

THE APPROACH OF THE SPORTS PRESS TO PUBLIC RELATIONS ACTIVITIES IN TURKEY

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ABSTRACT

Journalism and public relations are professional fields very close to each other. Despite some evidences regarding the usefulness of public relations supports on news work, a number of studies have described the perceptions of public relations practitioners and journalists as sometimes adversarial, cooperative, or a love-hate relationship, and mostly skeptical toward each other. Most studies confirm that practitioners try to influence the news process and journalists try to defend against undue influence by sources, too.

Although sport is used as a communications vehicle it hasn't been given adequate treatment within public relations literature. The purpose of this study is to indicate how sports writers (referred to as "journalists" in this study) encounter public relations activities of various institutions whilst preparing the sports news, and how they are affected by these activities.

Keywords: Journalism, sports journalists, public relations practitioners, news.

TÜRKİYE'DE SPOR BASINININ HALKLA İLİŞKİLER FAALİYETLERİNE YAKLAŞIMI

ÖZET

Gazetecilik ve halkla ilişkiler birbirleriyle çok yakından ilişki içinde olan alanlardır. Haber yapımıyla ilgili halkla ilişkiler kaynaklı yardımların faydalı olduğuna ilişkin bazı ifadeler olmasına rağmen, pek çok çalışma halkla ilişkiler uygulayıcıları ve gazetecilerin algılamalarını bazen birbirine karşıt, işbirlikçi, aşk-nefret ilişkisi olarak, çoğu zaman da birbirlerine karşı şüpheli olarak tanımlamışlardır. Çoğu çalışma, uygulayıcıların haber sürecini etkilemeye ve gazetecilerin de kaynaklara bakarak yersiz baskıya karşı savunmaya çalıştıklarını teyit etmektedir. Spor, bir iletişim aracı olarak kullanılmasına rağmen, halkla ilişkiler literatüründe bu alan yeterince ele alınmamıştır. Bu çalışmanın amacı, spor gazetecilerinin haberlerini hazırlarken ne ölçüde çeşitli kurum ve kuruluşların halkla ilişkiler faaliyetleriyle karşılaştıkları ve bu faaliyetlerden ne ölçüde etkilendiklerini ortaya koymaktır.

Anahtar sözcükler: Gazetecilik, spor gazetecileri, halkla ilişkiler uygulayıcıları, haber.

INTRODUCTION

In this age of globalization, we're often being bombarded by news. The economical, effective method of communicating with large and widely dispersed publics is through the newspapers and the other mass media. Public relations practitioner's success sometimes depends on getting people to read what he/she gives the public. Grunig and Dozier (1992) express that traditionally public relations and organizations has been grounded in a journalistic approach and the PR field was concerned almost exclusively with generating publicity through the use of the press. So, the

relationship between PR practitioners and journalists is a crucial one for the media relations function in PR.

Journalism and public relations are professional fields very close to each other. A public relations practitioner calls for some support from journalists for promotional activities for his/her company, while journalists, in return, produce news stories by using press releases or press conferences, preplanned events, or official proceedings from public relations practitioners in order to do their duties more easily and rapidly. To fulfill their strategic objective, practitioners try to

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influence the news-making process by providing information to journalists as needed and thereby reduce the information gathering costs of journalists. Journalists depend on PR information subsidies, while striving to maintain their autonomy in the news selection process (Shin & Cameron 2003).

For journalists, the power of public relations serves to enhance their stature as defenders of the public's right to know. According to Weischenberg (1997), the more things to be done by journalists, that is to say the more busy they are in their efforts, the more frequently they refer to public relations materials. According to this idea, the more time a journalist spends for his/her investigation, the less frequently he/she refers to public relations materials.

1. LITERATURE REVIEW

Research on relationships between journalists and PR practitioners was first conducted in the United States of America. According to Barbara Baerns, who performed initial research on this topic in Germany (Baerns 1992), the very first research in this field is "Newspapermen and Practitioners Differ Widely on PR Role" by Craig Aronoff published in the *Public Relations Journal* in 1975, followed by other ones in the USA (Belz, Talbott & Starck 1993, Grunig & Hunt 1984: 224) and Europe. On the other hand, Sallot & Johnson (2006a: 151) express that "since the 1960s more than 150 studies have examined some aspect of relations between public relations practitioners as news sources and journalists as media gatekeepers".

Despite some evidences regarding the usefulness of PR subsidies on news work, a number of studies have described the perceptions of PR practitioners and journalists as sometimes adversarial (Wright 2005), cooperative, or a love-hate relationship, and always skeptical toward each other (Shin & Cameron 2003). Most studies confirm that practitioners try to influence the news process and journalists try to defend against undue influence by sources.

Sallot & Johnson (2006b) state that much of the literature portrays journalist-practitioners relations as adversarial, with journalists denigrating practitioners' professional behaviors and status. It is characterized by both cooperation and conflict.

1.1. Journalists' Opinions about Public Relations Practitioners

Some of the studies on the relationship between journalism and public relations have showed that journalists have negative opinions about public relations practitioners. Journalists relegate practitioners to a lower status, lower ethical conduct, poorer job performance, and less honorable intentions (Neijens & Smit 2006). Spicer's thematic analysis and Ryan & Martinson's observation found that journalists hold a negative, often antagonistic, attitude toward the public relations field (Wright 2005: 103, Shaw & White 2004: 494); and Aronoff found many journalists had negative attitudes towards PR practitioners, though many "acknowledge the contribution made by PR to the process of news production", because of journalists' news value orientations and view of practitioners as low in source credibility (Shin & Cameron 2003, Wright 2005).

Journalists inaccurately perceived news values of practitioners, tending to believe practitioners were inclined to deceive the press by "depicting the subject in a favorable light" (Shin & Cameron 2003: 585). Sallot, Steinfatt & Salwen (1998) demonstrated that some journalists view public relations practitioners negatively for their role as advocates and for having hidden agendas, withholding information, and compromising ethics. They were not quite accurate in predicting practitioners' perception (Shin & Cameron 2005). At the same time, journalists have charged that public relations practitioners are, manipulative, one-sided, and deceptive. They also complain that PR practitioners serve special interests rather than the public.

Shin & Cameron (2003) indicated that much of the conflict between PR practitioners and journalists is based on the perception of incompatibilities. Both professions play different communication roles as sender or receiver. These differences involve perceived

incompatible goals or values of source advocacy or reporter objectivity.

1.2. The Effect of Public Relations Practitioners

Practitioners were found to be less negative perceptions about journalists. Some scholars like that Kopenhaver, Martinson & Ryan; Stegall & Sanders, found that public relations practitioners were quite capable of assessing the opinions of journalists. PR practitioners had positive view of journalists and were eager to work with them (Neijens & Smit 2006).

Some scholars have documented current journalists' dependence on PR practitioners. The consensus of public relations' influence has resulted in numerous statistical estimates of the effects of public relations on news. For example, Cutlip and his colleagues stated that 40 percent or more of news content is initiated by public relations sources (Cutlip, Center & Broom 1985). In a study of the influence of information giveaways originating from Louisiana state agencies on the state's daily newspapers, Turk reported 51 percent of the releases found their way into published stories (Turk 1986). Estimates of the percentage of news content influenced by public relations' subsidies or journalists' contacts with practitioners range from 25% to 80% (Sallot & Johnson 2006: 83, Shin & Cameron 2003: 584). These and similar other studies show public relations practitioners' influence on the press.

Delorme & Fedler (2003) also argue that the tension between journalism and public relations has a long history and the newspaper industry and the journalists feared that the free publicity provided by public relations practitioners would reduce advertising income, and started a campaign against the "space grabbers". So, public relations is still considered by many journalists, as just another name for publicity.

Shin & Cameron (2005) found that while journalists were perceived as defenders of the public who are generally indifferent to organizational purpose, practitioners were perceived as strategic managers to build the

relationship with the media in the interests of their organization.

In one study on the current relationship between journalists and PR practitioners, Sallot, Steinfatt & Salwen (1998) found that journalists and PR practitioners seemed to perceive the worst in each other, but some differences were based on fact. The authors explained that "practitioners continually offer journalists unsolicited assistance in the performance of their jobs. With good reason, journalists perceive that practitioners have self-serving motives for offering this 'service'". These researchers concluded that both journalists and practitioners are professionals who share similar values and that both, in their own ways, serve beneficial social roles. Two groups remain largely inter-dependent. Practitioners with prior experience as journalists are viewed as more skilled and ethical than those without. In the late 1990s, the adversity between two groups seemed to be abating (Sallot & Johnson 2006a).

Sallot & Johnson (2006a) found in their research that journalists' assessment of their relationships with practitioners in 1991-2004 were less antagonistic than those reported in earlier journalist-practitioners relations research.

Western scholars have examined the current relationships between journalists and public relations practitioners for decades. On the other hand, (to our knowledge) there has been only one study (Okay & Okay 2004) related to this topic in Turkey. This study reports the results of public relations practitioners' influence on the journalists. The purpose of this study is to indicate how sports writers (referred to as "journalists" in this study) confront public relations activities of various institutions whilst preparing the sports news, and how they are affected by these activities.

2. METHOD

The total daily sales of 35 national papers published in Turkey are 5.043.452. This study covers 10 daily papers, namely Fanatik, Türkiye, Hürriyet, Sabah, Fotomaç, Zaman, Posta, Milliyet, Bugün and Takvim. The total

sales rate of these papers is 3.673.870, which constitutes 72,8 % of the daily circulation.

On 22 December 2006, as the initial step of the research, 143 journalists' e-mail addresses were determined and sent an invitation mail to answer a questionnaire of 116 questions, six of which are open ended questions, on a web-site. Due to insufficient response, a second invitation was sent on 15 January 2006, requesting them to complete the questionnaire. In both applications, it was not possible to send an invitation to 15 journalists whose e-mail addresses were incorrect and 17 journalists whose mailboxes were full. In addition to this, neither sports journalists nor reporters of two newspapers participated in the questionnaire (Bugün and Takvim). After the questionnaire was placed on the web-site, the participants were given 2 months, starting on 22 December 2006. At the end of this time limit, 41 journalists filled in the forms, 5 of which were excluded as they were incomplete. This meant 36 questionnaires were valid for the study. Therefore, the participation rate of the respondents in our study was 25,17 %. The time needed to answer the questionnaire was calculated as approximately 14 minutes. The data gathered from the study were evaluated by SPSS program. The reliability analysis of the research was carried out by Alpha method. Alpha was found to be ,8345.

3. THE PARTICIPANTS OF THE STUDY

The participants were all males. 41,7 % of those participants (n=36) are high school graduates, 2,8 % of them are two-year vocational school graduates, and 55,6 % are university graduates. 50 % of those university graduates are from faculties of communication and 10 % are from sports academies. 94,4 % of the journalists make a living from the job itself and 86,1 % have no other job experience. 16,7 % of them consider giving up and changing their careers. However, none considers working in the field of public relations.

38,9 % of them have been doing their job for more than 20 years, 36,1 % of them for 8-13 years and 16,7 % for 14-19 years. 41,7 % of the participants are reporters, 25 % of them are columnists, 16,7 % are editors, 5,6 % are

information supervisors and 11,1 % of them work under different titles. In this research, they are called "journalists" in the general sense.

While only 36,1 % of the participants do regular sports, 66,7 % of them do not have any sports license. 72 % of the participants reported that they mostly made football news.

4. FINDINGS

4.1. The Sources that Sports Journalists Utilize for Making News

Upon the question of the sources and their usage frequency, the sports journalists made it explicit that they chiefly use their own sources to make news. Apart from their own sources, they also utilize the sentences of sportsmen and technical staff, the internet, clubs' accounts and finally sentences of sponsor institutions for news making. (1=Never; 5=Always).

The sources that Sport Journalists Frequently Utilize for Making News (n=36)	Mean	Std. Deviation
Clubs' accounts	3,81	1,037
Sentences from sponsor institutions	3,17	1,231
Sentences from sportsmen and technical staff	4,50	,561
From my own sources	4,69	,467
The internet	4,06	,860
News agencies	4,19	,856

4.2. How Informative Material from Public Relations Experts Is Transmitted to Sports Journalists

61,1 % of public relations experts mostly forward their informative material through e-mail, which is followed by telephone (8,3 %) and mail (8,3 %). Press release, press briefing, official statements and fax are the least used means of communication.

4.3. Journalists' Encountering Ways to the Informative Material from Various Units

We tried to determine how often sports journalists, while performing their job, reach information through "sports federations" and "sports clubs", and to what extent they encounter methods such as "press release",

"press conference", "press travel", "press briefing", "personal meeting with public relations experts" and "utilizing new technologies for public relations", which are particularly employed by sponsoring and non-sponsoring corporate bodies increasing in number especially in the field of football. (1= Never; 5= Very often).

Journalists' encountering ways to the informative material from various units (n=36)	Mean	Std. Deviation
<i>frequency of encountering press release</i>		
Sports federations	3,44	1,501
Sports clubs	3,61	1,337
Sponsor institutions	3,81	1,390
Non-sponsoring corporations	2,75	1,500
<i>frequency of receiving press conference invitation</i>		
Sports federations	3,47	1,183
Sports clubs	3,81	,856
Sponsor institutions	3,58	1,228
Non-sponsoring corporations	2,86	1,199
<i>frequency of receiving press travel invitation</i>		
Sports federations	2,44	1,132
Sports clubs	2,78	1,198
Sponsor institutions	3,14	1,222
Non-sponsoring corporations	2,50	1,298
<i>frequency of receiving press briefing invitation</i>		
Sports federations	3,19	1,064
Sports clubs	3,58	1,025
Sponsor institutions	2,89	1,008
Non-sponsoring corporations	2,97	1,183
<i>frequency of receiving personal meeting invitation with public relations experts</i>		
Sports federations	2,58	1,131
Sports clubs	2,78	1,290
Sponsor institutions	2,83	1,342
Non-sponsoring corporations	2,64	1,222
<i>frequency of applying new technologies</i>		
Sports federations	3,25	1,131
Sports clubs	3,00	1,287
Sponsor institutions	3,67	1,095
Non-sponsoring corporations	3,06	1,120

It appears that sports journalists are more likely to encounter getting press releases (M: 3,81), receiving press travel invitation (M: 3,14), receiving personal meeting invitation with public relations experts (M: 2,83) and applying new technologies (e.g. public relations activities through the Internet, CD, telephone

information lines) (M: 3,67) coming from sponsor institutions. On the other hand, they are more likely to get invitations for press conference (M: 3,81) and for press briefing (M: 3,58) from sports clubs. It can be seen from the above chart that sports journalists encounter many options quite often apart from their

receiving personal meeting invitation with public relations experts and receiving press travel invitation in general.

4.4. The Views of Sport Journalists for the Press Releases Sent to Them

In this research, we, by utilizing the statements made by Weischenberg (1997) in Germany, also intended to examine how sports journalists evaluate press releases. (1= Absolutely Disagree, 5= Absolutely Agree).

Sports journalists find the press release sent to them reliable (M: 3,36). They also share the views that they save time (M: 3,28), convey necessary information (M: 3,22), lead to uncritical news (M: 3,11) and are not unnecessary (M:3,03). However, they disagree with the ideas that they replace research, are well prepared and propose new topics.

The views of sports journalists for the press releases they get (n=36)	Mean	Std. Deviation
Reliable	3,36	1,175
Well prepared	2,83	1,108
Saving time in research	3,28	1,279
Unnecessary	1,92	,874
Sent more than necessary	2,67	1,373
Proposing new topics	2,97	1,253
Conveying necessary information	3,22	1,124
Replacing research	2,36	1,099
Leading to uncritical news-making	3,11	1,260

When we relate the view that press releases convey unnecessary information to the sports journalists' education level on the cross table, we can state that the higher the education, the higher the rate of the view that press releases convey unnecessary information.

		Press releases convey unnecessary information			Total
Level of Education		Disagree	Agree	No Idea	
High School	Count	4	6	5	15
	%	57,1 %	28,6 %	62,5 %	41,7 %
University	Count	3	15	3	21
	%	42,9 %	71,4 %	37,5 %	58,3 %
Total	Count	7	21	8	36
	%	100,0 %	100,0 %	100,0 %	100,0%

In our study, while the rate of the high school graduates who agree that press releases are unnecessary is 28,6 %, this rate increases to 71,4 % among university graduates.

They also think that too many press releases are sent to them, which is more than necessary. 75 % of the sport journalists stated that they receive an average of 1 to 5 press releases daily for public relations purposes.

4.5. Conferences and Travels for Public Relations Purposes

Conferences play a significant role in describing an event fully in detail. However, it

was established that the participants of this research do not attend conferences very frequently. Generally, the frequency of getting an invitation for a conference has the following percentages: Once or twice a day is 2,8 %, once a week is 16,7 %, more than once a week is 22,2 %, and once a month is 33,3 %. 19,4 % of them never receive an invitation. Sports journalists, according to the findings attend those events at the rate of 27,8 % for “all the ones related to their own working field”, 25 % for the “attractive ones” and 13,9 % for the clubs that they are responsible for.

Travel for public relations purposes is one of the most frequently used methods for giving

information to the media. It was determined that sports journalists do not often receive an invitation outside their working place to see something in its own place. 47,2 % of them declared that they get no invitation of this kind, and 44,4 % of them stated that they get such invitations “once a month”.

4.6. The News Sources of the Sports Journalists and Their Views on Them

In this research, we try to determine the sources that sports journalists utilize for

making news and their ideas upon the information that these sources convey under several headings. Basically, the answer that we pursue with those questions in the survey is sports journalists’ view of their relations with public relations experts, sponsor institutions, press agents, and club representatives. The words that we apply to determine this, are as follows: “getting help”, “informative aim of the sources”, “the influence purpose of sources” and “reciprocal benefits”.

The news sources of the sports journalists and their views on these sources (n=36)	Mean	Std. Deviation
<i>“getting help”</i> (1= never; 5= always)		
Public relations experts	2,69	1,305
Sponsor institutions	2,89	1,141
Press agents	3,83	1,028
Club representatives	4,25	,841
<i>“informative purpose of the news from the units listed below”</i> (1= completely disagree; 5= absolutely agree)		
Public relations experts	3,53	,910
Sponsor institutions	3,22	1,098
Press agents	3,53	,910
Club representatives	3,61	,803
<i>“the influence purpose of the news coming from the units listed below”</i>		
Public relations experts	3,11	1,141
Sponsor institutions	3,19	1,091
Press agents	3,42	,996
Club representatives	3,56	,909
<i>“the reciprocal benefits of the news coming from the units listed below”</i>		
Public relations experts	3,33	1,042
Sponsor institutions	3,19	1,037
Press agents	3,33	1,014
Club representatives	3,56	,909

The participants of our research declared that they mostly get help from units such as club representatives (M: 4,25) and clubs’ press representatives (M: 3,83). The information given from the same units conveys informative aim, purpose to influence and reciprocal behavior. According to these data, club representatives and press agents are the most frequent sources that sports journalists use.

4.7. The Effect of Public Relations Materials on Journalists’ Agenda

Upon being asked how their agenda is affected by the materials that are sent to them for public

relations purposes, 47 % of them declared that they are not affected. On the other hand, 5,6 % of them expressed that they are influenced very much and 22,2 % of them explained that they are affected. Evaluating these responses, we may conclude that public relations activities and materials do not affect sport journalists’ working agenda (M: 3,08).

4.8. Units having the most Public Relations Activities

Sports journalists explained that while performing their jobs, the units they

continually keep in contact with are mostly followed by sports clubs (19,4 %) and activities sponsored by sports federations (13,9 %). Sponsor institutions having public relations purpose and information (52,8 %). This is

Units that have the most public relations activities for sports journalists (n=36)	Frequency	Percent
Sports federations	5	13,9
Sports clubs	7	19,4
Sponsor institutions	19	52,8
Directorate General of Youth and Sport	3	8,3
Non-sponsoring commercial institutions	1	2,8
Others	1	2,8
Total	36	100,0

The tendency of sponsor institutions' to have more public relations activities to make themselves known better by their target audiences should be taken for granted as this is an indispensable activity of sponsorship.

4.9. Accepting Gifts

55,6 % of the participants explained that they sometimes accept gifts from sponsors, sports clubs and companies making sports equipment

Sports journalists' opinions of the gifts sent to them (n=20)	I accept	I do not accept	No Answer
A small gift that reminds the institution or corporation	90 %	5 %	5 %
A gift that introduces the product or service	80 %	10 %	10 %
A gift that is very expensive	15 %	75 %	10 %
A gift that makes my job easier	80 %	10 %	10 %
A product or service which does not have money concerns (e.g. a mobile telephone, or staying in a new hotel)	45 %	45 %	10 %

When we evaluate these responses, it is clear that sports journalists accept a gift that reminds an institution or corporation, that introduces a product or service and that makes their job easier. On the other hand, they refuse a gift which is too expensive. However, those gifts that remind an institution or make their job easier can still be very expensive.

4.10. Sports Journalists' Views on Public Relations

We tried to determine sports journalists' views on public relations by implementing some statements, and asking them to indicate how much they agree or disagree

with those statements. (1= Absolutely disagree, 5= Absolutely agree).

Upon the question "whether public relations experts who have established a personal contact with the journalist have a higher opportunity of being mentioned in their news", 50 % of the sports journalists stated that personal contact or involvement has an influence. However, 41,7 % of them disagree with this idea. (M: 2,94; Std. Deviation: 1,241). It is, therefore, obvious in this research that those who have personal contact with the press members have a higher chance to make news about their institutions.

The following result came out when sports journalists' level of education was crossed with the media coverage of the public relations experts having personal contact with sports journalists.

Level of Education		Public relations experts having a personal contact with sports journalists have a higher chance of media coverage			Total
		Disagree	Agree	No idea	
High School	Count	7	6	2	15
	%	46,7 %	33,3 %	66,7 %	41,7 %
University	Count	8	12	1	21
	%	53,3 %	66,7 %	33,3 %	58,3 %
Total	Count	15	18	3	36
	%	100,0 %	100,0 %	100,0 %	100,0 %

The higher the level of education, the more likely it is that they make news about the public relations experts with whom they have personal involvement. While the rate is 66,7 % with university graduates, it drops to 33,3 % with high school graduates.

When the experience of the journalists and making news from the public relations experts with whom they have personal contact are crossed, the dominant view is that the more the experience they have, the more the news that they make from the public relations experts with whom they have personal contact.

Experience		Public relations experts having a personal contact with sports journalists have a higher chance of media coverage			Total
		I disagree	I agree	No idea	
13 years or less	Count	8	6	2	16
	%	53,3 %	33,3 %	66,7 %	44,4 %
14 years and more	Count	7	12	1	20
	%	46,7 %	66,7 %	33,3 %	55,6 %
Total	Count	15	18	3	36
	%	100,0 %	100,0 %	100,0 %	100,0 %

While the journalists who have 14 years or more experience agree with the idea with a percentage of 66,7, those who have 13 years or less experience agree with the idea with a percentage of 33,3.

Upon the question “whether public relations activities have a positive contribution to the press”, 61,1 % of the journalists agree with this idea. (M: 3,33; Std. Deviation: 1,042). This view has already been supported by the data related to the informative materials. Both data confirm each other.

The majority of the sports journalists (68,5 %) disagree with the idea that public relations

activities give the journalism a more passive role. This fact indicates that journalists in Turkey still have a desire to be active whilst preparing their news.

When the journalists were asked whether they utilize public relations activities more when they have busy working schedules, 38,9 % of them stated that they do, 36,1 % stated that they do not use more, and 25 % of them indicated that they have “no idea”. When we evaluate these responses, we may state that journalists utilize public relations activities more, though a little, when they have a busy schedule.

Upon the question “whether the sports journalists feel obligated to allow more space for public relations activities for the major advertisers in their newspapers”, 61,1 % of them stated that they do not feel obligated to do so, and 77,8 % of them responded that they do not feel such pressure from their supervisors (Mean: 1,89; Std. Deviation: ,950).

58,4 % of them think that those who practice public relations should have a journalism background (Mean: 3,50; Std. Deviation: 1,363).

5. LIMITATIONS

The results of this study cannot be generalized. The number of the participants was not high due to the hectic life style and work load of the journalists. It is also these limitations that hinder conducting other statistical methods to evaluate the research.

CONCLUSIONS

Practitioners should improve their understanding of media processes and skills at packaging information. That information can success in framing their stories for media. Better framing by practitioners will satisfy journalists' needs; enhance probabilities of achieving desired media coverage; and improve relationships with journalists (Sallot & Johnson 2006a).

In this study, it is revealed that whilst sports journalists make news, they utilize several sources apart from their own ones, and that especially sponsor institutions send them excessive amount of informative material. However, sports journalists make more news coming from the statements of club representatives and from press agents; the information or other material coming from public relations practitioners do not have much influence on their working agenda.

Our research brought us to another conclusion that people or institutions having personal contact or relations with the press members increase the possibility of their media coverage. In addition to this, the study also

indicated that sports journalists do not have any complaints about public relations activities.

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