Journal





Middle East

Journal of Public Relations Research Middle East

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English Researches:

Associate Prof. Dr. Marwa Yassin Bassiouni - Bani Sweif University Effects of the Digital Literacy Intervention among University Students: A Semi Experimental Perspective at the Social Media Platform

7

Abstracts of Arabic Researches:

- Associate Prof. Dr. Azza Galal Abdallah Hussein Umm Al-Qura University Lujayn Muhammed Ibrahim Khan - Umm Al-Qura University 65 Role of Public Relations in Managing Crisis Situations in Hotel Section in Makkah
- Associate Prof. Dr. Ahmed Mohamed Khatab Cairo University Psychological Determinants of the Quality of Brand Relationships from the Perspective of Integrated Marketing Communications
- Associate Prof. Dr. Gehan S. Yahya 6th October University Egypt Image as Reflected by Official Government Accounts on Social Media 67
- Dr. Samar Shunnar An-Najah National University The Social and Political Role for the Working Arab Women in Public **Relations: Comparative Research**

68

66

Dr. Eman S. Ali - Ain Shams University Audience's Exposure to TV Drama Presented on the Egyptian Satellite Channels and its Relationship to Life-Satisfaction Levels

69

Dr. Moeen F.M. Koa - An-Najah National University Hind Abdul-Sattar Izzat Abu-Issa - An-Najah National University Role of the PR Practitioners' Personal Relationships in the Banking Sector of Palestine with the media in achieving the Bank Media Goals: A Survey Study in Light of the Personal Influence Model

70

Dr. Lobna Masoud Abd El-Azem Salem - Sinai University Public Relations Practitioners Use Interactive Communication Technology at the Suez Canal Authority and its Effects on the External Public

71

Mai Mahmoud Abd El-latif - Modern University for Technology & Information (MTI) Sensory Marketing Strategies and Personal Selling in Egyptian Organizations 73

Nermeen Ali Agwa - Cairo University Marketing Touristic Destinations in Egypt through Travel and Tourism Influencers and its Relationship with Visit Intention: Field Study

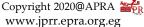
75

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It is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication ,after peer refereeing these papers by a number of Professors specialized in the same field under a scientific supervision of the Egyptian Public Relations Association, which considered the first Egyptian scientific association specialized in public relations, (Member of the network of scientific Associations in the Academy of Scientific Research and Technology in Cairo).

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Role of the PR Practitioners' Personal Relationships in the Banking Sector of Palestine with the media in achieving the Bank Media Goals: A Survey Study in Light of the Personal Influence Model

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Abstract

This study aims at identifying role of the personal relationships of Public Relations practitioners with the media in achieving the media goals of the banking sector in Palestine which consists of 14 banks. To achieve this goal, a questionnaire consisting of 10 paragraphs and four socio-demographic variables (age, sex, educational level, academic discipline, and years of experience) was distributed to all public relations practitioners in the banking sector (n=31). The analytical framework of this study relied on the personal influence model of public relations which refers to PR practitioners' relationships with key individuals in media, government, politics, or activist groups as an institutionalized model to cultivate relationships between individuals to achieve an organization's objectives.

The results of the study show that the personal relationships of public relations practitioners with the media in the banking sector in Palestine have a major role in achieving the bank media goals. Public relations practitioners' personal relationships with journalists and media institutions facilitate the process of managing the media relations of the bank. These relationships also help speed up the process of publishing the news of their banks and receiving a better coverage of their activities. The results of this study confirm the presence of the personal influence model in the banking sector of Palestine. The results confirm that maintaining good personal relationships with the media is important and essential for public relations profession.

Based on these findings, the researchers recommend public relations practitioners in the banking sector of Palestine to expand their personal relationship network and build new relationships continuously with media figures and media institutions to achieve their bank media goals. Future scholars in Palestine are invited to examine the extent to which the practice of the personal influence model aligns with the PR code of conduct and the profession ethics.

Keywords: Public Relations, Personal relationships, Personal Influence Model, the Media, Banking sector, Media goals.