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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.