

A STUDY OF THE EFFECTIVENESS OF MEDIA RELATIONS STRATEGIES EMPLOYED BY
VIVALDI PUBLIC RELATIONS COMPANY



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2011

A STUDY OF THE EFFECTIVENESS OF MEDIA RELATIONS STRATEGIES EMPLOYED BY

VIVALDI PUBLIC RELATIONS COMPANY

A MASTER'S PROJECT

BY

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Master of Arts Degree in Business English for International Communication

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Jenjira Jitpaiboon. (2011). *A Study of the Effectiveness of Media Relations Strategies*

Employed by Vivaldi Public Relations Company. Master's Project, M.A. (Business

English for International Communication). Bangkok: Graduate School,

Srinakharinwirot University. Project Advisor: Dr. Phnita Kulsirisawad.

Media relations is the main function of public relations practitioners and is the key element to success in public relations companies. This study, therefore, aims to find out the effectiveness of media relations strategies employed by Vivaldi Public Relations Company based on Parson's Pillar of Ethical Media Relations and Lyon's Media Communication Guidelines. The data were collected by means of questionnaires distributed to 20 media professionals who were in contact of the company and had more than 100,000 media circulation.

The findings showed that the most and the least effective media relations strategies were *Respect* and *Eliminating errors* respectively. In addition, the findings also revealed that media relations strategies regarding *Ethical Media Relations* were more effective than the strategies regarding Media Communication.

การศึกษาประสิทธิผลของกลยุทธ์สื่อมวลชนสัมพันธ์ของบริษัทวิวัลดีพับลิครีเลชั่นส์



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาการศึกษามหาบัณฑิต

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พฤษภาคม 2554

เจนจิรา จิตรไพบูลย์. (2554). การศึกษาประสิทธิผลของกลยุทธ์สื่อมวลชนสัมพันธ์ของบริษัทวิวาลดี

พับลิครีเลชั่นส์. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ).

กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์:

อาจารย์พนิดา กุลสิริสวัสดิ์.

งานสื่อมวลชนสัมพันธ์เป็นหน้าที่หลักของนักประชาสัมพันธ์และเป็นหัวใจสำคัญสู่ความสำเร็จของบริษัทประชาสัมพันธ์ งานวิจัยฉบับนี้มีวัตถุประสงค์ 1) เพื่อศึกษาถึงประสิทธิภาพที่มากที่สุด และน้อยที่สุดของกลยุทธ์สื่อมวลชนสัมพันธ์ของบริษัทวิวาลดีพับลิครีเลชั่นส์โดยประยุกต์ใช้หลักจริยธรรม งานสื่อมวลชนสัมพันธ์ของพาร์สันและหลักการสื่อสารกับนักสื่อสารมวลชนของลียง 2) เพื่อเปรียบเทียบประสิทธิผลของหลักจริยธรรมงานสื่อมวลชนสัมพันธ์และหลักการสื่อสารกับนักสื่อสารมวลชนของบริษัทวิวาลดีพับลิครีเลชั่นส์ว่าส่วนใดมีประสิทธิภาพมากที่สุด ผู้วิจัยส่งแบบสอบถามให้แก่นักสื่อสารมวลชนจำนวน 20 คน โดยเป็นนักสื่อสารมวลชนที่มีการติดต่อกับบริษัทวิวาลดีพับลิครีเลชั่นส์เป็นประจำ และจากสำนักพิมพ์ที่มียอดพิมพ์สูงกว่า 100,000 สำเนาต่อการปิดต้นฉบับ

ผลการศึกษาพบว่ากลยุทธ์สื่อมวลชนสัมพันธ์ทั้งในแง่ของจริยธรรมและจรรยาบรรณ และหลักการสื่อสารกับมวลชน ที่มีประสิทธิภาพมากที่สุด คือ การปฏิบัติต่อนักสื่อสารมวลชนด้วยมารยาทที่นอบน้อม และ กลยุทธ์สื่อมวลชนสัมพันธ์ที่มีประสิทธิภาพน้อยที่สุดคือ การตรวจทานและตรวจสอบข้อมูล นอกจากนี้ ผลการศึกษายังพบว่า จริยธรรมและจรรยาบรรณ คือ กลยุทธ์สื่อมวลชนสัมพันธ์ที่มีประสิทธิภาพมากที่สุดของบริษัทวิวาลดีพับลิครีเลชั่นส์

The Master's Project Advisor, Chair of Business English for International Communication, and Oral Defense Committee have approved this master's project, *A Study of the Effectiveness of Media Relations Strategies employed by Vivaldi Public Relations Company*, by Ms. Jenjira Jitpaiboon as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

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May, 2011

ACKNOWLEDGEMENTS

First of all, I would like to express my deep appreciation and gratitude to my advisor, Dr. Phnita Kulsirisawad for her kind consultation, suggestions and encouragement throughout this study. She has strongly supported me and guided me on every step of my studies until I completed this master's project.

I also would like to express my appreciation to my project committee, Dr. Saiwaroon Chumpavan, Dr. U-maporn Kardkarnklai and Dr. Saengchan Hemchua for their valuable guidance and useful information.

Finally, I would like to express my gratitude and heartfelt thanks to Ms. Sopin Chantakloi and my boss, Mr. Joseph Henry, for their encouragement as well my parents, husband and friends that always supported and inspired me to do this research.

Jenjira Jitpaiboon

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CHAPTER 1

INTRODUCTION

Background of the Study

At present, public relations industry has become widely recognized and it continues to grow. Jaichansukij (2008), the President of the Public Relations Society of Thailand points out that due to the economic and political crisis in 2008, many organizations have been striving to make more investment through marketing campaigns to raise their sales profit and public relations is seen as a significant sales promotion strategy. He further projects that the public relations industry probably grows by at least 20% in 2009. The growth of public relations is a result of increased public pressure on industries regarding corporate ethical conduct and environmental and international issues (Boone and Kurtz, 2006). Furthermore, Dilenschneider and Forrestal (1987) indicates that using public relations service has become a significant marketing strategy for a number of organizations as they have felt the need to promote public understanding of themselves.

Such growth could also be attributed to its effectiveness and cost. Cutlip et al. (1994) point out that communicating with large and widely dispersed publics through the public relations firms is effective and economical. It costs more to advertise in a newspaper or a magazine than to generate editorial coverage through public relations. Besides, some people may have negative attitudes towards advertising as it is believed to create luring

effect (Cutlip et al., 1994). In line with Cutlip et al. (1994), Wilcox et al. (2003) also add that public relations has an advantage over advertising in its ability to communicate more complex messages and maintain its credibility. This is because a press coverage presented via public relations creates an appearance of neutrality. Hence, Oliver (2007) summarizes that public relations is considered more effective, economical, and it also generates higher credibility.

One of main functions of public relations practitioners is to build and maintain a favorable working relationship with media professionals. The process involves working collaboratively with people who are responsible for the editorial (news and features). These people are important because they are viewed as a medium to present and deliver the company's news to the public (Theaker, 2004).

According to Sachs (2002), building a strong relationship with the media people is not an option, but a requirement. Promoting media relations is considered the most difficult, yet rewarding task that the public relations team has to perform as it requires steadfast contact with the media people and it leads to the best placements which will result in quality articles.

Furthermore, Amberg (2002) states that one of the missions of public relations firms is to develop a relationship with the media. Amberg explains that the key element to success in the field of public relations is a good understanding of the needs and requirements of the media people. Similarly, Newsom et al. (1996) emphasizes that people

who work in public relations must *know and anticipate the needs of the media* (p. 413).

However, public relations professionals must be aggressive enough to maintain their stance and ability to interact creatively with the media people. Amberg states that if public relations firms cannot work collaboratively with the media, then they have to encounter difficulties.

Vivaldi Public Relations is a Thai, medium public relations company, founded by three former journalists – one from radio, one from television and one from print media. The company has experienced communications consultants who are client-focused and well-versed in strategic communications. Grounded on my three-year working experience as a Public Relations manager, I have found that while many companies laid off their employees or even closed down their business in 2008 in order to survive during the economic crisis, Vivaldi Public Relations Company has continued to prosper. The company grew by 15% during the economic slowdown period. According to Mr. Joseph Henry, the Managing Director of Vivaldi Public Relations Company, the main part of the company's success has come from the strong contact and relationship with media professionals (Personal interview, November 10, 2009).

Therefore, it would be beneficial for Vivaldi Public Relations Company to receive feedback on their work from the media professionals. This piece of information would help the company develop effective strategies to maintain as well as build up a good relationship with media professionals. In addition, such information would benefit not only Vivaldi Public Relations Company, but also other companies in public relations industry. Hence, this study

attempted to investigate the effectiveness of media relations strategies employed by Vivaldi Public Relations Company.

Objectives of the Study

The objectives of the study were:

1. To investigate the effectiveness of media relations strategies employed by Vivaldi Public Relations Company based on Parson's Pillar of Ethical Media Relations and Lyon's Media Communication Guidelines
2. To determine whether the media relations strategies regarding Ethical Media Relations and the strategies regarding Media Communication bear any differences in the degree of their effectiveness

Research Questions

The two research questions were:

1. What are the most and the least effective media relations strategies employed by Vivaldi Public Relations Company based on Parson's Pillar of Ethical Media Relations and Lyon's Media Communication Guidelines?
2. Which aspect of Vivaldi Public Relations Company's media relations strategies, i.e. Ethical Media Relations and Media Communication strategies, is more effective?

Significance of the Study

The findings will benefit people who work in public relations industry as it serves as a guideline for them to learn how to work collaboratively with media people which will in turn help them conduct themselves as successful public relations professionals. They will also be beneficial for Vivaldi Public Relations Company to improve their policy of media relations strategies in order to maintain existing effective strategies and to enhance the less effective strategies to meet the media professionals' requirement. Most importantly, the findings and the information throughout the study will be particularly useful for the researcher as the researcher has been working as a Public Relations manager at Vivaldi Public Relations Company.

Scope of the Study

This study focused on the effectiveness of media relations strategies employed by Vivaldi Public Relations Company. The data was obtained from 20 Thai printed media editors who currently work with the company. They were editors from 10 newspapers and 10 magazine companies and all of them were leading media companies that possessed high volume of circulation.

Definition of Terms

The following are the definitions of key terms used in this study.

Media refers to all the means of public communication—print, electronic, satellite, computer networks, and others that are constantly being developed and restructured as technology continues to improve and audiences become more segmented (Dilenschneider and Forrestal, 1987).

Media Relations Strategies refers to the approach to how communication objectives are to be achieved. Media relations strategies involve both ethical and practical aspects. The two aspects have a strong sense of dependency. Without either one of them, media relations strategies would not be successful (Oliver, 2007)

Public Relations refers to a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tools (Dominick, 1994).

Printed Media refers to those that involve the printed word, such as newsletters, newspapers and magazines (Kogan, 2005).

Vivaldi Public Relations Company refers to a Thai, medium public relations company that provides experienced communications consultants who are client-focused and well-versed in strategic communications (Vivaldi Public Relations Company's Profile, 2009). In this study, it refers specifically to the company's public relations team.

In the following chapter, the researcher has elaborated and discussed public relations and media relations strategies in more details. Studies on media relations strategies have also been included.



CHAPTER 2

RELATED LITERATURE REVIEW

This chapter is a review of related literature which includes an overview of public relations, media relations, media relations strategies, media relations strategies employed by Vivaldi Public Relations Company and studies on public relations strategies.

An Overview of Public Relations

Public Relations in Thailand

According to Ingcharoenwattana et al. (1980), public relations has its first history in the Sukhothai Period, when King Ramkhamhaeng the Great invented the Thai alphabet in the year 1283. The first communication between the state to the public was when the King decided to have a bell hung on the palace door for his subjects to lodge petitions over their plights, so that he could take care of them directly.

Communication between the state and the people continued through the Sukhothai Period, the Ayutthaya Period, and the Rattanakosin or Bangkok Period. At the same time, Western influences increasingly spread into the country causing the modernization of Thailand society and printings, radios, films to be developed (Khuanhawech, 1994).

The starting point of the new era of public relations is the foundation of the state public relations agency on 3 May 1933, named the Government Public Relations

Department with an its initial missions to emphasize on the publicity of Thailand to be known and trusted in the international community, and to publicize the democratic rule among the general public (Ingcharoenwattana et al., 1980).

Furthermore, Wichakul (1997) posit that the higher cost of advertising is another factor that influence the companies to use public relations to support their marketing campaign because it costs less yet more effective (Oliver, 2007).

Some large companies have their own in-house public relations department or might also have outsourced consultancies to support some activities. Some companies particularly in small and medium scales hire outsourced consultancies to support their public relations work (Tintanon, 1996). However, the idea of founding public relations companies that provide experienced consultancies service is not new in Thailand. According to Wichakul (1997), the idea came to Thailand 20 years ago and was inspired by existing public relations companies in the United States.

In the early age, there were only few public relations companies and they were mainly founded by foreigners. Later, an increasing number of public relations companies founded by Thai people who were former journalists or the former experienced in-house public relations practitioners can be seen (Wichakul, 1997).

The growing number of public relations companies inevitably let to the competitiveness in public relations industry. Each company seeks to develop effective public relations strategies to maintain their retained client (Tintanon, 1996).

The numbers of public relations companies in Thailand are believed to keep growing in the future. Therefore, the companies need to maintain developing their knowledge and skills (Charoenkijpaboon, 1995). According to Jackson (1995), a good relationship with the clients and media people are two main important factors that lead to public relations companies' success.

Vivaldi Public Relations Company

Vivaldi Public Relations is a Thai, medium public relations company, founded by three former journalists – one from radio, one from television and one from print media. The company provides experienced communications consultants who are client focused and well versed in strategic communications.

The company aims to make itself different from other public relations companies by maintaining a smaller client base and focusing deeply on client service and strategic media relations. It also offers more team members per client in order to ensure higher quality of service.

Since its official launch in January 2004, the company has been serving world class clients such as Cartier, Pan Pacific Bangkok, Alcatel, Rolex, MTV, Bureau Veritas, Qatar Airways and Chivas Regal. According to a personal interview with Mr. Joseph Henry, the Managing Director of Vivaldi Public Relations Company on November 10, 2009, the main part of the company's success comes from a strong contact and relationship with media

professionals, which reflects the view of Amberg (2002) regarding also the key element to success in the field of public relations.

The Definition of Public Relations

According to Dominick (1994), the term *public relations* can be interpreted in many ways and most of the reading textbooks on public relations usually start off with a chapter that attempts to define exactly what a public relations is. Therefore, in order for people who are not working in this field to fully understand this study, some definition discussion about public relations is necessary.

Boone and Kurtz (2006) explain that public relations is viewed as a firm's communication and relationships with its various publics namely customers, suppliers, stockholders, employees, the government, and the society in which the organization operates. It involves a variety of communication strategies designed to promote as well as protect a company's image or products (Armstrong and Kotler, 2008). Similarly, Sirisakul et al. (1997) indicate that public relations refers to communication between organizations and key audiences to generate mutual understanding and a good relationship. It is also a link between the firm and the media (Boone and Kurtz, 2006). It provides press releases, and holds news conferences to announce new products, and forms strategic alliances.

Functions of Public Relations

According to Dominick (1994), public relations involves three functions:

1. **Public relations involves working with public opinions.** Dominick (1994) explains that public relations professionals attempt to influence public opinions in a way that is positive to the organization. Furthermore, it is also the duty of the public relations department to gather information from the public and interpret that information for a company's management department.
2. **Public relations is the company's publicist.** It is the duty of public relations professionals to explain the organization's actions to various publics that are involved with the organization. In addition, it is indispensable that they pay close attention to the thoughts and feelings of the publics.
3. **Public relations reports to management team.** Public relations people need to help its company set goals and adapt to changing environment. Public relations practitioners regularly work and report to the company's management team.

In Armstrong and Kotler's (2008) point of view, public relations practitioners perform any or all of the following functions:

1. **Media relations** – Creating and placing newsworthy information in the news media to grasp people's attention.
2. **Product publicity** – Publicizing specific products.
3. **Public affairs** – Building and maintaining national or local community relations.

4. **Lobbying** – Building and maintaining relations with legislators and government officials to influence legislation and regulation.

5. **Investor relations** – Maintaining relationship with shareholders and others in the financial community.

6. **Financial development** – Creating and maintaining relationship with donors or members of nonprofit organizations to gain financial or volunteer support.

In conclusion, public relations' jobs mainly involve public opinions. Business companies hire public relations firms to build good relationships with their consumers, investors, the media, and communities. However, this study focuses solely on media relations. Hence, media relations will be discussed in the following section.

Media Relations

Media relations is the activity on which the majority of public relations practitioners spend most of their time and it is the core instrument for business communication (Oliver, 2007). Based on Theaker (2004)'s suggestions, good media relations can contribute to a company or brand image improvement, higher and better media profiles, better relationships with the community and market share increase.

According to Newsom et al. (1996), some public relations practitioners go to great lengths to meet the requirements of media people. Nevertheless, they often fail to achieve their goal. The challenge in working with media professionals has become one of the

concerns of public relations people. As Oliver (2007) points out, unless public relations people understand how to work harmoniously with the media, their work cannot be accomplished. Such ineffectiveness is emphasized by Wongmontha (2003) who states that no matter how much money a company spends on promoting their products, if they do not receive any coverage from the media, it is a totally useless investment.

Accordingly, building up a good rapport with media professionals is significant in public relations business as it helps develop a good working relationship between the two parties (Lapirattanakul, 2001). In a similar vein, Wilcox et al. (2003) emphasize the need to examine the basic relationship between the media and public relations practitioners as it can help lead to success for both parties. They emphasize that media professionals and public relations practitioners need to work together closely, i.e. the media need to have materials and ideas from public relations while public relations need the media to publish their stories.

Media Relations Strategies

Media relations strategies involve both ethical and practical aspects. The two aspects have a strong sense of dependency. Without either one of them, media relations strategies would not be successful (Oliver, 2007).

The National Communication Association (NCA) suggests an explicit link between ethical and practical aspects of media relations strategies. These two aspects implement

each other and they need to be in combination or a successful media communication will not be accomplished (National Communication Association, 1996).

Based on such notions, the researcher combined Parsons (2008)'s Pillars of Ethical Media Relations and Lyon (2005)'s Media Communication guidelines to measure the effectiveness of media relations strategies.

Regarding the ethical aspect of media relations strategies, Parsons (2008) developed Pillars of Ethical Media Relations which involve key attributes (Honesty and accuracy, Judiciousness, Responsiveness, Respect) that public relations professionals must possess when working and communicating with media professionals. The discussions are as follows:

1. **Honesty and accuracy** – Parsons (2008) points out that it is in the best interest of the community and public relations practitioners' relationship with the media people to adopt honesty and accuracy in all their dealings with the media people. This does not necessarily mean full disclosure, but it does mean that when a decision is made to withhold information, this does not result in anyone being misled. Information that is misleading is just as dishonest as information that is an outright lie.

This particular attribute is obviously relevant to the first guideline of Public Relations Society of America's Code of Ethics that suggests public relations professionals be honest and accurate in all forms of communication (Public Relations Society of America, 2011).

2. **Judiciousness** – Parsons (2008) states that public relations practitioners need to be judicious about when and how they use the media means and to avoid clogging the channels of public communication with non-news and even pseudo-news. She further explains that it may have harmful effects on the public as well as on the element of trust in the relationship between public relations practitioners and the media people.

In line with Parsons (2008), Newsom et al. (1996) suggest public relations practitioners be judicious and think carefully whenever communicating with the media professionals as they are the direct medium to the public.

3. **Responsiveness** – Parsons (2008) states that being responsive to the media professionals is one of the most important lubricants of the trust in the relationship. Answering and returning media professionals' calls on any inquiries is a basic approach in building up a good relationship which has an enormous impact on trust (Hallahan, 2005).

4. **Respect** – Parsons (2008) points out that acting in a professional and respectful manner is considered a fundamental attribute of an ethical relationship. Treating others respectfully is the first step to highly moral interactions.

This particular attribute is also relevant to one of the International Public Relations Association (2003)'s International Code of Ethics (Code of Athens) that asks professionals to perform their duties within the moral principles and to act in a manner that is respectful of the parties involved (International Public Relations Association, 2003).

In terms of media relations strategies regarding Media Communication, Lyon (2005) developed five guidelines (Timeliness, Newsworthiness, Style, Eliminating errors, Medium) that are considered essential when communicating with the media. The discussions are provided below:

1. **Timeliness** – Lyon (2005) explains that news value of the information depends to a great degree on how current the information is and the extent to which it can be incorporated into other current news angles. It is also crucial for the publicist to keep abreast of journalists' deadlines and lead times, so the information can be delivered at the most appropriate period.

According to Heath (2005), public relations practitioners must be aware of the deadlines for each news venue. If at some crucial moment, public relations practitioners failed to send the information to the media before the deadlines, it would cause undesirable consequences. For example, press releases that were submitted late would fail to be printed.

2. **News worthiness** – Lyon (2005) posits that it is essential that the public relations practitioners construct a logical link between an angle of interest to the gatekeeper and that of the company or the client in order to grasp the media professionals' attention.

Much of the success or failure in obtaining publicity hinges on the ability to understand what the media gatekeeper deems newsworthy (Seitel, 2001).

3. **Style** – media people prefer to receive information in journalistically approvable format which often includes writing in APA (American Psychological Association) style and inverted pyramid format (Lyon, 2005). According to Theaker (2004), a release should be on one side of the paper, double spaced, and clearly marked with the date of issue, the source of the material and further contact details.

4. **Eliminating errors** – before submitting a copy to a journalist, public relations professionals need to proofread in order to make sure that the work contains no spelling, grammatical or mechanical errors (Lyon, 2005). According to Foster (2005), it is a must for writers to always proofread before launching the piece of writing to the public as it reflects their professionalism and standard.

5. **Medium** – public relations professionals need to carefully research and find out news outlets that are appropriate for the target audience of the message. Moreover, it is important to find out ahead of time the channel through which the journalist prefers to receive the information such as via facsimile, e-mail, phone call, or by post (Lyon, 2005).

Chirawisitkul (2001) points out that the medium depends on the type of the message. If the information is very important, practitioners should select the phone call instead of email. In addition, this is also related to the relationship between public relations and media professionals.

In summary, in order to build up a good relationship between public relations and media people, certain strategies and criteria need to be followed. They need to understand

how to communicate with each other as well as to respect and treat each other in a professionally appropriate manner.

Media Relations Strategies employed by Vivaldi Public Relations Company

Some public relations companies have the specific position of media relations specialists or experts to deal with the media professionals directly (Pimonsin, 1999).

However, at Vivaldi Public Relations Company, apart from each team member's position, everyone also needs to be expertise in media relations work. In addition, it is written as the strategic policy that every team member must attend the training how to deal with the media professionals since the first day of working at the company.

The Company's Media Relations Policy (2009) is provided below:

1. Each company member must perform every activity related with media professionals with professionalism and respectful manner.
2. Every piece of information that is delivered to the media must be correct grammatical written and accurate information and must be proved by senior team member before delivering to the media people.
3. Every company member must study and understand each media publication very well before contacting them. Such understanding involves: type of each publication, correct name and position of each media contact person, deadline of each media publication, anniversary and preferred medium choice of each media professionals.

To support the media relations strategies, Vivaldi Public Relations Company offers the English class for every team member at every Tuesday and Thursday's evening to be able to contact with the English native speaker correctly and professionally both in writing and speaking.

In each anniversary of each media publication, the company also set as its standard to present the proper gifts and the bouquet of flowers to the media professionals at their publication office.

Moreover, apart from visiting the media professionals at their office to introduce the clients and to promote the client's products and companies, Vivaldi Public Relations Company also occasionally conducts their own media office visit to maintain the good relationship between the media professionals and Vivadli Public Relations team.

Related Research

Chirawisitkul (2001) conducted an observational study on media relations strategies employed by Hill & Knowlton (Thailand). Based on her observation at Hill & Knowlton (Thailand), she found that that the media relations is strongly essential for public relations work. Public relations practitioners must possess human and communication skills and know how to build the relationship with the media professionals and know how to maintain keep the good rapport with them.

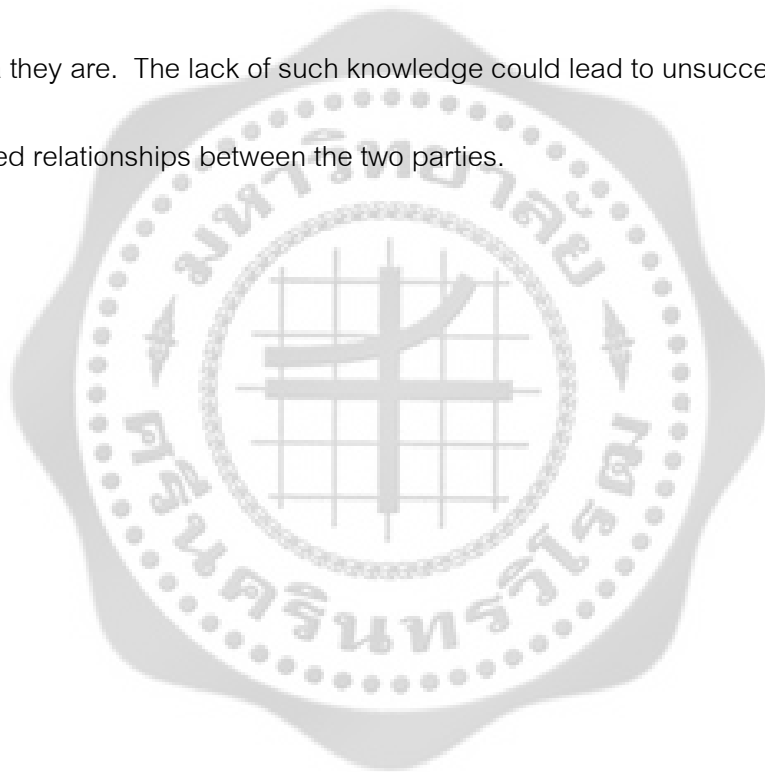
Nojitra (2007) conducted an observational study on media relations strategies employed by 124 Public Relations Company. It was found that the most significant characteristic that public relations practitioners must possess when dealing with the media people is sincerity as it creates trust and maintains a good rapport. Timing was also viewed by media people as a critical component. Public relations practitioners were expected to be very responsive for any changes or any updated information. They were expected to keep the media people informed. Besides, public relations practitioners were also expected to always act in a professional and respectful manner when communicating with media professionals.

Tintanon (1996) conducted an observational study on media relations employed by Francom Asia Public Relations Company. She also found that public relations practitioners should understand the nature of each media publication including knowing the name and position of media contact person, their preferred time to be contacted as well as their trait characters.

Thepjesadathornsak (2002) conducted an observational study on media relations strategies used by Neo Target Limited. The finding showed that timeliness was highly essential in media professionals' eyes and it was the main factor to generate the effective news coverage. She also suggested that public relations practitioners needed to focus on building a relationship with media people and simultaneously pay attention to the quality of their work. Besides, in order to work harmoniously with the media, public relations

practitioners were expected to understand the nature of each media very well as today there have been so many forms of media such as e-magazine, e-newsletter, blog, and banner on the website (Thepjesadathornsak, 2002).

In short, it is essential for the public relations people to be well-prepared before contacting media professionals. Furthermore, they also need to understand that each type of media is different. In other words, they first need to know the media well such as what kind of media they are. The lack of such knowledge could lead to unsuccessful job or even stormy or failed relationships between the two parties.



CHAPTER 3

RESEARCH METHODOLOGY

In the previous chapters, the researcher presented the significance of the effective media relations strategies. In this chapter, the researcher provides the methodological design of the study which includes the following:

1. Participants of the study
2. Instruments of the study
3. Data Collection
4. Data Analysis

Participants of the Study

The participants of the study were 10 magazine editors and 10 newspaper editors who were in contact with Vivaldi Public Relations Company with the high volume of media circulation. According to Papinchak (2005), media circulation refers to the number of both production and non-gratuitous newspapers or magazines. Generally, the range of media circulation starts from 5,000 circulations per day (or per month, depending on the type of the media). A figure of over 100,000 circulations is considered high media circulation.

If magazines or newspapers have high publication, it means that they are popular and can reach more people which is regarded as the goal of public relations for publicity.

In addition, most organizations would prefer to see their news in the media that can reach a high number of audiences. Moreover, the media with big circulation will receive a relatively high number of calls from business companies. As a result, the media have choices of what to put in their column. Thus, public relations people have to work hard and try to make connections with the media professionals.

Instruments of the Study

The questionnaires were written in Thai and English. The participants used their native language when completing the questionnaires. This was to ensure that the subjects have a clear understanding of the meaning of each question (See appendix A and B for the questionnaires).

The questionnaires were divided into two parts:

Part 1: Personal Data of the Participants

This part contained questions regarding the participant's personal profile: their gender, age, work experience, type of media publication (i.e. magazines, newspapers), and frequency of contact with Vivaldi Public Relations Company.

Part 2: The effectiveness of media relations strategies employed by Vivaldi Public Relations Company

This part was designed to answer the two research questions.

1. *What are the most and the least effective media relations strategies employed by Vivaldi Public Relations Company based on Parson's Pillar of Ethical Media Relations and Lyon's Media Communication Guidelines?*

2. *Which aspect of Vivaldi Public Relations Company's media relations strategies, i.e. Ethical Media Relations and Media Communication strategies, is more effective?*

The information in this part was crucial for the study because it revealed how effective the media relations strategies in the media people's viewpoint. It also revealed the aspect of the media relation strategies, i.e. Ethical Media Relations and Media Communication, that was considered the strength or weakness of the company. The participants were asked to rate the degree of the effectiveness of the company's media relations strategies by using a Likert Scale which was based on a five-point scale ranking from very ineffective to very effective. The questionnaire was based on *Pillars of Ethical Media Relations* developed by Parsons (2008) and Lyon (2005)'s *Media Communication Guidelines*.

Part 2.1: Additional comments

The open-ended questions were designed to elicit the media professionals' additional expectations of media professionals.

The information in this part allowed the participants to give further comments or opinions on the company's media relations strategies.

Data Collection

Twenty sets of questionnaires were distributed to the participants via email. Each participant was notified of the confidentiality and anonymity of their responses. After the questionnaires' submission, the researcher made a follow-up call to check whether the participants had successfully obtained the questionnaires. All 20 media professionals completed the questionnaires and sent back to the researcher via email.

Data Analysis

The data of this study was analyzed by using SPSS program (Statistical Package for the Social Sciences) in order to obtain descriptive statistics; percentage and mean.

In the first part which is the personal profiles of the participants, the data was calculated into percentage. In the second part, the data were used to analyze the level of effectiveness of media relations strategies and were interpreted as follows (Pisarnbut, 2007):

1.00 – 1.80 = Very Effective

1.81 – 2.60 = Effective

2.61 – 3.40 = Neither Effective nor Ineffective

3.41 – 4.20 = Ineffective

4.21 – 5.00 = Very Ineffective

In the open-ended questions, the relevant media participants' comments or opinions on the company's media relations strategies were grouped and discussed.

In the next chapter, the researcher has presented the findings of the research according to the research questions.



CHAPTER 4

FINDINGS

This study aims to investigate the effectiveness of media relations strategies employed by Vivaldi Public Relations Company. This chapter presents the findings of this study which involve descriptive statistics of the media respondents, and statistical analysis of the effectiveness of media relations strategies employed by Vivaldi Public Relations Company.

Part 1: Personal Profile of the Participants

This part demonstrates the descriptive statistics of 20 media respondents regarding their gender, age group, work experience, type of media publication (i.e. magazines and newspapers), and frequency of contact with Vivaldi Public Relations Company. The data is summarized in Table 1.

TABLE 1 GENERAL INFORMATION OF THE MEDIA RESPONDENTST

Profile	Category	Percent (%)
Gender	Male	50.0
	Female	50.0
Age Group	Less than 25 years	0.0
	25-30 years	50.0
	31-35 years	40.0
	36-40 years	10.0
	41-45 years	0.0
	More than 45 years	0.0
Work Experience	Less than 1 year	10.0
	1-5 years	80.0
	6-10 years	10.0
	More than 10 years	0.0
Type of Media Publication	Newspaper	50.0
	Magazine	50.0
Frequency of contact with Vivaldi- -Public Relations company	3-4 times a week	0.0
	Once a week	5.0
	3-4 times a month	75.0
	Once a month	0.0
	Occasionally	20.0

The findings indicated that the study involved 10 male and 10 female media respondents. The respondents were equally drawn from newspaper and magazine publications. Most of the respondents (80%) have been working in the media industry for one to five years. The age group of the respondents varied from between 25 to 45 years old with 25 to 30, the highest proportion (50%). Most of the respondents contacted Vivaldi Public Relations Company 3 to 4 times a month (75%).

Part 2: The effectiveness of media relations strategies employed by Vivaldi Public Relations Company

This part presented the effectiveness of media relations strategies employed by Vivaldi Public Relations Company. The data was presented in mean ($\bar{x}$) and standard deviation (S.D.) followed by a descriptive analysis. Mean ($\bar{x}$) was used to describe the average degree of effectiveness level while standard deviation (S.D.) was used to show the spread of data from its mean. The participants were asked to rate the level of effectiveness based on a five-point Likert scale ranking from *very effective* to *very ineffective*: $\bar{x} = 4.21 - 5.00$ means very effective $\bar{x} = 3.41 - 4.20$ means effective, $\bar{x} = 2.61 - 3.40$ means neither effective nor ineffective, $\bar{x} = 1.81 - 2.60$ means ineffective, $\bar{x} = 1.00 - 1.80$ means very ineffective (Pisarnbut, 2007). The results were demonstrated in Table 2 and 3.

TABLE 2 THE EFFECTIVENESS OF ETHICAL MEDIA RELATIONS STRATEGIES EMPLOYED
BY VIVALDI PUBLIC RELATIONS COMPANY

Media Relations Strategies	$\bar{x}$	S.D.	Level of Effectiveness
Pillars of Ethical Media Relations			
Honesty and accuracy	4.25	0.72	Very Effective
Judiciousness	4.25	0.63	Very Effective
Responsiveness	4.20	0.69	Very Effective
Respect	4.40	0.75	Very Effective
Total	4.28	0.69	Very Effective

Table 2 illustrates the findings of the effectiveness of the media relations strategies employed by Vivaldi Public Relations Company in terms of Ethical Media Relations. The mean scores of every category ranged from 4.20 to 4.40. The total mean score was at 4.28. Such mean scores can be interpreted as *very effective*.

Out of four elements, Vivaldi Public Relations Company was rated the highest mean score in *Respect* which indicated that it was the element that was effective the most ($\bar{x} = 4.40$). The least mean score fell on *Responsiveness* with the mean score of 4.20.

TABLE 3 THE EFFECTIVENESS OF MEDIA COMMUNICATION STRATEGIES EMPLOYED BY VIVALDI PUBLIC RELATIONS COMPANY

Media Relations Strategies	$\bar{x}$	S.D.	Level of Effectiveness
Media Communication			
Timeliness	3.95	0.89	Effective
News worthiness	3.90	0.72	Effective
Style	3.90	0.72	Effective
Eliminating errors	3.75	0.91	Effective
Medium choice	3.85	0.74	Effective
Total	3.87	0.76	Effective

Table 3 illustrates the findings of the effectiveness of the media relations strategies in terms of media communication. The mean scores ranged from 3.75 to 3.95 with overall mean score of 3.87. It can be interpreted that the level of effectiveness was at effective level (Pisarnbut, 2007).

Out of four elements, the highest mean score was *Timeliness* ($\bar{x} = 3.95$) and the least mean score was *Eliminating errors* ($\bar{x} = 3.75$).

Part 2.1: Additional Comments

The media respondents were also asked to give additional comments on media relations strategies employed by Vivaldi Public Relations Company. However, there were only six comments from 20 media respondents.

Out of six comments, four of them suggested that Vivaldi Public Relations' practitioners understand each publication very well. For instance, when public relations practitioners sent press releases about companies they were promoting, it was recommended that the public relations people include profile pieces of the companies' owner or the chairperson. Therefore, the magazine got an interesting story to write about and the public relations companies had helped their client, and the client got exposure. Another comment was that public relations people were expected to remember the media professionals that they had been in contact with including their positions and publication. In addition, public relations people were expected to keep updating the media of necessary changes. For example, if the public relations team of the company was changed, it was necessary that the media professionals be informed.

Another feedback from the media professionals was that whenever the media professionals asked for some help from public relations professionals, it should be done promptly. However, if the public relations professionals were unable to help, they should inform the media professionals in a professional way.

In summary, the findings suggested that the level of the effectiveness of media relations strategies employed by Vivaldi Public Relations Company in terms of ethical and media communication were at very effective and effective level respectively.

Discussion of the major findings, conclusion of the study, limitations of the study as well as recommendations for further studies and implications were presented in the following chapter.



CHAPTER 5

DISCUSSION AND CONCLUSION

This chapter includes four main sections: discussion of the major findings, conclusion of the study, limitations of the study, recommendations for further studies and implications.

Discussion of the Major Findings

The major findings of this study were presented in relation to the two research questions:

Research Question 1: What are the most and the least effective media relations strategies employed by Vivaldi Public Relations Company based on Parson's Pillar of Ethical Media Relations and Lyon's Media Communication Guidelines?

Out of nine elements, the findings revealed that Vivaldi Public Relations Company was rated the highest mean score in *Respect* ($\bar{x} = 4.40$). According to Parsons (2008), *Respectful manner* is a fundamental aspect of an ethical relationship in any businesses. Such finding is particularly relevant to the company's effort as it was stated in the company's policy that *each company member must perform every activity related with media professionals with professional and respectful manner* (Company Policy, 2009). In addition, Parsons (2008) indicates that ethical communication is the foundation for credibility and

professionalism in public relations field and it has an even larger and potentially more important role to play in the society.

The company's least effective media relations strategy that was rated by the participants was *Eliminating errors* ($\bar{x} = 3.75$). Whilst the mean score of 3.75 is interpreted as effective according to the criteria presented by Pisarnbut (2007), this particular ranking showed that Vivaldi Public Relations Company needs improvement in this area. According to Lyon (2005), before submitting a copy to a journalist, public relations professionals need to proofread in order to make sure that the work contains no spelling, grammatical or mechanical errors. It is also a must for writers to always proofread before launching the piece of writing to the public as it reflects their professionalism and standard (Foster, 2005). With regard to the company's policy on this issue, there is a rule that every piece of writing that is delivered to the media needs to be accurate and it must be proofread by a senior team member. The findings of this study clearly suggest that the company needs to be even more careful and have to make sure that the writing submitted to the media is error-free.

Research Question 2: Which aspect of Vivaldi Public Relations Company's media relations strategies, i.e. Ethical Media Relations and Media Communication strategies, is more effective?

Considering the effectiveness in terms of Ethical Media Relations and Media Communication employed by Vivaldi Public Relations Company, the findings revealed that

Ethical Media Relations strategies which involved Honesty and accuracy, Judiciousness, Responsiveness, and Respect were relatively more effective and received the total mean score of 4.28 while Media Communication which involved Timeliness, News worthiness, Style, Eliminating errors, and Medium choice received the total mean score of 3.87.

According to Parsons (2008), Ethical Media Relations is an important part of media relations strategies, but the Ethical Media Relations alone is not enough. It needs to combine with effective Media Communication strategies in order to work (Oliver, 2007). In other words, the two aspects, i.e. Ethical Media Relations and effective Media Communication strategies need to go hand in hand. They are not separate entity. Hence, a public relations company should not only maintain ethical relations with the media professionals, but it also should master and be professional in terms of their media communication strategies.

To sum up, Vivaldi Public Relations Company's Ethical Media Relations strategies were more effective than its Media Communication strategies. Therefore, it is necessary that Vivaldi Public Relations Company maintain its strength in the aspect of Ethical Media Relations and improve the quality of its Media Communication in order to fully meet the requirement of media professionals who are in contact with the company. If media professionals feel that they can trust and rely on Vivaldi Public Relations Company in every way, they are likely to continue their business with the company.

Conclusion

This study attempted to explore the effectiveness of media relations strategies employed by Vivaldi Public Relations Company in terms of Ethical Media Relations and Media Communication. The study consisted of two research questions. The first question aimed at investigation the company's most and least effective media relations strategies. The second question aimed to determine whether the media relations strategies regarding Ethical Media Relations and the strategies regarding Media Communication bear any differences in the degree of their effectiveness.

To find out the answers for the two research questions, questionnaires were distributed to 10 magazine editors and 10 newspaper editors who have been in contact with Vivaldi Public Relations Company.

According to the study, it has been found that out of nine elements, the most effective media relations strategy was *Respectful manner* and the least effective one was *Eliminating errors*. In addition, it was found that *Ethical Media Relations strategies* were more effective than Media Communication strategies and they were the strength of the company.

Limitations of the Study

This study had following limitations:

1. The researcher selected 20 media professionals only from the media publications who were in contact with Vivaldi Public Relations Company with the high volume of above 100,000 media circulation; therefore, the findings of the study may not represent the opinions of all media professionals.
2. Most of the studies in Thailand focus on public relations industry or media relations in terms of its function, but this study focuses specifically on the effectiveness of media relations strategies. Therefore, it was not easy for the researcher to find domestic reference sources.

Recommendations for Further Studies

Some recommendations for further studies were proposed below:

1. The study focused on 'printed media' that were in contact with the company. It included different types of publications such as *newspapers* and *magazines* and in various sections such as *IT*, *Travel*, *Lifestyle*, and *Business*. These media publications have different deadlines i.e., *daily*, *bi-weekly*, *bi-monthly*, and *monthly*. Hence, they probably have different working styles and expectations. It is recommended that further studies focus on similar kind of publication to gain more specific information on each media type.

2. With regard to the methodology of this study, the participants were asked to write additional comments on how public relations companies could further develop their media relations strategies. However, out of 20 media respondents, only six additional written comments were received. Therefore, face-to-face interviews should be conducted in further studies to elicit more information from media professionals.

Implications of the Study

This study had following significance:

1. This study is beneficial for people who work in public relations industry. The findings can serve as a guideline for them to learn how to work collaboratively with media people which will in turn help them conduct themselves as successful public relations professionals.
2. The findings of the study revealed that the most effective media relations strategy was *Respect* and the least effective was *Eliminating errors*. In addition, the company's Ethical Media Relations strategies were more effective than the Media Communication strategies. This information is crucial for Vivaldi Public Relations Company to further improve their media relations policies in order to maintain its existing effective strategies and to develop the less effective strategies to meet the media professionals' requirements.
3. Most importantly, the study is particularly useful for the researcher. Working as public relations manager at Vivaldi Public Relations Company, the researcher spends a lot

of time working with media people. Conducting this study, the researcher has gained more insights via the feedback of the media professionals that the researcher has been working with. The findings of the study can be directly implemented in the researcher's career.





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APPENDIX A
QUESTIONNAIRE (THAI)

การศึกษาประสิทธิผลของกลยุทธ์สื่อมวลชนสัมพันธ์ของบริษัทวิวดีปบลีเคชั่นส์

โดย นางสาวเจนจิรา จิตรไพบูลย์

สาขาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ

แบบสอบถามชุดนี้จัดทำขึ้นเพื่อศึกษาประสิทธิผลของสื่อมวลชนสัมพันธ์ของบริษัทวิวดีปบลีเคชั่นส์ ข้อมูลที่ได้รับจะใช้เพื่อการศึกษานี้เท่านั้น ขอขอบคุณทุกท่านอย่างสูงที่ให้ความร่วมมือเป็นอย่างดี

ส่วนที่ 1: ข้อมูลทั่วไป

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ลงในช่องสี่เหลี่ยมหน้าข้อความที่ตรงกับความเป็นจริงของท่าน

1. เพศ

☐ ชาย

☐ หญิง

2. อายุ

☐ น้อยกว่า 25 ปี

☐ 25-30 ปี

☐ 31-35 ปี

☐ 36-40 ปี

☐ 41-45 ปี

☐ 46 ปีขึ้นไป

3. ประสบการณ์การทำงานในการเป็นสื่อมวลชน

☐ น้อยกว่า 1 ปี

☐ 1-5 ปี

☐ 6-10 ปี

☐ 10 ปีขึ้นไป

4. ประเภทหน่วยงานที่ท่านทำงานอยู่

☐ หนังสือพิมพ์

☐ นิตยสาร

5. ความถี่ในการติดต่อกับบริษัทวิวดีปบลีเคชั่นส์

☐ 3 – 4 ครั้งต่อสัปดาห์

☐ สัปดาห์ละครั้ง

☐ 3 – 4 ครั้งต่อเดือน

☐ เดือนละครั้ง

☐ นานๆ ครั้ง

ส่วนที่ 2: ประสิทธิภาพของสื่อมวลชนสัมพันธ์ของบริษัทวิทยาลัยพบลีครีเลชั่นส์

คำชี้แจง: ใส่เครื่องหมาย ✓ ลงในช่องสี่เหลี่ยมให้ตรงกับความคิดเห็นของท่าน

- ระดับวัดประสิทธิผลเริ่มจากระดับที่
- 1 = ไม่มีประสิทธิภาพอย่างมาก
 - 2 = ไม่มีประสิทธิภาพ
 - 3 = ปานกลาง
 - 4 = มีประสิทธิภาพ
 - 5 = มีประสิทธิภาพอย่างมาก

กลยุทธ์สื่อมวลชนสัมพันธ์	1	2	3	4	5
1 จริยธรรมและจรรยาบรรณ					
1.1 มีความซื่อสัตย์และเที่ยงธรรม – มีการตระหนักว่าการให้ข้อมูลที่ไม่ถูกต้องกับสื่อมวลชนหมายถึงการโกหกอย่างสิ้นเชิง					
1.2 มีการใช้วิจารณญาณ – ไม่มีการปิดกั้นช่องทางการสื่อสารสู่สาธารณชน					
1.3 มีการตอบสนองอย่างเหมาะสม – มีการโทรศัพท์หาสื่อมวลชนและตอบกลับสื่อมวลชนอย่างสม่ำเสมอ					
1.4 มีการให้ความเคารพ – ปฏิบัติตัวอย่างมีอาชีพและมีมารยาท					
2 การสื่อสารกับสื่อมวลชน					
2.1 การรู้จักเวลา – มีการตระหนักถึงความสำคัญของ “เวลา” ที่มีต่อสื่อมวลชน อาทิ กำหนดวันและเวลาในการปิดต้นฉบับ ช่วงเวลาระหว่างการวางแผนงานกับการผลิต รวมถึงการส่งข้อมูลอย่างเหมาะสมตามกาลเทศะ					
2.2 มีความเข้าใจในเรื่องคุณค่าของข่าว – มีการเขียนข่าวที่สามารถประสานระหว่างความสนใจของสื่อมวลชนกับความต้องการของบริษัทและของลูกค้า					
2.3 มีความเข้าใจรูปแบบและสไตล์ของการนำเสนอ – ตระหนักว่าสื่อมวลชนต้องการข้อมูลที่เขียนขึ้นในรูปแบบของข่าว					
2.4 มีการตรวจทานและตรวจสอบข้อมูล – มีการตรวจทานงานเขียนทุกชิ้นเป็นอย่างดีก่อนส่งให้สื่อมวลชน ให้แน่ใจว่าไม่มีคำผิดใดๆ ทั้งทางไวยากรณ์ การสะกดพิมพ์ผิด					
2.5 มีความเหมาะสมในการเลือกสื่อกลาง - ทราบว่าสื่อใดเหมาะสมกับกลุ่มเป้าหมายของบริษัท รวมถึงทราบว่าสื่อมวลชนสะดวกให้ติดต่อผ่านช่องทางใด อาทิ ส่งแฟกซ์ โทรศัพท์ อีเมลล์ เป็นต้น					

ส่วนที่ 2.1: ความคิดเห็นเพิ่มเติม

คำชี้แจง: กรุณาระบุข้อเสนอนี้ที่บริษัทประชาสัมพันธ์สามารถนำมาปรับใช้ในการปรับปรุงการปฏิบัติงาน
สื่อมวลชนสัมพันธ์ เพื่อประสิทธิภาพการทำงานที่ดีขึ้นต่อไป



****ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถาม****



APPENDIX B
QUESTIONNAIRE (ENGLISH)

A Study of the Effectiveness of Media Relations Strategies

Employed by Vivaldi Public Relations Company

Business English for International Communication, Srinakharinwirot University

This questionnaire is designed to study the effectiveness of media relations strategies employed by Vivaldi Public Relations Company. All the information will be used for academic purposes and will be strictly kept confidential.

Part 1: Personal Data

Directions: Please mark ✓ in the box that is most applicable to you.

1. Gender

☐ Male

☐ Female

2. Age

☐ Less than 25 years

☐ 25-30 years

☐ 31-35 years

☐ 36-40 years

☐ 41-45 years

☐ More than 45 years

3. Work Experience

☐ Less than 1 year

☐ 1-5 years

☐ 6-10 years

☐ More than 10 years

4. Type of Media Publication

☐ Newspapers

☐ Magazines

5. Frequency of contact with Vivaldi Public Relations Company

☐ 3-4 times a week

☐ Once a week

☐ 3-4 times a month

☐ Once a month

☐ Occasionally

Part 2: The effectiveness of media relations strategies employed by Vivaldi Public Relations Company

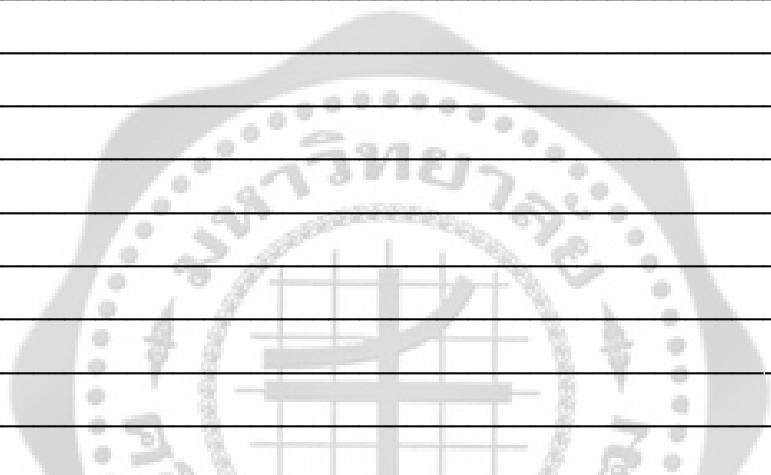
Directions: Please mark ✓ in the box to rate your opinion.

- The level ranks from scale
- 1 = Very ineffective
 - 2 = Ineffective
 - 3 = Neither Effective nor Ineffective
 - 4 = Effective
 - 5 = Very Effective

Media Relations Strategies	1	2	3	4	5
1 Pillars of Ethical Media Relations					
1.1 Honesty and accuracy – realizing that information that is misleading is just as dishonest as information that is an outright lie.					
1.2 Judiciousness – public relations professionals never clog the channels of public communication.					
1.3 Responsiveness – calling and returning media calls remain constant practice.					
1.4 Respect – acting in a professional and respectful manner.					
2 Media Communications					
2.1 Timeliness – the company keeps abreast of journalists' deadlines and lead times and the information is properly delivered in a timely manner.					
2.2 News worthiness – the writer constructs a logical link between an angle of interest to the gatekeeper and that of company and client.					
2.3 Style – information is sent in journalistically approvable format which often includes writing in APA style.					
2.4 Eliminating errors – every writing piece has been carefully proofread to ensure grammatical, mechanics and structural accuracy.					
2.5 Medium choice – proper matching of news outlets and the target audience of the message as well as acknowledging the media's preferred choices of communication (via facsimile, email, phone call, or regular mail).					

Part 2.1: Additional comments

Directions: Please give comments on how public relations companies should develop their media relations strategies to further enhance their work effectiveness.



****Thank you for your cooperation****



APPENDIX C
MEMRORANDUM TO THE EXPERT



ที่ ศษ 0519.12/ 5254

บัณฑิตวิทยาลัย
มหาวิทยาลัยศรีนครินทรวิโรฒ
สุขุมวิท 23 กรุงเทพฯ 10110

22 พฤศจิกายน 2553

เรื่อง ขอเชิญเป็นผู้เชี่ยวชาญ

เรียน Mr. Joseph Henry

เนื่องด้วย นางสาวเจนจิรา จิตรไพบูลย์ นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์ เรื่อง "การศึกษาความพึงพอใจและความคาดหวังของนักสื่อสารมวลชนสายสิ่งพิมพ์ต่อกลยุทธ์สื่อมวลชนสัมพันธ์ที่ใช้ในบริษัท วิวาลดี พับลิคริเลชั่นส์" โดยมี อาจารย์ ดร.พนิดา จิตรานนท์ เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในการนี้ บัณฑิตวิทยาลัยขอเรียนเชิญท่าน เป็นผู้เชี่ยวชาญตรวจสอบการศึกษาค้นคว้าความพึงพอใจและความคาดหวังของนักสื่อสารมวลชนสายสิ่งพิมพ์ต่อกลยุทธ์สื่อมวลชนสัมพันธ์ที่ใช้ใน บริษัทวิวาลดี พับลิคริเลชั่นส์

จึงเรียนมาเพื่อขอความอนุเคราะห์ ได้โปรดพิจารณาเป็นผู้เชี่ยวชาญให้ นางสาวเจนจิรา จิตรไพบูลย์ และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.สมชาย ตันติวัฒนกุล)

คณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย

โทร. 0-2649-5067

หมายเหตุ : สอบถามข้อมูลเพิ่มเติม กรุณาติดต่อ นิสิต โทรศัพท์ 084-078-0995



ที่ ศษ 0519.12/ 5253

บัณฑิตวิทยาลัย
มหาวิทยาลัยศรีนครินทรวิโรฒ
สุมนวิท 23 กรุงเทพฯ 10110

22 พฤศจิกายน 2553

เรื่อง ขอเชิญเป็นผู้เชี่ยวชาญ

เรียน นางสาวกัทรนิษฐ์ อิมอำไภย

เนื่องด้วย นางสาวเจนจิรา จิตรไพบูลย์ นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์เรื่อง "การศึกษาความพึงพอใจและความคาดหวังของนักสื่อสารมวลชนสายสิ่งพิมพ์ต่อกลยุทธ์สื่อมวลชนสัมพันธ์ที่ใช้ในบริษัท วิวาดี พับลิกรีเลชั่นส์" โดยมี อาจารย์ ดร.พนิดา ฉัตรานนท์ เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในการนี้ บัณฑิตวิทยาลัยขอเรียนเชิญท่าน เป็นผู้เชี่ยวชาญตรวจสอบถามการศึกษาความพึงพอใจและความคาดหวังของนักสื่อสารมวลชนสายสิ่งพิมพ์ต่อกลยุทธ์สื่อมวลชนสัมพันธ์ที่ใช้ใน บริษัทวิวาดี พับลิกรีเลชั่นส์

จึงเรียนมาเพื่อขอความอนุเคราะห์ ได้โปรดพิจารณาเป็นผู้เชี่ยวชาญให้ นางสาวเจนจิรา จิตรไพบูลย์ และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.สมชาย สันติวัฒนกุล)

คณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย

โทร. 0-2649-5067

หมายเหตุ : สอบถามข้อมูลเพิ่มเติม กรุณาติดต่อนิติ โทรทัศน์ 084-078-0995





ที่ ศธ 0519.12/ 5255

บัณฑิตวิทยาลัย
มหาวิทยาลัยศรีนครินทรวิโรฒ
สุโขุมวิท 23 กรุงเทพฯ 10110

22 พฤศจิกายน 2553

เรื่อง ขอความอนุเคราะห์เพื่อการวิจัย

เรียน กรรมการผู้จัดการ บริษัท วิวาลดี พับลิกรีเลชั่นส์

เนื่องด้วย นางสาวเจนจิรา จิตรไพบูลย์ นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์เรื่อง “การศึกษาความพึงพอใจและความคาดหวังของนักสื่อสารมวลชนสายสิ่งพิมพ์ต่อกลยุทธ์สื่อมวลชนสัมพันธ์ที่ใช้ในบริษัท วิวาลดี พับลิกรีเลชั่นส์” โดยมี อาจารย์ ดร.พนิดา ฉัตรานนท์ เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในกรณีนี้ นิสิตมีความจำเป็นต้องเก็บข้อมูลเพื่อการวิจัย โดยขอให้นักสื่อสารมวลชน จำนวน 20 คน คอลัมเนตสภาคณาการศึกษาคความพึงพอใจและความคาดหวังของนักสื่อสารมวลชนสายสิ่งพิมพ์ต่อกลยุทธ์สื่อมวลชนสัมพันธ์ที่ใช้ใน บริษัทวิวาลดี พับลิกรีเลชั่นส์ ในระหว่างเดือนธันวาคม 2553

จึงเรียนมาเพื่อขอความอนุเคราะห์ ได้โปรดพิจารณาให้ นางสาวเจนจิรา จิตรไพบูลย์ ได้เก็บข้อมูลเพื่อการวิจัย และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.สมชาย ถันดิวัฒน์กุล)

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สำนักงานคณบดีบัณฑิตวิทยาลัย

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หมายเหตุ: สอบถามข้อมูลเพิ่มเติม กรุณาติดต่อ นิสิต โทรศัพท์ 084-078-0995



VITAE

Name: Jenjira Jitpaiboon

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Place of Birth: Trang

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Educational Background:

2001	High School Certificate, Pibulwittayalai, Lopuri
2005	Bachelor of Arts (English), Kasetsart University, Kamphaeng Saen Campus, Nakhon Pathom
2011	Master of Arts (Business English for International Communication) Srinakrarinwirot University, Bangkok