Kurtosis	Skewness	95% CI
				1.00	22.00	-4.69	+0.09

4.6.4.1 FINDINGS: manipulating and disregarding the rights of others for the sake of news (Overall)

95.45% disagree journalists manipulate and disregard the rights of others for the sake of news, while 4.55% agree they do.

4.6.4.2 FINDINGS: per group:

Public relations: 91.67% of public relations practitioners disagree journalists manipulate and disregard the rights of others for the sake of news while 8.33% agree journalists manipulate and disregard the rights of others for the sake of news.

Journalists: 100% of journalists disagree they manipulate and disregard the rights of others for the sake of news.

4.6.5 Question 4: The public relations function can be defined as . . .

	Agree %	Disagree %
1. Managing relationships with stakeholders	100	0
6. Communicating information to all stakeholders	100	0

4.6.5.1 100% Agreement

The entire sample agrees (100%) the public relations practitioner function can be defined as:-

(1) Managing relationships with stakeholders (PRSTAKE)

(6) Communicate information to all stakeholders (PRCOMM)

4.6.6 Question 4: The public relations function (2) can be defined as "presenting the organisation to the outside world honestly."

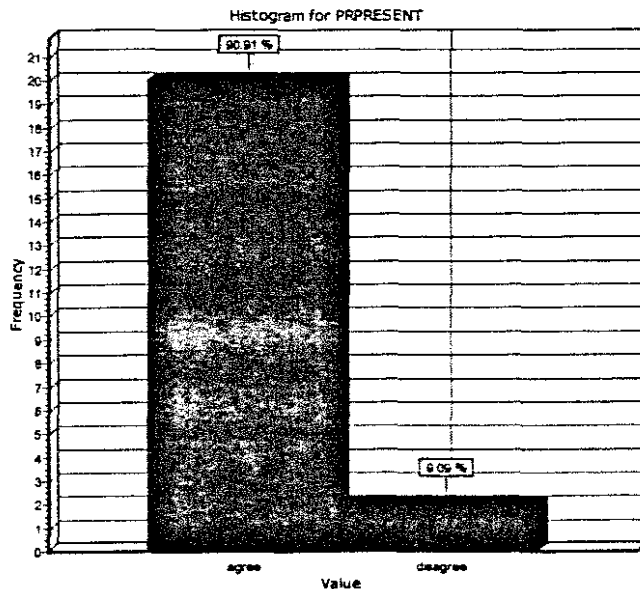


Fig. 4.6.6.1_1: presenting the organisation to the outside world honestly (ALL)

PUBLIC RELATIONS FUNCTION: PRESENTING THE ORGANISATION TO THE OUTSIDE WORLD HONESTLY		Agree	Disagree
Journalists		9	1
Public relations practitioner		11	1
TOTALS		20	2

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PRPRESENT	22	1.09	0.29	1.00	2.00	1.00	1.00

PRPRESENT	Range	Kurtosis	Skewness	95% CI
	1.00	8.09	3.06	+0.13

4.6.6.1 FINDINGS: presenting the organisation to the outside world honestly (overall)

90.91% agree the public relations function is to present the organisation to the outside world honestly, while 9.09% disagree the public relations function is to present the organisation.

4.6.6.2 FINDINGS: per group:

Public relations: 91.67% of public relations practitioners agree their function is to present the organisation honestly, while 8.33% disagree.

Journalists: 90% of journalists agree the public relations function is to present the organisation honestly, while 10% disagree.

4.6.7 Question 4: The public relations function (3) can be defined as "knowing what is happening in the world"

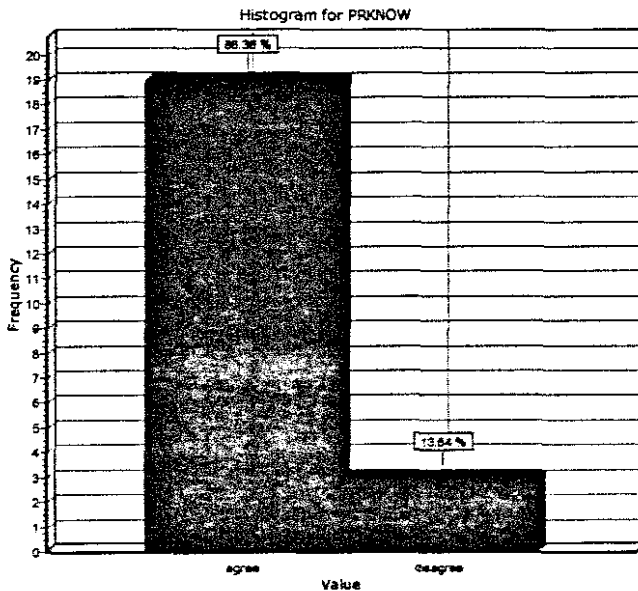


Fig. 4.6.7.1_1 knowing what is happening in the world (ALL)

PUBLIC RELATIONS FUNCTION: KNOWING WHAT IS HAPPENING INN THE WORLD		Agree	Disagree
Journalists		8	2
Public relations practitioner		11	1
TOTALS		19	3

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
	22	1.14	0.35	1.00	2.00	1.00	1.00
				Range	Kurtosis	Skewness	95% CI
				1.00	3.50	2.28	+0.16

4.6.7.1 FINDINGS: know what is happening in the world (overall)

86.36% agree the public relations function is to know what is happening in the world: 13.4% disagree.

4.6.7.2 FINDINGS: per group:

Public relations: 91.67% of public relations agree their function is to know what is happening in the world. 8.33% disagree.

Journalists: 80% of journalists agree the public relations function is to know what is happening in the world. 20% disagree.

4.6.8 Question 4: The public relations function (4) can be defined as "event management."

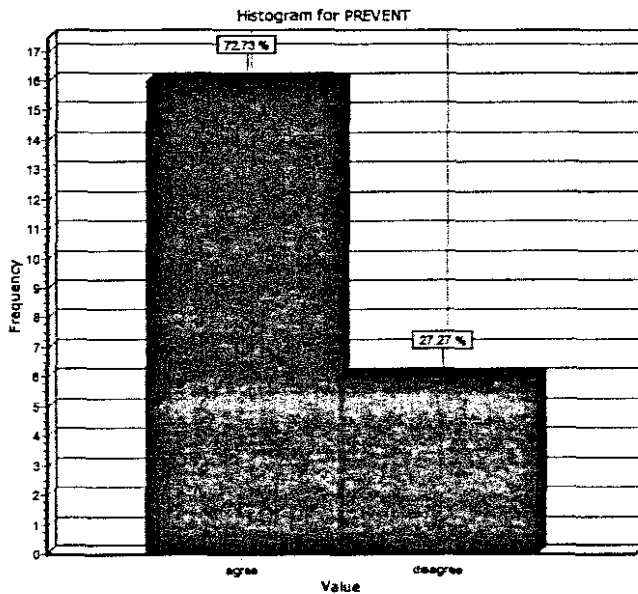


Fig. 4.6.8.1_1: event management (ALL)

PUBLIC RELATIONS FUNCTION: EVENT MANAGEMENT		Agree	Disagree
Journalists		8	2
Public relations practitioner		8	4
TOTALS		16	6

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
	22	1.27	0.46	1.00	2.00	1.00	1.00
				Range	Kurtosis	Skewness	95% CI
				1.00	-0.89	1.10	+0.20

4.6.8.1 FINDINGS: event management (overall)

72.73% of the combined group agree the public relations function is to manage events, while 27.7% disagree.

4.6.8.2 FINDINGS: per group:

Public relations: 66.67% of public relations agree it is their function to manage events, while 33.3% disagree.

Journalists: 80% of journalists agree it is a public relations function to manage events, while 20% disagree.

4.6.9 Question 4: The public relations function (5, 8) can be defined as "selling the company and its products" and "disbursing information to inform the public" respectively.

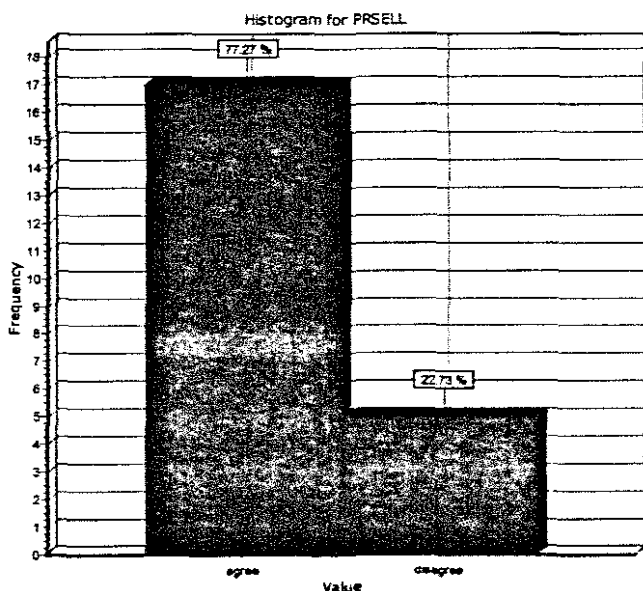


Fig. 4.6.9.1_1: sell the company and its products / disbursing information to inform the public (ALL)

PUBLIC RELATIONS FUNCTION: SELL THE COMPANY AND ITS PRODUCTS / DISBURSE INFORMATION TO THE PUBLIC	Agree	Disagree
Journalists	8	2
Public relations practitioners	9	3
TOTALS	17	5

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
	22	1.23	0.43	1.00	2.00	1.00	1.00
				Range	Kurtosis	Skewness	95% CI
PRSELL				1.00	-0.06	1.40	+0.19

4.6.9.1 FINDINGS: SELL THE COMPANY AND ITS PRODUCTS / INFORM THE PUBLIC (OVERALL)

77.27% agree it is a public relations function to sell the company and its products as well as to disburse information to inform the public. 22.73% disagree.

4.6.9.2 FINDINGS: per group:

Public relations: 75% of public relations practitioners agree it is their function to sell the company and its products as well as to disburse information to inform the public. 25% disagree.

Journalists: 80% of journalists agree it is a public relations function to sell the company and its products as well as to disburse information to inform the public. 20% disagree.

4.6.10 Question 4: The public relations function (7) can be defined as “pushing organisational propaganda / spin “

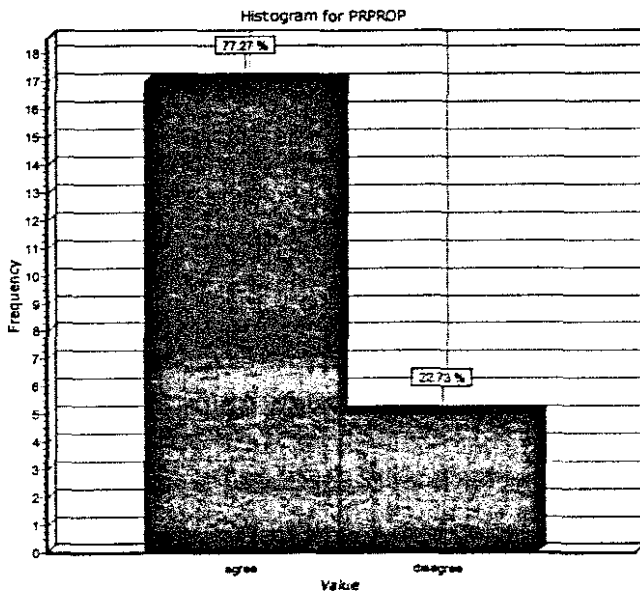


Fig. 4.6.10.1_1 pushing organisational propaganda / spin (ALL)

PUBLIC RELATIONS FUNCTION: PUSHING ORGANISATIONAL PROPAGANDA /SPIN.	Agree	Disagree
Journalists	6	4
Public relations practitioner	11	1
TOTALS	17	5

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
	22	1.23	0.43	1.00	2.00	1.00	1.00
				Range	Kurtosis	Skewness	95% CI
PRPROP				1.00	-0.06	1.40	+0.19

4.6.10.1 FINDINGS: pushing organisational propaganda/spin (overall)

77.27% of the combined group believe it a public relations function to push organisational propaganda / spin, while 22.73% disagree

4.6.10.2 FINDINGS: per group:

Public relations: 91.67% of public relations practitioners agree it is their function to push organisational propaganda / spin, while 8.33% disagree.

Journalists: 60% of journalists agree it is a public relations function to push organisational propaganda / spin, while 40% disagree.

4.6.11 Question 4: The public relations function (9) can be defined “provide light-weight stories to the press.”

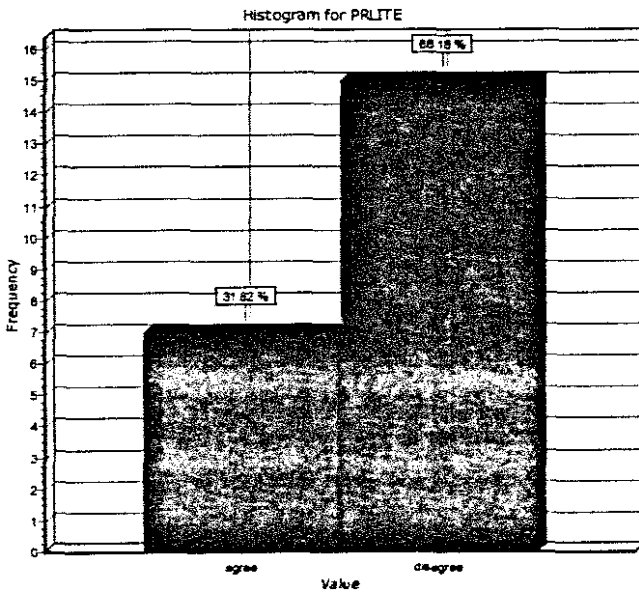


Fig. 4.6.11.1_1 provide light-weight stories to the press (ALL)

PUBLIC RELATIONS: LIGHT-WEIGHT STORIES TO THE PRESS		Agree	Disagree
Journalists		5	5
Public relations practitioners		2	10
TOTALS		7	15

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
PRLITE	22	1.68	0.48	1.00	2.00	2.00	2.00

	Range	Kurtosis	Skewness	95% CI
PRLITE	1.00	-1.44	-0.84	+0.21

4.6.11.1 FINDINGS: light weight stories (overall)

31.82% agree it is a public relations function to provide lightweight stories to the press, while 68.68% disagree.

4.6.11.2 FINDINGS: per group:

Public relations: 83.33% of public relations practitioners disagree it is their function to provide lightweight stories to the press, while 16.67% agree.

Journalists: 50% of journalists agree it is a public relations function to provide light-weight stories to the media, while 50% disagree.

4.6.12 Question 4: The public relations function (10) can be defined as “provide well researched information rich insightful stories to the press.”

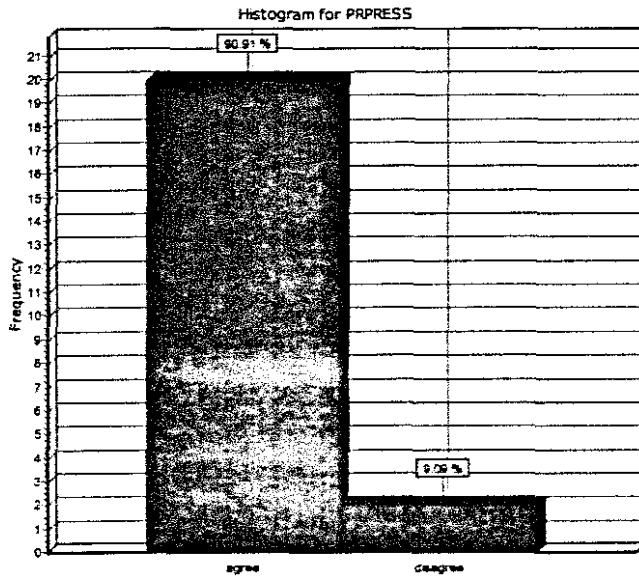


Fig. 4.6.12.1_1: provide well-researched information rich insightful stories to the press. (ALL)

PUBLIC RELATIONS FUNCTION: PROVIDE WELL RESEARCHED INFORMATION RICH INSIGHTFUL STORIES TO THE PRESS	Agree	Disagree
Journalists	8	2
Public relations practitioners	12	0
TOTALS	20	2

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
	22	1.09	0.29	1.00	2.00	1.00	1.00
PRPRESS				Range	Kurtosis	Skewness	95% CI
				1.00	8.09	3.06	+/-0.13

4.6.12.1 FINDINGS: providing well researched etc (overall)

90.91% of agrees it is Public relations function to provide well researched, information rich, insightful stories to the press, while 9.09% disagree.

4.6.12.2 FINDINGS: per group:

Public relations: 100% agree it is their function to provide well researched, information rich, insightful stories to the press.

Journalists: 80% agree it is a public relations function to provide well researched, information rich, insightful stories to the press, while 20% disagree.

4.7 Part 4: Relationships and perceptions of the relationships

4.7.1 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "journalists respect public relations practitioners."

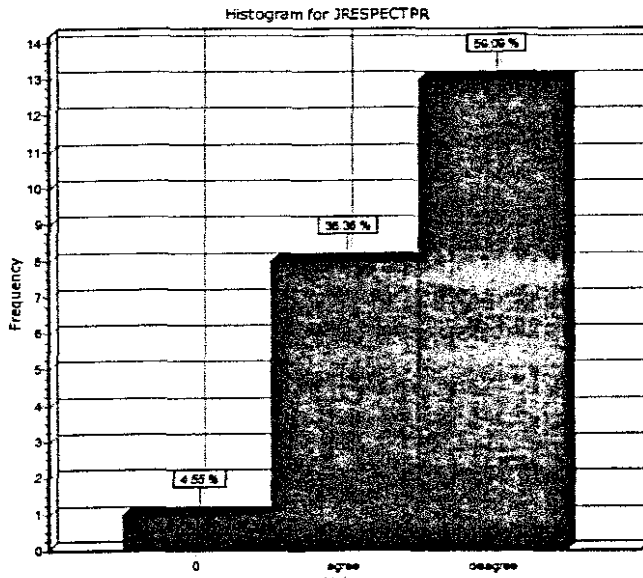


Fig. 4.7.1.1_1: journalists respect public relations practitioners.(ALL)

JOURNALISTS RESPECT PUBLIC RELATIONS PRACTITIONERS		Agree	Disagree
Journalists		4	6
Public relations practitioners		4	7
TOTALS		8	13

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
JRESPECTPR	22	1.55	0.60	0.00	2.00	2.00	2.00
				Range	Kurtosis	Skewness	95% CI
				2.00	0.02	-0.93	+0.26

4.7.1.1 FINDINGS: journalists respect public relations practitioners (overall)

59.09% believe journalists do not respect public relations practitioners while 36.36 agreed they do respect them. 4.55% did not agree or disagree.

4.7.1.2 FINDINGS: per group:

Public relations: 58.33% of public relations practitioners do not believe journalists respect Public relations while 33.33% agree journalists respect public relations practitioners. 6.33% did not agree or disagree.

Journalists: 60% of journalists do not believe journalists respect public relations practitioners, while 40% agree that they do.

4.7.2 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "journalists are persistent and determine to gather information."

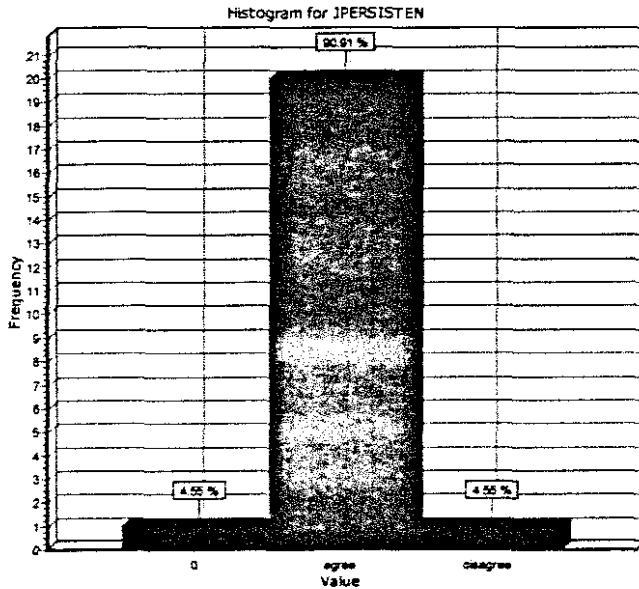


Fig. 4.7.2.1_1: journalists are persistent and determine to gather information (ALL)

JOURNALISTS ARE PERSISTENT AND DETERMINED TO GATHER INFORMATION	Agree	Disagree
Journalists	10	0
Public relations practitioners	10	1
TOTALS	20	1

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	1.05	0.21	1.00	2.00	1.00	1.00
				Range	Kurtosis	Skewness	95% CI
JPERSISTEN				1.00	22.00	4.69	+0.09

4.7.2.1 FINDINGS: journalists are persistent and determine to gather information (overall)

90.91% believe journalists are persistent and determined to gather information, while 4.55% disagree. 4.55% did not agree or disagree.

4.7.2.2 FINDINGS: per group:

Public relations: 83.33% of public relations practitioners believe journalists are persistent and determine to gather information. 6.33% do not agree. 6.33% did not agree or disagree.

Journalists: All (100%) journalists believe they are persistent and determine to gather information.

4.7.3 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "journalists resent public relations practitioner's organisational perks"

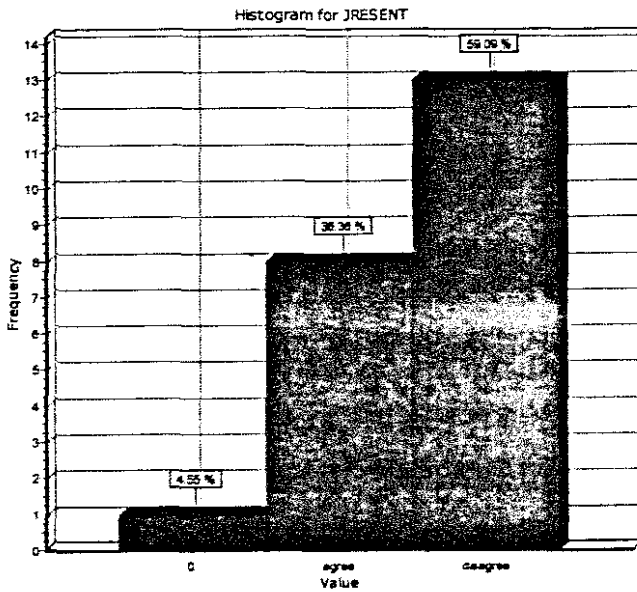


Fig. 4.7.3.1_1 *journalists resent public relations' organisational perks (all)*

JOURNALISTS RESENT PUBLIC RELATIONS ORGANISATIONAL PERKS				Agree	Disagree
Journalists				1	9
Public relations practitioners				7	4
TOTALS				8	13

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
JRESENT	22	1.55	0.60	0.00	2.00	2.00	2.00

JRESENT	Range	Kurtosis	Skewness	95% CI
	2.00	0.02	-0.93	+0.26

4.7.3.1 FINDINGS: journalists resent public relations' organisational perks (overall)

59.09% do not believe that journalists resent public relations practitioner's organisational perks. 36.36% believe that journalists resent public relations practitioner's organisational perks. 4.55% did not agree or disagree.

4.7.3.2 FINDINGS: per group:

Public relations: 58.33% of public relations believe that journalists resent public relations practitioner's organisational perks, while 33.33% disagree and 8.33% did not agree or disagree.

Journalists: 90% of journalists do not believe that journalists resent public relations practitioner's organisational perks, while 10% agree they do.

4.7.4 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "journalists are better writers than public relations."

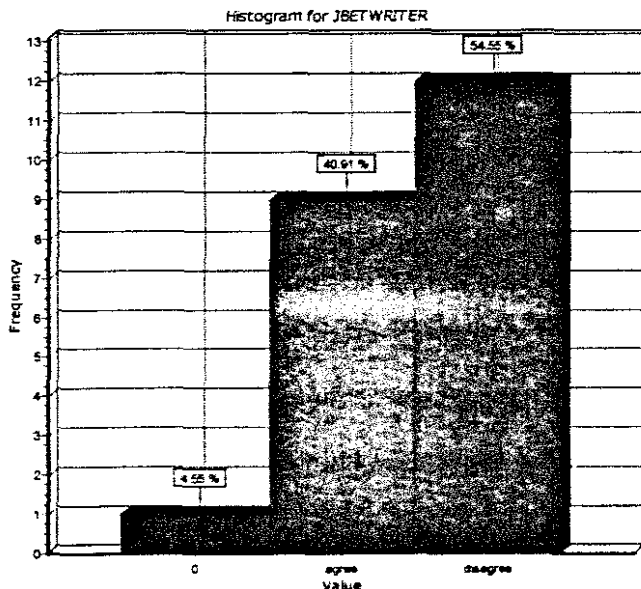


Fig. 4.7.4.1_1 journalists are better writers than public relations practitioners (ALL)

JOURNALISTS ARE BETTER WRITERS THAN PR
 Journalists
 Public relations practitioners
 TOTALS

Agree	Disagree
7	3
2	9
9	12

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	1.50	0.60	0.00	2.00	2.00	2.00
				Range	Kurtosis	Skewness	95% CI
				2.00	-0.31	-0.74	+0.27

4.7.4.1 FINDINGS: journalists are better writers than public relations practitioners (overall)

54.55% do not believe that journalists are better writers than public relations practitioners. 40.91% believe that journalists are better writers than public relations practitioners. 4.55% did not agree or disagree.

4.7.4.2 FINDINGS: per group:

Public relations: 75% of public relations disagree that journalists are better writers than public relations practitioners, while 16.67% agree and 8.33% did not agree or disagree.

Journalists: 70% of journalists agree that they are better writers than public relations practitioners, while 30% disagree. Note: This is an almost completely opposite result journalists (70%) mainly agree, Public relations (75%) generally disagree.

4.7.5 Question 5: In determining the relationship between journalists and public relations practitioners do you agree or disagree with the following . . . "journalists are better storytellers than public relations"

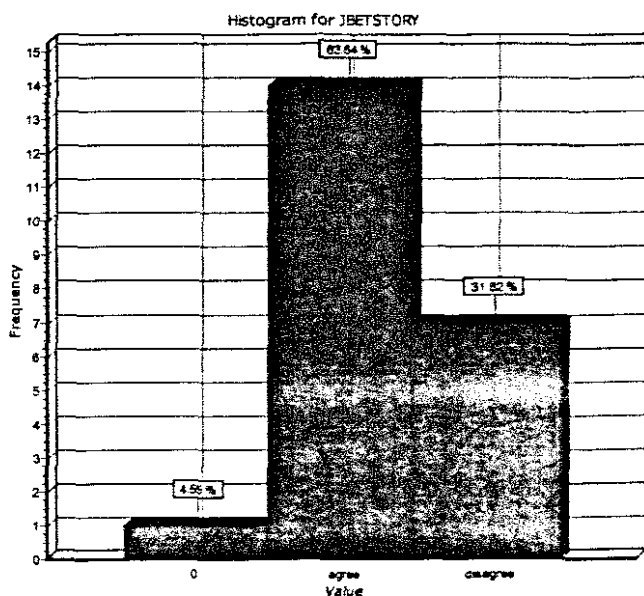


Fig. 4.7.5.1_1 *journalists are better storytellers than public relations (ALL)*

JOURNALISTS BETTER STORYTELLERS THAN PUBLIC RELATIONS
 Journalists
 Public relations practitioners
 TOTALS

Agree	Disagree
8	2
6	5
14	7

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
JBETSTORY	22	1.27	0.55	0.00	2.00	1.00	1.00
				Range	Kurtosis	Skewness	95% CI
				2.00	-0.26	0.11	+0.24

4.7.5.1 FINDINGS: journalists are better storytellers than public relations (overall)

63.64% agree that journalists are better story tellers than public relations. 31.82% disagree. 4.55% did not agree or disagree.

4.7.5.2 FINDINGS: per group

Public relations: 50% of Public relations agree that journalists are better storytellers than public relations practitioners. 41.67% disagree. 8.33% did not agree or disagree.

Journalists: 80% of journalists believe they are better storytellers than public relations practitioners. 20% disagree.

4.7.6 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . ."journalists need to speak to people with expertise within the organisation"

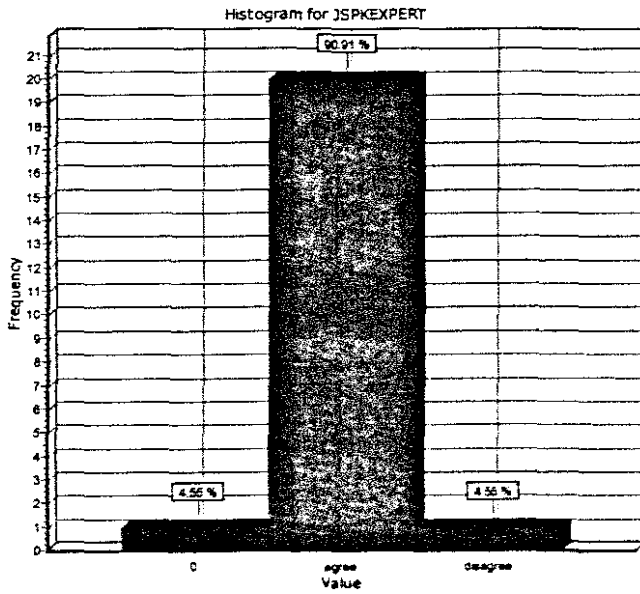


Fig. 4.7.6.1_1 journalists need to speak to people with expertise within the organisation (ALL)

JOURNALISTS NEED TO SPEAK TO PEOPLE WITH EXPERTISE		Agree	Disagree
journalists		1	1
Public relations		11	0
TOTALS		20	1

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
JSPKEXPERT	22	1.00	0.31	0.00	2.00	1.00	1.00

JSPKEXPERT	Range	Kurtosis	Skewness	95% CI
JSPKEXPERT	2.00	10.50	0.00	+ -0.14

4.7.6.1 FINDINGS: journalists need to speak to people with expertise within the organisation (overall)

90.91% agree that journalists need to speak to people with expertise within the organisation.

4.55% do not agree. 4.55% did not agree or disagree.

4.7.6.2 FINDINGS: per group

Public relations: No public relations practitioners disagree with the statement journalists need to speak to people with expertise within the organisation. 91.67% agree. 8.33% did not agree or disagree.

Journalists: 90% agree that journalists need to speak to people with expertise within the organisation. 10% disagree

4.7.7 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . ."journalists value the role of public relations"

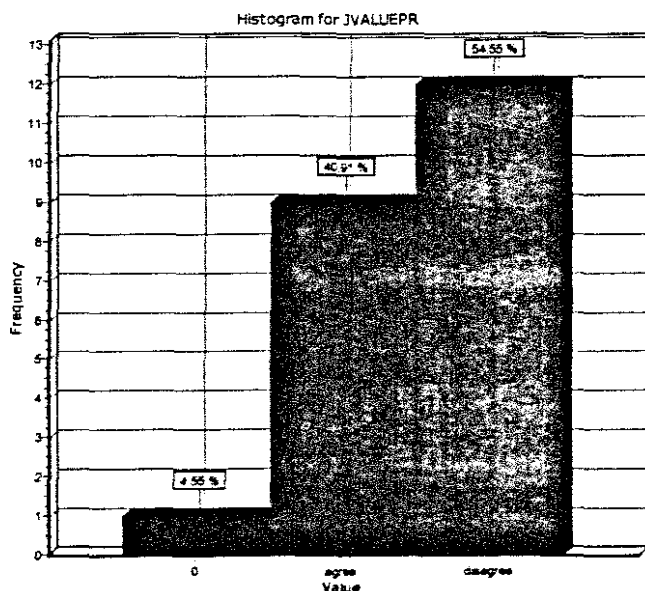


Fig. 4.7.7.1_1 *journalists value the role of public relations (ALL)*

JOURNALIST VALUE THE ROLE OF PUBLIC RELATIONS				Agree	Disagree		
Journalists				6	4		
Public relations practitioner				3	8		
TOTALS				9	12		
Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
JVALUEPR	22	1.50	0.60	0.00	2.00	2.00	2.00
				Range	Kurtosis	Skewness	95% CI
				2.00	-0.31	-0.74	+/-0.27

4.7.7.1 FINDINGS: journalists value the role of public relations (overall)

54.55% disagree that journalists value the role of public relations; 40.91% agree that journalists value the role of public relations practitioners and 4.55% did not agree or disagree.

4.7.7.2 FINDINGS: per group:

Public relations: 66.67% do not believe that journalists value the role of public relations practitioners. 25% agree that journalists value the role of public relations. 8.33% did not agree or disagree.

Journalists: 60% value the role of public relations practitioners. 40% do not value the role of public relations practitioners.

4.7.8 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "journalists lack ethics"

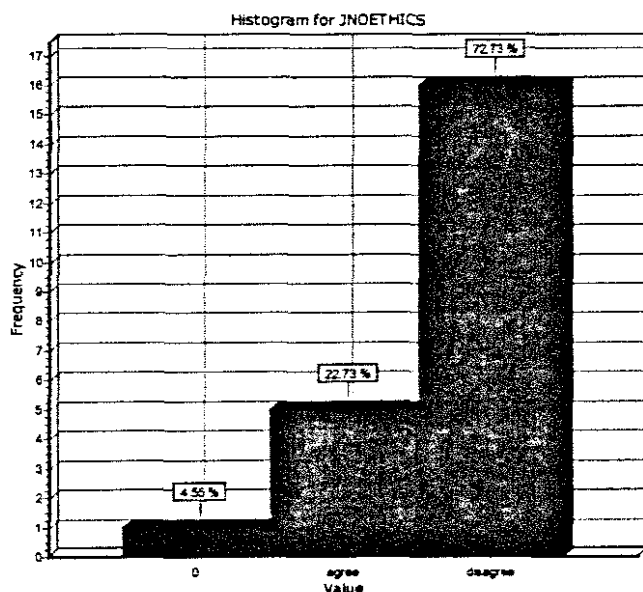


Fig. 4.7.8.1_1 journalists lack ethics (ALL)

JOURNALISTS LACK ETHICS
 Journalists
 Public relations practitioners
 TOTALS

Agree	Disagree
1	9
4	7
5	16

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
JNOETHICS	22	1.68	0.57	0.00	2.00	2.00	2.00
				Range	Kurtosis	Skewness	95% CI
				2.00	2.15	-1.67	+0.25

4.7.8.1 FINDINGS: journalists lack ethics (overall)

72.73% do not believe that journalists lack ethics; 22.73% believe that journalists lack ethics and 4.55% did not agree or disagree.

4.7.8.2 FINDINGS: per group:

Public relations: 58.33% disagree that journalists lack ethics; 33.33% agree that journalists lack ethics and 8.33% did not agree or disagree.

Journalists: 90% disagree that journalists lack ethics and 10% agree.

4.7.9 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "journalists hold the distribution of news ransom"

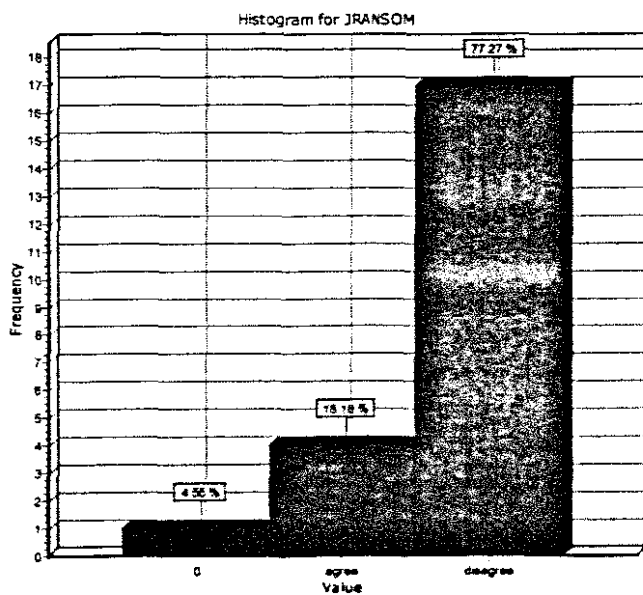


Fig. 4.7.9.1_1 journalists hold the distribution of news ransom (ALL)

JOURNALISTS HOLD THE DISTRIBUTION OF NEWS RANSOM
 journalists
 Public relations
 TOTALS

Agree	Disagree
0	10
4	77
4	17

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	1.73	0.55	0.00	2.00	2.00	2.00
JRANSOM				Range	Kurtosis	Skewness	95% CI
				2.00	3.50	-1.99	+/-0.24

4.7.9.1 FINDINGS: journalists hold the distribution of news ransom (overall)

77.27% disagree that journalists hold the distribution of news ransom; 18.18% agree that journalists hold the distribution of news ransom and 4.55% did not agree or disagree.

4.7.9.2 FINDINGS: per group:

Public relations: 58.33% do not believe that journalists hold the distribution of news ransom; 33.33% believe journalists do hold the distribution of news ransom and 8.33% did not agree or disagree.

Journalists: 100% do not agree that journalists hold the distribution of news ransom.

4.7.10 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "journalists are arrogant"

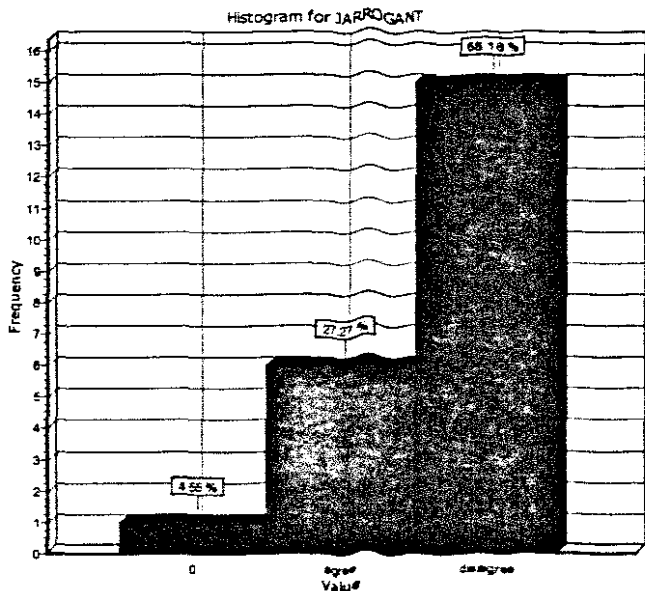


Fig. 4.7.10.1_1 journalists are arrogant (ALL)

JOURNALISTS ARE ARROGANT		Agree	Disagree
Journalists		3	7
Public relations practitioners		3	8
TOTALS		6	15

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
JARROGANT	22	1.64	0.58	0.00	2.00	2.00	2.00

JARROGANT	Range	Kurtosis	Skewness	95% CI
	2.00	1.20	-1.39	+0.26

4.7.10.1 FINDINGS: journalists are arrogant (overall)

68.15% not believe journalists are arrogant. 27.27% agree. 4.55% did not agree or disagree.

4.7.10.2 FINDINGS: per group

Public relations: 66.67% do not believe that journalists are arrogant; 25% believe journalists are arrogant and 8.33% did not agree or disagree.

Journalists: 70% do not agree that journalists are arrogant and 30% agree that journalists are arrogant.

4.7.11 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "public relations lack ethics"

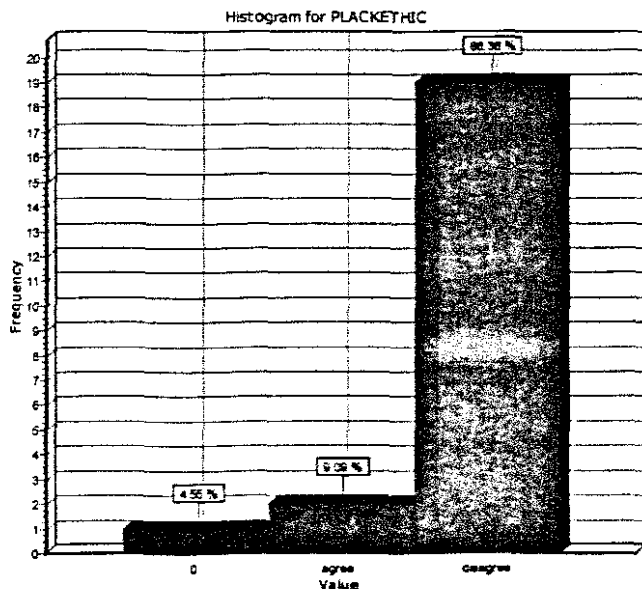


Fig. 4.7.11.1_1 public relations practitioners lack ethics (ALL)

PUBLIC RELATIONS PRACTITIONERS LACK ETHICS		Agree	Disagree
Journalists			10
Public relations practitioner		2	9
TOTALS		2	19

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PRLACKETHIC	22	1.82	0.50	0.00	2.00	2.00	2.00

PRLACKETHIC	Range	Kurtosis	Skewness	95% CI
	2.00	8.43	-2.61	+0.22

4.7.11.1 FINDINGS: public relations practitioners lack ethics (overall)

86.36% disagree that public relations practitioners lack ethics; 9.09% agree that public relations practitioners lack ethics and 4.55% did not agree or disagree.

4.7.11.2 FINDINGS: per group

Public relations: 75% disagree that public relations practitioners lack ethics; 16.67% agree that public relations practitioners lack ethics and 8.33% did not agree or disagree.

Journalists: All journalists disagree that public relations practitioners lack ethics.

4.7.12 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . ."public relations practitioners hold access to decision makers ransom"

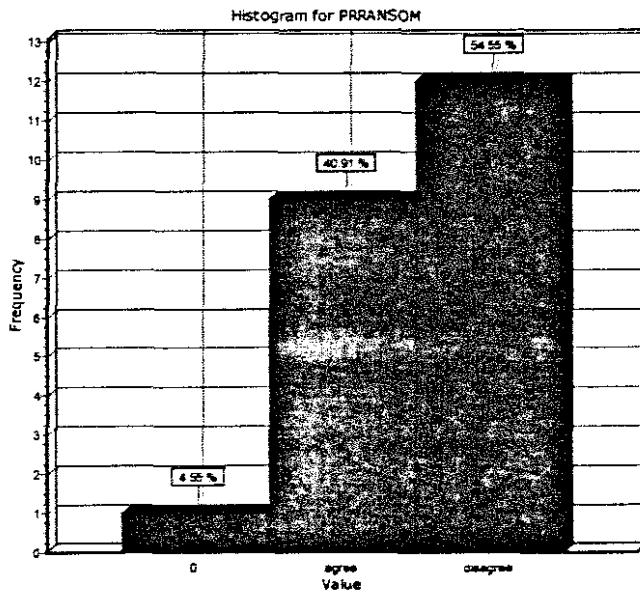


Fig. 4.7.12.1_1 public relations practitioners hold access to decision makers ransom (ALL)

PUBLIC RELATIONS PRACTITIONERS HOLD ACCESS TO DECISION MAKERS RANSOM		Agree	Disagree
Journalists		2	8
Public relations practitioners		7	4
TOTALS		9	12

Variable	N	Mean	Std De	Minimum	Maximum	Median	Mode
PRRANSOM	22	1.50	0.60	0.00	2.00	2.00	2.00

PRRANSOM	Range	Kurtosis	Skewness	95% CI
	2.00	-0.31	-0.74	+- .27

4.7.12.1 FINDINGS: public relations practitioners hold access to decision makers ransom (overall)

54.55% disagree that public relations practitioners hold access to decisionmakers ransom; 40.91% agree that public relations practitioners hold access to decisionmakers ransom and 4.55% did not agree or disagree.

4.7.12.2 FINDINGS: per group:

Public relations: 58.33% agree that public relations practitioners hold access to decisionmakers ransom; 33.33% disagree and 8.33% did not agree or disagree.

Journalists: 80% disagree that public relations practitioners hold access to decisionmakers ransom and 20% disagree

4.7.13 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "public relations practitioners value the role of journalists"

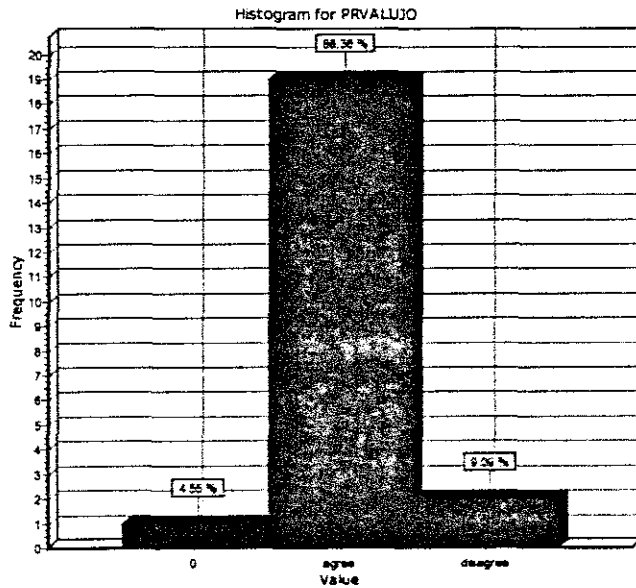


Fig. 4.7.13.1_1 public relations practitioners value the role of journalists (ALL)

PUBLIC RELATIONS PRACTITIONERS VALUE THE ROLE OF JOURNALISTS						Agree	Disagree
Journalists						80	20
Public relations practitioners						0	11
TOTALS						19	2

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PRVALLUJO	22	1.05	0.38	0.00	2.00	1.00	1.00

PRVALLUJO	Range	Kurtosis	Skewness	95% CI
	2.00	5.66	0.59	+0.17

4.7.13.1 FINDINGS: Public relations practitioners value the role of journalists (overall)

86.36% agree that public relations practitioners value journalist’s role; 9.09% disagree and 4.55% did not agree or disagree.

4.7.13.2 FINDINGS: per group

Public relations: No public relations practitioners disagree about the value of the role of journalists; 91.67% agree that public relations practitioners value the role of journalists and 8.33% did not agree or disagree.

Journalists: 80% agree that public relations practitioners value the role of journalists and 20% disagree that public relations practitioners value the role of journalists.

4.7.14 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . ."public relations practitioners do not understand the value of information"

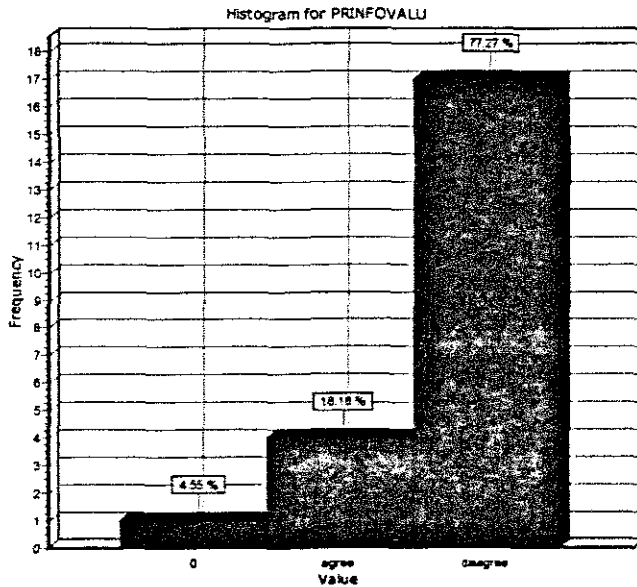


Fig. 4.7.14.1_1 public relations practitioners do not understand the value of information. (ALL)

PUBLIC RELATIONS PRACTITIONERS DO NOT UNDERSTAND THE VALUE OF INFORMATION		Agree	Disagree
Journalists		2	8
Public relations practitioner		2	9
TOTALS		4	17

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PRINFOVOLU	22	1.73	0.55	0.00	2.00	2.00	2.00

PRINFOVOLU	Range	Kurtosis	Skewness	95% CI
	2.00	3.50	-1.99	+0.24

4.7.14.1 FINDINGS: public relations practitioners do not understand the value of information (overall)

77.27% believe that public relations practitioners understand the value of information; 8.18% believe that public relations practitioners do not understand the value of information and 4.55% did not agree or disagree.

4.7.14.2 FINDINGS: per group:

Public relations: 75% believe that public relations practitioners understand the value of information; 16.67% agree they don't and 8.33% did not agree or disagree.

Journalists: 80% believe that public relations practitioners understand the value of information and 20% agree public relations practitioners don't understand the value of information.

4.7.15 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "public relations practitioners do not hold expertise within their organisation (not a useful source of information)"

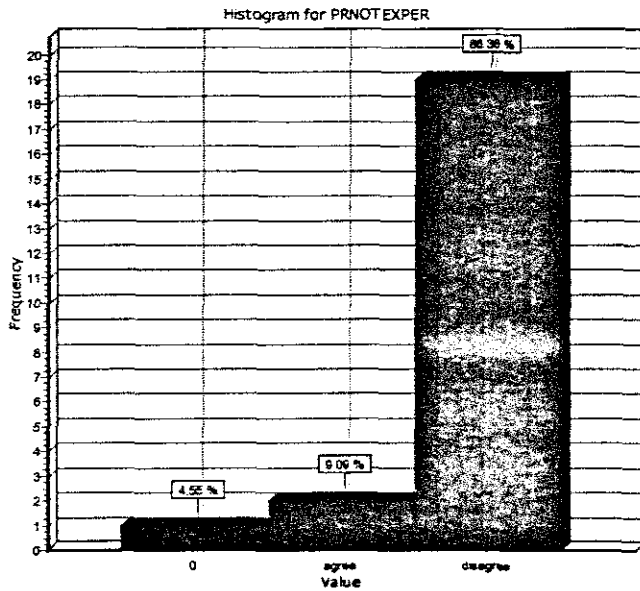


Fig. 4.7.15.1_1 public relations practitioners are not a useful source of information (ALL)

PUBLIC RELATIONS PRACTITIONERS DO NOT HOLD EXPERTISE WITHIN THEIR ORGANISATION		Agree	Disagree
Journalists		1	9
Public relations practitioners		1	10
TOTALS		2	19

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
	22	1.82	0.50	0.00	2.00	2.00	2.00
PRNOTEXPER				Range	Kurtosis	Skewness	95% CI
				2.00	8.43	-2.91	+/-0.22

4.7.15.1 FINDINGS: public relations practitioners do not hold expertise within their organisation (not a useful source of information) (overall)

86.36% disagree that public relations practitioners hold no expertise within their organisation; 9.09% agree they hold not expertise and 4.55% did not agree or disagree.

4.7.15.2 FINDINGS: per group:

Public relations: 83.33% disagree that public relations practitioners hold no expertise within their organisation; 8.33% agree that public relations practitioners are not a useful source as they do not hold expertise in their organisation and 8.33% did not agree or disagree.

Journalists: 90% disagree that public relations practitioners hold no expertise within their organisation and 10% agree.

4.7.16 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . ."public relations practitioners are elitists"

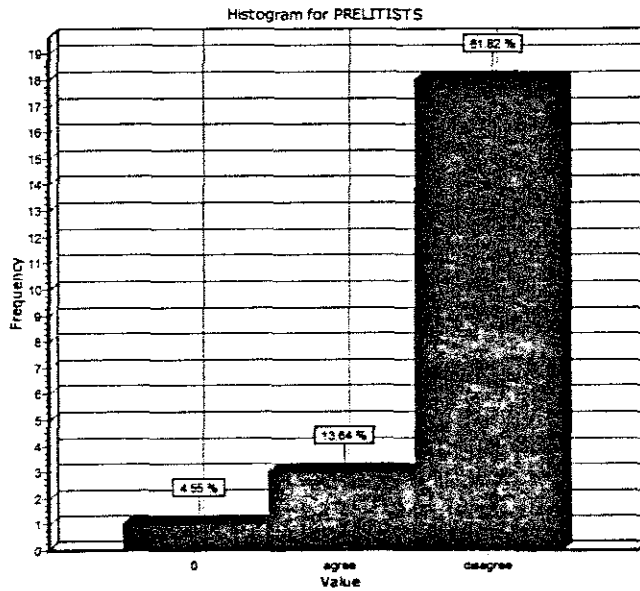


Fig. 4.7.16.1_1 public relations practitioners are elitists. (ALL)

PUBLIC RELATIONS PRACTITIONERS ARE ELITISTS				Agree	Disagree
Journalists				1	9
Public relations practitioners				2	9
TOTALS				3	18

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PRELITISTS	22	1.77	0.53	0.00	2.00	2.00	2.00

PRELITISTS	Range	Kurtosis	Skewness	95% CI
	2.00	5.46	-2.39	+0.23

4.7.16.1 FINDINGS: public relations practitioners are elitists (overall)

81.82% disagree public relations practitioners are elitists; 13.04% agree and 4.55% did not agree or disagree.

4.7.16.2 FINDINGS: per group:

Public relations: 75% disagree they are elitists; 16.67% agree that public relations practitioners are elitists and 8.33% did not agree or disagree.

Journalists: 90% disagree public relations practitioners are elitists, but 10% agree they are elitists.

4.7.17 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "public relations practitioners are better writers than journalists"

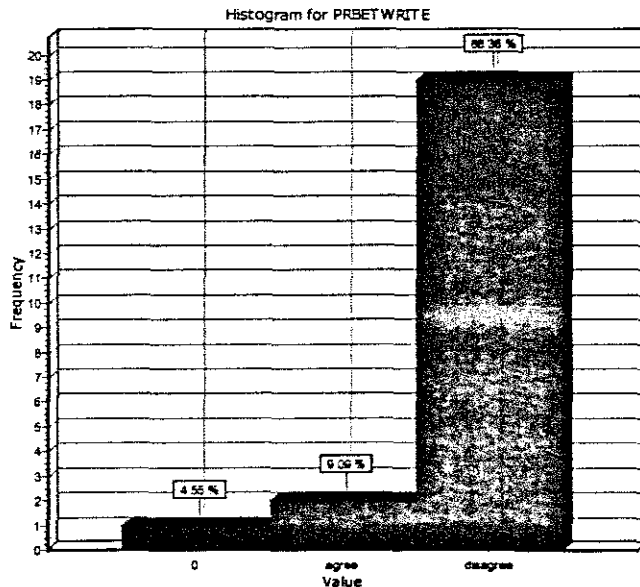


Fig. 4.7.17.1_1 public relations practitioners are better writers than journalists (ALL)

PUBLIC RELATIONS PRACTITIONERS ARE BETTER WRITERS THAN JOURNALISTS		Agree	Disagree
Journalists		1	10
Public relations practitioners		2	9
TOTALS		2	19

Variable	N	Mean	Std D	Minimum	Maximum	Median	Mode
PRBETWRITE	22	1.82	0.50	0.00	2.00	2.00	2.00
				Range	Kurtosis	Skewness	95% CI
				2.00	8.43	-2.91	+0.22

4.7.17.1.1

4.7.17.2 FINDINGS: public relations practitioners are better writers than journalists (overall)

86.36% disagree public relations practitioners are better writers than journalists; 9.09% agree and 4.55% did not agree or disagree.

4.7.17.3 FINDINGS: per group:

Public relations: 75% disagree that they are better writers than journalists are; 16.67% agree they are better and 8.33% did not agree or disagree.

Journalists: 100% disagree public relations practitioners are better writers than journalists.

4.7.18 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "public relations practitioners respect journalists"

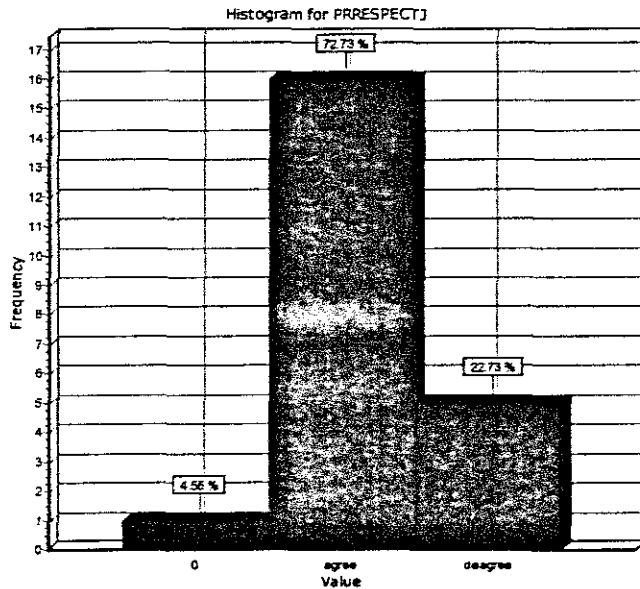


Fig. 4.7.18.1_1 public relations practitioners respect journalists (ALL)

PUBLIC RELATIONS PRACTITIONERS RESPECTS JOURNALISTS		Agree	Disagree				
Journalists		60	40				
Public relations practitioners		10	1				
TOTALS		16	5				
Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
PRRESPECTJ	0	1.18	0.50	0.00	2.00	1.00	1.00
				Range	Kurtosis	Skewness	95% CI
				2.00	0.75	0.41	+0.22

4.7.18.1 FINDINGS: public relations practitioners respect journalists (overall)

72.73% agree public relations practitioners respect journalists; 22.73% disagree and 4.55% did not agree or disagree.

4.7.18.2 FINDINGS: per group

Public relations: 83.33% agree that public relations practitioners respect journalists; 8.33% disagree and 8.33% did not agree or disagree.

Journalists: 60% agree that public relations practitioners respect journalists and 40% disagree.

4.7.19 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . . "public relations practitioners consider journalists to be lazy"

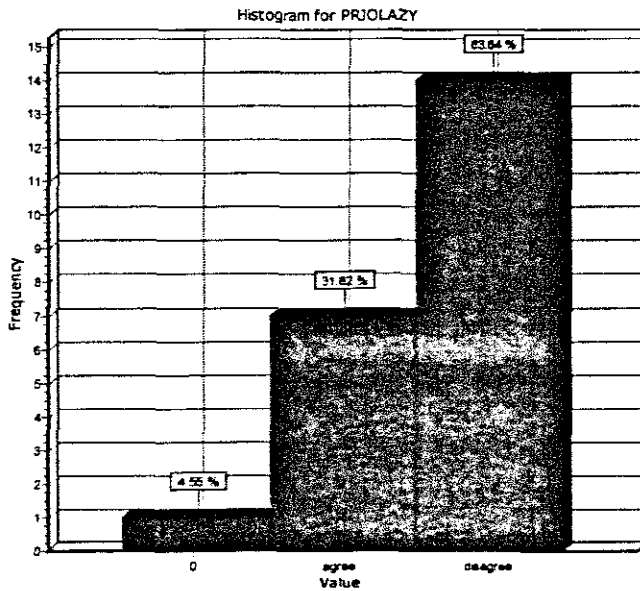


Fig. 4.7.19.1_1 public relations consider journalists to be lazy (ALL)

PUBLIC RELATIONS PRACTITIONERS CONSIDER JOURNALISTS TO BE LAZY.		Agree	Disagree
Journalists		3	70
Public relations practitioners		4	7
TOTALS		7	14

Variable	N	Mean	Std D	Min	Max	Median	Mode
	22	1.59	0.59	0.00	2.00	2.00	2.00
				Range	Kurtosis	Skewness	95% CI
PRJOLAZY				2.00	0.51	-1.15	+0.26

4.7.19.1 FINDINGS: public relations practitioners consider journalists to be lazy (overall)

63.64% disagree that public relations practitioners consider journalists to be lazy; 31.82% agree that public relations practitioners consider journalists to be lazy and 4.55% did not agree or disagree.

4.7.19.2 FINDINGS: per group:

Public relations: 58.33% disagree that public relations practitioners consider journalists lazy; 33.33% agree that public relations practitioners consider journalists lazy.

Journalists: 70% disagree that public relations practitioners consider journalists to be lazy; 30% agree that public relations practitioners consider journalists to be lazy.

4.7.20 Question 5: In determining the relationship between journalists and public relations do you agree or disagree with the following . . ."public relations practitioners do not understand what makes news

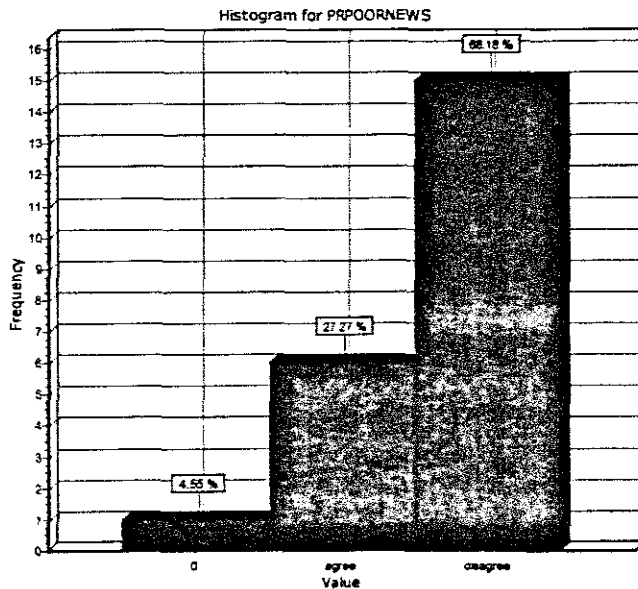


Fig. 4.7.20.1_1 public relations practitioners do not understand what makes news (ALL)

PUBLIC RELATIONS PRACTITIONERS DO NOT UNDERSTAND WHAT MAKES NEWS	Agree	Disagree
Journalists	4	6
Public relations practitioners	2	9
TOTALS	6	15

Variable	N	Mean	Std Dev	Minimum	Maximum	Median	Mode
PRPOORNEWS	22	1.64	0.58	0.00	2.00	2.00	2.00
				Range	Kurtosis	Skewness	95% CI
				2.00	1.20	-1.39	+0.26

4.7.20.1 FINDINGS: public relations practitioners do not understand what makes news (overall)

68/18% disagree that public relations practitioners do not understand what makes news; 27.27% agree public relations practitioners do not understand what makes news. 4.55% did not agree or disagree.

4.7.20.2 FINDINGS: per group:

Public relations: 75% disagree that public relations practitioners do not understand what makes news, 16.57% agree they don't and 8.33% did not agree or disagree.

Journalists: 60% disagree public relations practitioners do not understand what makes news and 40% agree they don't understand what makes news

4.8 Summary

This chapter presented a very important stage in the research process, the *research findings*. The data was presented as three separate graphs, when relevant, which allowed the research to focus on any of three possible groups in the research; the combined public relations practitioner and journalists sample, public relations only sample, as well as journalist only sample.

Chapter 5 will provide analysis, conclusions and recommendations.

5 CHAPTER FIVE: ANALYSIS, CONCLUSIONS & RECOMMENDATIONS

5.1 Introduction

Chapter 5 will provide analysis, conclusions and recommendations. *The full research findings were presented in Chapter 4: Findings.* This chapter will analysis the results more fully, draw conclusions and make recommendations. It will also demonstrate whether the research goals, based on the research question, were met.

Discussions will include limitations of the study and suggestions will be made for future research. The findings will be aligned with the current body of knowledge, although integration or generalisations are not possible due to the researches non-probability sample type. Care will be taken to ensure that the results are not squeezed into answering the research question without relevant support.

5.2 Research question and goals

The research goals, based on the research question “What is the nature of working relationship between public relations and journalists?” were to determine

“What are the similarities between Public relations and journalists?”

“What are the differences between Public relations and journalists?”

“How to do they perceive each other’s role?” and

“Would it be possible to develop a greater understanding and improve their perception of the other’s role?”

5.3 Research conclusions

5.4 Overall response

5.4.1.1 Overall response

Although the sample is small, a total combined group of 30 (15 public relations, 15 journalists) were sent questionnaires and a response of 22 was obtained. The sample is strengthened by the sample selection process – stratified random sampling – as this is a probability sample and thus can

be assumed to represent any and all elements of the population. A 73% overall response to the questionnaire was obtained with 66.6% of journalists responding and 80% of public relations. This has resulted in a 0.20 skewness of the respondents in terms of overall response, although not in the individual group responses.

The skewness was considered when drawing conclusions from the overall findings, as there were more responses from public relations practitioners; the overall findings could favour public relations practitioners slightly and distort the overall results in their favour. In addition, it would be important to consider findings that do not favour public relations practitioners carefully for significance.

5.5 Part 1: General background information

Professional body

The low level of professional body membership (16.67% of the public relations practitioners sample belonging to a professional body) was unexpected. Especially as the professional body PRISA (Public Relations Institute of South Africa) is highly active in the public relations and communication management field in South Africa and worldwide. What effect, if any, this low level of membership will have on the perception of journalists towards public relations practitioners and thus the results of the survey cannot be measured in this research, but this factor will be considered while drawing conclusions from this study.

Alternatively a 10% membership of professional body for journalists was expected as South African journalists no longer has a professional body for South African journalists since the union was disband. SANEF is a voluntary organisation for South African editors and trainers, but is focussed on those on the top end of the profession; the policy makers and trainers. There are currently no professional organisations for the more junior journalists, although efforts are being made to amend this.

The reasons for the lack of public relations professional membership could be the focus of a future study to see whether professional membership has any impact on how these two professionals within the same dynamic field view each other. It is recommended that the same questionnaire be sent to professional body members only to see whether there is any change to the results.

Length of experience

From the graphs, which are vertically diametrically opposite, it is clear that the public relations practitioners' population has predominately less experience (75% have 10 years or less professional experience), while the journalists population has significantly more experience (80% have at least 5 years or more of professional experience). As age and length of experience tend to go together, it is anticipated that the public relations practitioners members are younger (less mature) than the journalists.

Age group

Overall 77.27% (17) of the responders were under 40 years of age, but that picture changes if you consider that within the public relations practitioners group, 50% were less than 30- years of age and within in Journalist group the majority of responders were between 30-39 years of age. As age and length of experience are expected to show a correlation, it was expected that the younger age of public relations practitioners group would correspond with a shorter length of experience, as it does; and so does the older age of the journalists group correlate with the longer length of experience.

Gender

The gender section requires no analysis or interpretation, it is clear that in the sample females dominant both groups. This domination removes any necessity to analyse the results accord to male or female differentiation. It might be interesting to conduct the survey again with an equal number of participants in both genders within each group, which would reveal whether there is a gender difference or a gender influence on the perspectives of the different (public relations practitioners and journalists) roles.

In conclusion, the low level of professional membership of the public relations practitioners group was unexpected. It is recommended that a further investigation be held to determine why there is this low level of professional membership within the group of public relations practitioners interacting with Media24. It would equally be interesting to research why public relations practitioners join PRISA and their perceptions of PRISA.

5.6 Part 2: Professional objectives and skills

Question 1: My professional objectives are...

The same set of questions was used to determine the professional objectives of public relations and journalists groups. The professional objectives were distilled from the traditional roles of *public relations and journalists outlined in the literature review (Chapter 2)* and two assumptions were made.

The three objectives assumed more likely to dominate Public relations are namely: -

- (6) to build relationships with stakeholders;
- (4) to influence public opinion and
- (3) to promote an organisation.

The three objectives assumed more likely to dominate journalists are namely: -

- (1) to inform the public,
- (2) to expose the truth and
- (5) to provide accurate information.

(1) Inform	0	0	0	33.33	66.67
	10	0	0	10	80
(2) Expose	8.33	16.67	0	50	25
	10	0	10	20	60
(3) Promote	0	0	8.33	25	66.67
	70	20	0	0	10
(4) Influence	8.33	0	0	50	41.67
	20	0	60	10	10
(5) Accurate	0	0	0	25	75
	10	0	0	10	80
(6) Relate	0	0	0	8.33	91.67
	20	0	60	10	10

Table 5.1: Results of Question 1: My professional objectives are ...

From the table it is easy to see that the results cluster around the following professional objectives for both public relations and journalist. These objectives were assumed more journalistic in nature, from the literature review namely:-

- (1) To inform the public;
- (2) To expose the truth and
- (5) To provide accurate information

All three were supported strongly by BOTH public relations practitioners and journalists

Notably objective (1) to inform the public and Objective (5) providing accurate information received a combined 95.45% as important/most important (a single journalist being the outlier in both instances). Objectives (2) expose the truth receiving approximately 75 -80 % support from public relations practitioners and journalists.

However, these two objectives, Objective (4) to influence public opinion and Objective (6) to build relationships with shareholders, were interesting in that the journalists significantly felt neutral about both (60%) and the public relations people felt that this was 90 – 100% important/most important.

And Objective (3) to promote an organisation. was considered to be 90% unimportant by journalists and 90% important by public relations.

The journalists supported the objectives they were assumed at the beginning of the survey to support, while public relations practitioners supported ALL the objectives, not only the objectives that they were assumed to consider more important, although (6) building a relationship with shareholders received the highest most important support (91.67%) as expected; but second was (5) providing accurate information (75%) which was not expected.

In summary public relations practitioners felt that all six of the objectives were important or most important, while journalists felt that to (1) to inform, (2) to expose, and (5) to provide accurate information were important or most important, they were neutral about influencing or relationship building with stakeholders and felt strongly that they were not there to promote an organisation.

Perhaps a major difference between public relations and journalists is that the journalists are more discerning regarding their work objectives as they selected three of the six. However age and experience cannot be discounted as the journalistic population is both older and has more experience than the public relations population. Another view could be that journalists has a more focussed position than public relations practitioners and thus they are able to focus on their primary objectives more closely

It would be interesting to determine whether there is a correlation between age / experience and discernment in understanding major professional objectives. It is recommended that in-depth research be conducted into the roles that public relations practitioners fills across the board in order to determine with accuracy the major strategies and professional objectives of public relations practitioners.

Question 2: The skills and ability I need to do my job are:

The same set of questions was used to determine the skills and abilities needed by Public relations and journalists groups to do their jobs. The skills set included

- (1) Strong writing skills
- (2) Interviewing skills
- (3) Listening skills
- (4) Problem solving
- (5) Research skills and
- (6) Sorting and grouping information skills

(1) Writing	0	0	8.33	33.33	58.33	Table 5.2 : Results of Question
	10	10	0	20	60.0	
(2) Interviewing	0	0	33.33	50	16.67	
	10	10	0	50	30	
(3) Listening	0	0	0	8.33	91.67	
	0	0	10	40	50	
(4) Problem	8.33	0	8.33	8.33	75.0	
	0	10	20	20	50	
(5) Research	0	0	16.67	25	58.33	
	10	0	10	30	50	
(6) Sort	0	0	0	40.67	50	
	10	0	10	30	50	

2: The skills and abilities I need to do my job...

From the table the author has ranked the results of the most important skills and abilities. It is clear if one combines that 100% of public relations practitioners considered (3) Listening Skills to be the more important (91.67); than (4) Problem Solving placed second at (75%) with (1) Writing / (5) Research third at 58.33% at most important but more than 91.66% consider strong writing skills to be essential (important and most important) as well as the ability to sort and group information. The least important skill for public relations practitioners was interviewing.

The journalists results are not as clear; and even although 60% of journalists consider writing to be their most important skill, if one combines most important with important it is clear that Listening skills (90%) rate highest, followed by (Interviewing, Writing, Research and Sort and Group Information (80%) with Problem Solving bringing up the rear at 70%.

It is clear however that public relations and journalists share the same skill set. However, important differences lie in how they rank them with the exception of the top two skills: Listening and Writing being highly ranked by both as being 1 and 2.

<i>Public relations practitioners list:</i>	<i>Journalists list:</i>
<i>Listening,</i>	<i>Listening,</i>
<i>Writing,</i>	<i>Writing,</i>
<i>Sorting,</i>	<i>Interviewing,</i>
<i>Problem Solving,</i>	<i>Researching,</i>
<i>Researching</i>	<i>Sorting</i>
<i>Interviewing</i>	<i>Problem Solving</i>

Table 5.3 List of ranked skills and ability

Although no skills were assumed to be dominant or preferred by either group. It would be interesting to define, in depth, the qualities of Listening and Writing that are important to both groups and see whether there are differences in how listening and writing are categorized by both. This type of insight might well be useful in training future incumbents for their jobs. In this regard the superficiality of the questionnaire would be overcome by a further in-depth interview (face to face).

5.7 Part 3: journalists and Public relations functions.

Question 3: The journalists function can be defined as...

The journalistic function was defined as

- (1) Gathering information to inform the public*
- (2) Telling all sides of the story (Unbiased)*
- (3) Knowing what is happening in the world*
- (4) Giving voice to the voiceless*
- (5) Holding the powerful accountable.*
- (6) Be objective or unbiased*
- (7) critically evaluating what is being said or done.*
- (8) Presenting the newspapers agenda as news*
- (9) Manipulating and disregarding the rights of others for the sake of news and*
- (10) Providing support for political parties (propaganda)*

The entire combined group agreed (100%) that the journalists function was

- (1) Gathering information to inform the public;*

- (2) Telling all sides of the story;*
- (3) Knowing what is happening in the world;*
- (4) Giving voice to the voiceless;*
- (5) Holding the powerful accountable; and*
- (7) Critically evaluating what is being said and done*

The entire combined group disagreed (100%) the journalists function was

- (10) Providing support for political parties (propaganda).*

Although there might not be 100% agreement on the three other functions (6) is objective or unbiased: (8) presenting the newspapers agenda as news and (9) manipulating and disregarding the rights of others for the sake of news; it is close.

Both public relations and journalists agree

- (91.67%/90%) it is a journalistic function (6) to be objective;*
- 75/80% disagreement on journalists presenting the newspapers agenda as news and*
- 100/91.67% disagreement that journalists disregard the rights of others.*

Both groups agree on what the journalistic function is to (1) Gathering information to inform the public (2) Telling all sides of the story (Unbiased) (3) Knowing what is happening in the world (4) Giving voice to the voiceless (5) Holding the powerful accountable. (6) Be objective or unbiased and (7) critically evaluating what is being said or done.

Both groups agree on what the journalistic function is not to (8) Presenting the newspapers agenda as news; (9) Manipulating and disregarding the rights of others for the sake of news and (10) providing support for political parties (propaganda).

Conclusion:

The journalist function is agreed as being functions 1 -7 and not being functions 8-10 by both groups.

Question 4: The public relations function can be defined as:

It was suggested that the public relations was defined as

- (1) Managing relationships with stakeholders;*
- (2) Presenting the organisation to the outside world honestly*
- (3) Knowing what is happening in the world*

(4) Event management

(5) Selling the company and its product/s

(6) Communicate information to all stakeholders

(7) Pushing organisational propaganda / spin

(8) Disbursing information to inform the public

(9) Providing light weight stories to the press and

(10) Providing well research, information rich, insightful stories to the press

The combined group only agreed 100% on functions

(1) Managing relationships with stakeholders and

(6) Communicate information to all stakeholders.

However 90% agreed on function (2) Presenting the organisation to the outside world honestly.

There is a small difference between journalists and public relations practitioners opinion as shown in the identical results of a small disagreement of (5) Selling the company and its product/s and function (8) Disbursing information to inform the public with public relations practitioners (75%) and journalists (80%).

There is disagreement of 10 – 15% on the public relations function (3) to know what is happening in the world. public relations practitioners agrees (91%) and journalists (80%); and

Disagreement exists between public relations practitioners and journalists regarding (4) Event management. 33.3% of public relations practitioners disagree that it is their function to manage events while only 20% of journalists disagree (66.67 vs. 80 agreements).

A 20% disagreement exists between public relations practitioners (100) and journalists (80) as to whether function (10) public relations practitioners provides well research, information rich, insightful stories to the press.

There is 30% disagreement on function (9) that public relations practitioners provides light weight stories to the press; with 83.33% disagreement (public relations practitioners) and 50% (journalists) (30% difference)

On function (7) Pushing organisational propaganda / spin secured a 91.67% agreement (public relations practitioners) with this statement and an only 60% agreement from the journalists. This

suggests that the journalists possibly respect public relations practitioners more than public relations practitioners respects themselves.

Conclusion:

The public relations function is without doubt functions 1 and 6 and to a lesser extent function 2 and function 7. However, the public relations practitioners group was less united in defining their function that the journalists group was in describing their function.

Recommendations:

The author finds it contradictory that more public relations practitioner group believes that its purpose is to push propaganda/spin than journalists despite the fact that there is strong support for the provision of accurate information within the professional objective questions.

It is recommended that further investigation attempt to uncover the reason for this difference as well as whether the relationship problems, based on perception, is based on a poor self perception / low professional esteem of public relations practitioners by public relations practitioners rather than of public relations practitioners by journalists. It appears to suggest that public relations practitioners have a problem they endorse but blame the journalist for. This would make an interesting further study.

5.8 Part 4: Relationships perceptions

Question 5: "In determining the relationship between journalists and Public relations do you agree or disagree with the following..."

Both groups were asked to agree or disagree with the twenty statements listed below.

The questions are

- (1) Journalists respect Public relations*
- (2) Journalists are persistent and determine to gather information*
- (3) Journalists resent Public Relation's organisational perks*
- (4) Journalists are better writers than Public relations*
- (5) Journalists are better story tellers than Public relations*
- (6) Journalists need to speak to people with expertise within the organisation and*
- (7) Journalists value the role of Public relations.*
- (8) Journalists lack ethics*
- (9) Journalists hold the distribution of news ransom*
- (10) Journalists are arrogant.*
- (11) Public relations lack ethics*
- (12) Public relations hold access to decision maker's ransom*
- (13) Public relations value the role of journalists.*
- (14) Public relations do not understand the value of information*
- (15) Public relations do not hold expertise within their organisation (not a useful source of information)*
- (16) Public relations are elitists*
- (17) Public relations are better writers than journalists*
- (18) Public relations respect journalists*
- (19) Public relations consider journalists to be lazy and*
- (20) Public relations do not understand what makes news*

	ALL		public relations practitioners		journalists	
	Agree	Disagree	Agree	Disagree	Agree	Disagree
1	36	59	33	58	40	60
2	90	4	83	16	100	0
3	36	59	58	33	10	90
4	40	54	16	75	70	30
5	63	31	50	41	80	20
6	90	4	91	8	90	10
7	40	54	25	66	60	40
8	22	72	33	58	10	90
9	18	77	33	58	0	100
10	27	68	25	66	30	70
11	9	86	16	75	0	100
12	40	51	58	33	20	80
13	86	9	91	8	80	20
14	18	77	16	75	80	20
15	9	86	8	83	10	90
16	13	81	16	75	10	90
17	9	86	16	75	0	100
18	72	22	83	8	60	40
19	31	63	33	58	30	70
20	27	68	16	75	40	60

Table 5.4 Results of Question 5 (% have been loosely rounded off)

The results, even when presented as a summary are difficult to read. The author, in search of simplification, categorized the statement based questions as correct or incorrect based on overall group statistics and then analysed the difference between Public relations response and journalists response.

CORRECT

(2) Journalists are persistent and determine to gather information
CORRECT 90%

(5) Journalists are better story tellers than public relations practitioners
CORRECT 64%

(6) Journalists need to speak to people with expertise within the organisation
CORRECT 90%

(13) Public relations practitioners value the role of journalists. CORRECT 86%

(18) Public relations practitioners respect journalists CORRECT 72%

INCORRECT

(1) Journalists respect public relations practitioners INCORRECT (59%).

(3) Journalists resent public relation's organisational perks INCORRECT 59%

(4) Journalists are better writers than public relations practitioners INCORRECT 54%

(7) Journalists value the role of public relations practitioners INCORRECT 54%

(8) Journalists lack ethics INCORRECT 72%

(9) Journalists hold the distribution of news

ransom INCORRECT 77%

(10) Journalists are arrogant. INCORRECT 68%

(11) Public relations lack ethics INCORRECT 86%

(12) Public relations practitioners hold access to decision makers ransom INCORRECT 54%

(14) Public relations practitioners do not understand the value of information INCORRECT 77%

(15) Public relations practitioners do not hold expertise within their organisation (not a useful source of information) INCORRECT 86%

(16) Public relations practitioners are elitists INCORRECT 81%

(17) Public relations are better writers than journalists INCORRECT 86%

(19) Public relations practitioners consider journalists to be lazy INCORRECT) 63%

(20) Public relations practitioners do not understand what makes news INCORRECT 68%

Table 5.4 Interpretation of Question 5.

The following five statements were regarded as being correct or true.

- (2) Journalists are persistent and determine to gather information (90%);
- (6) Journalists need to speak to people with expertise within the organisation (90%);
- (13) Public relations practitioners value the role of journalists. (86%);
- (18) Public relations practitioners respect journalists (72%) and
- (5) Journalists are better story tellers than public relations practitioners (64%)

However, public relations practitioners barely (50% agree) to journalists 80% strong agreement. Although journalists are seen as better story tellers than public relations practitioners (64%

agreement) journalists are not seen as better writers (4) (54% disagreement with public relations practitioners 75% disagreement and journalists 70% agreement) Neither are public relations practitioners seen as better writers than journalists (17) (86% disagreement – with journalists 100% disagreement and public relations practitioners 75 % disagreement). It is clear that journalists are viewed as better story tellers and view themselves as better writers than public relations practitioners, although public relations practitioners acknowledges the former they disagree with the latter but tentatively.

So while public relations practitioners do not believe that journalists are better writers, journalists believe they are.

The following 15 statements are regarded as incorrect or not true.

- (17) Public relations are better writers than journalists are (86%) This was discussed in the preceding paragraph
- (15) Public relations do not hold expertise within their organisation (not a useful source of information) (86%)

Again, more journalists (90%) believe that public relations practitioners holds expertise in their organisation, than do public relations practitioners (83%). It would appear that journalists values public relations practitioners and their expertise more than public relations practitioners does.

- (11) Public relations lack ethics (86%)

More journalists (100%) disagree public relations practitioners lacks ethics than public relations practitioners do (75%). Again, public relations practitioners rate themselves worst than the journalists.

- (16) Public relations are elitists (81%)

More journalists (90%) disagree public relations practitioners are elitists than public relations practitioners (75%). Again, public relations practitioners rate themselves worst than the journalists.

- (9) Journalists hold the distribution of news ransom (77%)

Journalists (100%) disagree they hold the distribution of news ransom, although only 58% of public relations practitioners disagree. There would appear to be some thought by public relations practitioners that journalists do indeed influence the distribution of news.

- (14) Public relations do not understand the value of information (77%)

Journalists agrees (80%) that public relations practitioners do not understand the value of information while public relations practitioners (75%) disagree stating that they do understand the value of information.

- (8) Journalists lack ethics (72%)

Although journalists disagree (90%) with this statement, the public relations practitioners disagreement (58%) is half hearted suggested that public relations practitioners might well think the journalists lack ethics.

- (10) Journalists are arrogant. (68%)
- (20) Public relations practitioners do not understand what makes news (68%)

Both public relations practitioners (75%) and journalists (60%) do not agree with this statement so it would appear that public relations practitioners do understand what makes news, although they do not understand the value of information, which appears to be a contradiction.

(19) Public relations practitioners consider journalists to be lazy (63%)

(1) Journalists respect public relations practitioners (59%)

This is an interesting results as there are similar stats for public relations practitioners (58%) and journalists (60%) that journalists does not respect public relations practitioners despite the fact that the answer to (18) indicates public relations practitioners (83%) do respect journalists (60%) agreement.

(3) Journalists resent public relations practitioners organisational perks (59%)

Nevertheless, public relations practitioners 59 % agree / journalists 90% disagree – therefore journalists does not resent public relations practitioners despite the perception from public relations practitioners that they do.

(7) Journalists value the role of public relations practitioners. (54%)

But public relations practitioners 60% disagrees and journalists 60% agrees. Opposite result public relations practitioners believe that journalists do not value them but journalists believes they do.

(12) Public relations practitioners hold access to decisionmakers ransom (54%)

Although this is a marginal result, it is interesting to note that public relations practitioners 58% agrees but journalists 80% disagrees. Again journalists disagree than public relations practitioners. Is this a perception of power with public relations practitioners believing they are more powerful

than journalists perceives them, or is it simply the journalists is able to gain access to decision makers irrespective of public relations practitioners.

5.8.1.1 Recommendations

Further investigation into the relationship between public relations practitioners and journalists, particularly the inconsistencies between the values placed on public relations practitioners by journalists, which in some instances is higher than the value placed on public relations practitioners by public relations practitioners.

Particularly relevant would be further investigation into the results for the ethics of public relations practitioners, holding of expertise within their organisation, whether they are gatekeepers to information holders within their organisation, the lack of understanding of the value of information, while understanding what makes news.

5.9 Conclusions

By exploring relationships between journalists and Public relations and the perceptions of the fields, barriers and misconceptions can be eliminated. This research has shown that

- There is low level of professional membership within public relations practitioners, particularly with those public relations practitioners interacting with Media24.
- The professional objectives of public relations practitioners are more numerous than of journalists. Journalists professional objectives are well defined and focussed, while public relations practitioners professional objectives are not well defined.
- Listening and writing are primary skills and abilities that public relations practitioners and journalists share and are given equally ranking by both.
- Journalistic functions are well defined.
- Public relations functions are not well defined and in some places contradictory particularly with regard to accuracy and promoting of the organisation.
- Public relations practitioners' perception of themselves is considerably worse than the journalists perception of public relations practitioners. In more than one instance in terms of value, journalists rated public relations practitioners higher than they did themselves.

Although the results were not quite what was expected INSIGHT into the relationship between public relations practitioners and journalists has been gained.

5.10 Larger significance

Has the author managed to answer the question raised at the *beginning of the research namely, "What is the nature of the working relationship between journalists and public relations practitioners?"* In a nutshell, the author believes that the relationship between public relations and journalists is confused, but not for the reasons indicated in the literature review, but rather because public relations practitioners does not value themselves as well as the indication, in the results, that journalists does not respect public relations practitioners. It should be noted that public relations practitioners do respect journalists.

In answering the sub- question posed by the research as to whether it would be possible to develop greater understanding and improve the perception of each other's role the following points are highlighted. *The perceptions of the working relationship between public relations practitioners and journalists is more negatively affected by public relations practitioners opinion or the public relations practitioners perception of themselves than by the journalists. The journalists' opinion of public relations practitioners places a higher value on public relations practice than the public relations practitioners themselves. What would improve perception and the interaction between public relations practitioners and journalists. It is difficult to state categorically whether public relations practitioners will be able to improve their self-esteem so as to interact better with journalists without further in-depth research.*

5.11 Recommendations

It is recommended that an in-depth study be conducted to determine the professional objectives of *public relations practitioners*, as well as the priority functions as it would appear that public relations practitioners is confused, particularly about their primary functions. In some ways public relations practitioners appears to view themselves as a generalist (jack-of-all-trades) while journalists appears to be a specialist. This could have some impact on the perceptions of each, both of self and of others.

Further investigations could tackle the underlying reasons for public relations practitioners' lack of self-value and whether an improvement in self-perception would have the knock on effect of improving the relationship public relations practitioners has with journalists.

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7 Appendix A: Questionnaire

PUBLIC RELATIONS PRACTITIONER & JOURNALIST INVESTIGATION

Conducted by ANNETTE MARINA SOUNGUE OWANDA

Contact number: 083 331 5828

I am a student at the Cape Peninsula University of Technology. As part of my Master's course requirement I am investigating the nature and extent of the working relationship between public relations and journalism professionals.

As a media professional, you are invited to participate in a master's mini thesis research that I'm conducting. The research is on the role and relationship between public relations practitioners and journalists. The following questionnaire will not take more than twenty (20) minutes of your time. I'll be very thankful if you help me with it.

INSTRUCTIONS

Select only one answer per question

KEY CODE

1= strongly disagree

2= disagree

3= neither agree nor disagree (neutral)

4= agree

5= strongly agree

BACKGROUND

1. Professional capacity:

Journalist	<input type="checkbox"/>
Public relations	<input type="checkbox"/>

2. Do you belong to a professional body?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

3. Gender

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

4. Length of experience (professional)

Less than 5 years	<input type="checkbox"/>
5-10 years	<input type="checkbox"/>
More than 10 years	<input type="checkbox"/>

5. Age group

Less than 30	<input type="checkbox"/>
30-39	<input type="checkbox"/>
40-49	<input type="checkbox"/>
50-Over	<input type="checkbox"/>

Question 1

My professional objectives are:

Instruction: Please rate them. 1 being least important; 5 being most important.

	1	2	3	4	5
To inform the public					
To expose the truth					
To promote an organisation					
To influence public opinion					
To provide accurate information					
To build relationships with stakeholders					

Question 2

The skills and ability I need to do my job are:

Instruction: Please rate them. 1 being least important; 5 being most important.

	1	2	3	4	5
Strong writing skills					
Interviewing skills					
Listening skills					
Problem solving					
Research skills					
Sorting and grouping information skills					

Question 3

The journalism function can be defined as

Instruction: Agree or disagree with the statements listed below

Gathering information to inform the public	Agree	Disagree
Telling all sides of the story (Unbiased)	Agree	Disagree
Knowing what is happening in the world	Agree	Disagree
Giving voice to the voiceless	Agree	Disagree
Holding the powerful accountable.	Agree	Disagree
Be objective or unbiased	Agree	Disagree
Critically evaluating what is being said or done.	Agree	Disagree
Presenting the newspapers agenda as news	Agree	Disagree
Manipulating and disregarding the rights of others for the sake of news	Agree	Disagree
Providing support for political parties (propaganda)	Agree	Disagree

Question 4

The public relations function can be defined as:

Instruction: Agree or disagree with the statements listed below

Managing relationships with stakeholders	Agree	Disagree
Presenting the organisation to the outside world honestly	Agree	Disagree
Knowing what is happening in the world	Agree	Disagree
Event management	Agree	Disagree
Selling the company and its product/s	Agree	Disagree
Communicate information to all stakeholders	Agree	Disagree
Pushing organisational propaganda / spin	Agree	Disagree
Disbursing information to inform the public	Agree	Disagree
Providing light weight stories to the press	Agree	Disagree
Providing well research, information rich, insightful stories to the press	Agree	Disagree

Question 5

In determining the relationship between journalists and public relations practitioners do you agree or disagree with the following;

Instruction: Agree or disagree with the statements listed below

Journalists respect public relations practitioners	Agree	Disagree
Journalists are persistent and determine to gather information	Agree	Disagree
Journalists resent public relations practitioners' organisational perks	Agree	Disagree
Journalists are better writers than public relations practitioners		
Journalists are better story tellers than public relations practitioners		
Journalists need to speak to people with expertise within the organisation	Agree	Disagree
Journalists value the role of public relations practitioners	Agree	Disagree
Journalists lack ethics	Agree	Disagree
Journalists hold the distribution of news ransom	Agree	Disagree
Journalists are arrogant	Agree	Disagree
Public relations practitioners lack ethics	Agree	Disagree
Public relations practitioners hold access to decision makers ransom	Agree	Disagree
Public relations practitioners value the role of journalists	Agree	Disagree
Public relations practitioners do not understand the value of information	Agree	Disagree

Public relations practitioners do not hold expertise within their organisation (not a useful source of information)	Agree	Disagree
Public relations practitioners are elitists	Agree	Disagree
Public relations practitioners are better writers than journalists	Agree	Disagree
Public relations practitioners respect journalists	Agree	Disagree
Public relations practitioners consider journalists to be lazy	Agree	Disagree
Public relations practitioners do not understand what makes news	Agree	Disagree

Thank you for your cooperation.