

RELATIONSHIP BETWEEN JOURNALISTS AND PUBLIC RELATIONS PROFESSIONALS IN KENYA: A CASE STUDY OF ROYAL MEDIA SERVICES

Degree Programme: [DIPLOMA IN PUBLIC RELATIONS](#) [1]

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ABSTRACT

[Journalists commonly take a dismissive and moralizing position on public relations. The editor of leading information technology magazine Information Week, journalists dislike the constant nagging of PR people who quite simply get in the way. The study focused on the relationship between journalists and public relations professionals, the study focused on the following objectives: to establish the activities and materials of public relations professionals influence on the journalists, to investigate how the activities and material of the public relations and journalists contributed in their relations and to establish how journalists and public relations professionals interact in Kenya. The study targeted the Journalists and public relations professionals of the royal media services. The study employed the use of questionnaires to collect data from the respondents, the collected questionnaires were coded in SPSS and analyzed.](#)

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