

# PROCESS AND DELIVERY OF MEDIA RELATIONS IN MALAYSIA

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## ABSTRACT

Media relations materials such as press release, notes-to-the-editor and invitations to the media have remained unrivalled tools in contemporary public relations. The use of such materials in marketing communication is relatively inexpensive, effective and has proven to be successful. In this research, a total of 420 materials relating to public relations were gathered from two media organizations, namely *Berita Harian* newspaper and the TV3 of Malaysia, to explore the common practices in preparing and disseminating public relations articles in the country. The research aims to analyze the sources and determine the predominant issues in the materials received by the selected media organizations. It also examines the extent to which common professional questions in news writing are observed in the articles. Findings show that the materials received by the two media organizations are from various categories of public and private organizations, and are dominated by social and economic issues in comparing to the other issues. Although, most of the materials analyzed indicated a need for improving the professional quality of the writing, they significantly satisfied the requirement for important information.

**Keywords:** *Public relation; media relation materials; mass media; journalism writing; organization information*

## INTRODUCTION

Mass media provides one of the easiest and most cost-effective means for public relations messages to reach large populations of audiences across the globe. In addition, the advancements in technology have created a greater challenge for dealing with media organizations (Cutlip, et al. 2000). The Public Relations Society of America (PRSA) has identified 15 basic components of public relations, one of it being media relations (Wilcox et al. 2003). Baran (2002) emphasized that one out of the 14 public relations services offered by the firms in the United States to their clientele is media relations. The inclusion of media relations as a component of public relations signifies its importance to any organization that possesses such a unit and to any media relations practitioner. According to Syed (2004), even

in the private sectors in Malaysia, public relations activity centralizes on media relations. The pivotal existence of media relations within the public sector in Malaysia is also reinforced by the government through the *Pekeliling Perkhidmatan* (1982, No.7) that states and lists its function and job description.

In terms of practicing media relations, the mass media editor ordinarily receives a substantial amount of media relation materials from various sources including the government, private sectors, consultants, and non-government organizations. These materials, which are frequently utilized by public relations practitioners to gain publicity in the mass media, are increasing steadily, in part, due to the mushrooming organizations in the country seeking publicity. Bonnie Grossman opines that there are no other means in public relations that can replace press release in announcing new products, policies and practices within organizations (in Seital, 2007). Hendrix (2001) suggests that news release is the most popularized non-controllable media item amongst public relations practitioners in the United States. He adds that “News release provides a quick, economical means of communicating client spot news or feature material to appropriate media outlets” (Hendrix, 2007: 57).

There are several public relations practitioners who consider press releases as important media content. However, this position has been disputed by journalists, who argue that press releases are not recognized as an important content matter for news in the mass media, because they are quite often used as a way of publicizing any event an organization or practitioner consider newsworthy. Based on several factors, conflict arises between the journalists and the public relations practitioners when the former conducts investigations to obtain information that is newsworthy. To the public relations practitioners, some incidents must be avoided from being broadcasted, while journalists view these as valuable news content (Syed, 1993).

## LITERATURE REVIEW

Previous research reveals that media relation materials have been the most commonly used method by public relations practitioners for disseminating information pertaining to activities conducted by organizations to the public through the mass media. Berkowitz (1993) defines information substitutes such as press release, press conferences, pre-planning events or formal proceedings as routine channels. Research conducted by Mohd (1993) discloses that news or media release are the most popular mode of media relations in Malaysia. Approximately 72.2% of the public relations practitioners admit to resorting to media release as a communication technique, and their justification is effortless preparation, inexpensiveness, cooperation of members of the press, ease of obtaining comments, and its great ability to reach the target audience.

Media relation materials are usually delivered along with the identity and signature of the organization and writer, including accessible contact number in case of emergencies. It must be concise and in news report format; the length of the article must be within two pages. Each statement should include facts and news only, and devoid of the writer’s thoughts and views. In addition, the materials must be error-free in terms of grammar and spelling. Any photograph attached to the materials also increases the chances of the media statement to be published. It would be ideal for any press release to be delivered straight to the editor concerned in the morning because this will allow the latter ample time to conduct a follow-up verification if required (Mohd.. 1993).

Clara (2001) discovered in her interview with several Australian journalists that the press release they receive from public relations practitioners are limited and are rarely

newsworthy. Adding on, the writing usually lacks quality, is catered for the wrong audience, and is riddled with spelling mistakes. Yet another research carried out in 1992 on Australian editors and journalist revealed that almost 74% of the research candidates reported they received 20 or more public relations communication tools such as news publication, telephone calls and facsimile on a weekly basis (see Macnamara 1993). According to Hendrix (2001), every morning, newspaper editors in the United States entertain 70 to 100 news release sent by public relations practitioners who eagerly await news coverage on behalf of their clients or organizations.

In the effort to document how journalists and editors select news materials daily, Paul Steiger, Editor-in-Chief of New York's Wall Street Journal, requested the cooperation of 17 local biro managers to store all the materials that they receive every day. They collected news publications, public relations wire materials, facsimile and letters, as well as all the materials posted through the Internet. The stacks of boxes and baskets in Steiger's office were well over two by ten feet (Cutlip et al., 2006). This staggering amount is a clear indication that these materials are in fact the most popular form of media communication tool in the United States.

According to Bland et al. (1996), only one out of every ten press release delivered by organizations is published in the newspaper. Although this ratio seems low, this is the consensus agreed upon by the media all over the world. There are three main reasons why there are a high percentage of media relation materials failing to meet the requirements for being published by newspapers. Firstly, these materials do not contain any news at all. The ones that do contain news are either insignificant or not content specific. These results in disinterested media parties shunning the materials produced. Secondly, a considerable amount of the materials are poorly written. This would include excessive use of technical terms and jargons and also shrouding the real story. Finally, most of the materials are delivered inaccurately simply because the practitioners use the scatter-gun approach to send to everyone on the public relations mailing list. The aforementioned facts are the reasons why media relation materials often fail to be utilized.

Cutlip et al. (2006) believe that the public relations practitioners' actions pertaining to the delivery method of media relation materials may cause misunderstandings between the journalists and them. Their action may primarily give rise to stress. There are some practitioners who go to any length to ensure that their materials are used, even by personally contacting the person in the highest ranks within the media organization. This would annoy the editor and it would only lower the practitioner's credibility in the eyes of the media officers.

Another important factor is ignorance. Any media relation materials that do not contain valuable news may enrage the editor due to the fact that he/she wasted precious time reading the material. There is also the problem of the influx of materials. There exist a number of media relations practitioners who steadfastly believe that a man's capability is measured by the totality of media relation materials delivered to the media organizations within a week. Generally, the media is uncomfortable when they are flooded with publicity materials, particularly if these materials are of little use or value. This even gets worse when the press release is not written in a professional manner. A good number of the press release is rejected because the writing is direct and it rambles on. This would reduce the trust the journalists may place on the public relations practitioners (Cutlip et al., 2006).

A study conducted by Morton (1993) explains how newspaper editors view press release as a worthless drivel based on three chief factors. The first factor is the press release is usually badly written. Morton observed that the majority of the materials are penned in a complicated style and indecipherable compared to journalism writing. He adds that "this

could be a result of pressure from administrators as they review and critique press release” (see Seital 2007, 334).

Secondly, press release is rarely localized. Newspapers have a tendency of placing primary importance on local developments. The more the press release is directed towards local issues, the higher its probability of being used by the newspapers. On the contrary, according to Morton, “practitioners may not want to do the additional work that localization requires” (see Seital 2007, 334). This decision seems to be disadvantageous owing to the fact that research shows localized press releases have 10 times the prospect of being used in the newspapers. Thirdly, the press release that is not newsworthy. This, according to Morton, is the main problem. Editors only use the press release that they deem to be actual news.

Previous studies conducted by Morton (1993) reveal that less than 10% of the press release delivered by the public relations practitioners is published in the newspapers in the United States. Morton continues by stating that, in spite of this, the *Wall Street Journal*, *New York Times*, *US Today*, *Cable News Network (CNN)*, *CNBC*, *Associated Press Wire*, *Google News* and various other media sources in the United States and around the world are filled with news from press releases produced by professional public relations practitioners daily. In actuality, despite an onslaught of criticisms, press release remains the key public relations tool around. Morton’s view is reinforced by Bonnie Grossman who explains that “we may change the delivery system; more often now by e-mail or by paid wire services, but the news release is still the foundation of PR writing.” (see Seital, 2007: 354).

Seital (2007) feels that the central challenge for public relations writers is to ensure that the press release clearly reflects news. The most effective technique to identify what is valuable news is by perusing the dailies and watching the news to understand what exactly news is. The content covered must always be in answer to the six main questions (optional) which are Who, What, Where, When, Why and How. A good news release must always be written adhering to the inverted pyramid structure wherein, the main idea is written first.

Only an objective news release will be categorized as newsworthy. All comments must be reflective of the official source of the organization. The writer may not use the news release as a platform for him to voice his opinions. It has to be reasonable and accurate as expected by the organization. A news release may cover any event or issue, but Tren indicates that the three frequently covered subjects in news release are current product announcements and developments within the organizations, substituting managements, and speeches by management (Seital 2007).

## **OBJECTIVE**

This research aims to examine the primary practice in preparing and disseminating media relation materials in Malaysia. The research also aims to determine the extent to which the practices meet the standardized requirement of writing for mass media in the country. The research focuses on content preparation, sources, delivery process and the character of information in the media relations materials as received by two media organizations in Malaysia (*Berita Harian* and TV3). This research is vital as it will serve as handbook to public relations practitioners. It is also hoped that the research will be useful to the personnel directly responsible for preparing the media relation materials. This will ensure that the materials are well scripted in accordance to the requirements set by the editor and the media.

## METHODOLOGY

Content analysis method has been applied on the media relation materials received by the mass media from various sources within the duration of this research: March 19–25, 2007 and April 16–22, 2007. The analysis of the materials sent to media organizations reveals a few details about the delivery process, content and senders' particulars. These observations are tabulated into numbers and percentages. Based on these numbers and percentages, a descriptive analysis is done to measure the delivery process and organization information. Quantitative data were collected through the media relation materials samples collected from the two mentioned organizations. Every media relation materials collected were coded by two experienced mass media editors to ensure the validity of the analysis instrument designed. In order to measure the reliability of the analysis, the Cronbach Alpha test was applied. The media relation materials were coded based on the designed criteria, i.e. content, delivery process, and the sender. After the data were processed, they were analyzed using the Statistical Package for Social Sciences Extra (SPSSX) version 12.1. The researcher has used descriptive statistics to measure percentage and frequency, and to analyze the data. A cross table was used to obtain the distribution of the variables used in the research. The One-Sample Chi-Square Tests analysis was also applied to ascertain the difference in the variables at a level of significance 0.05.

## RESULTS AND DISCUSSION

The sum of 420 media relation materials were collected from television station and daily newspaper throughout the duration of the research—March 2007 and April 2007. The researcher discovered that television station received 212 (50.5%) while daily newspaper received 208 (49.5%) media relation materials out of the total sum. The research also reveals that media relation materials received in the month of March 2007 were slightly higher: 265 (63.1%) compared to 155 (36.9%) in April 2007. In terms of days, the study shows that the amount of material received by the mass media from the organizations were higher from Monday to Fridays. This is in comparison to a fewer number of materials received on Saturdays and zero materials received on Sundays (Table 1). The One-Sample Chi-Square Test shows sample rate in accordance to the date the materials were received to be significant ( $p=0.000$ ),  $\chi^2$  (dk = 11, N=420) = 99.8,  $p<.01$ .

Media relation materials, as stated by Grossman (in Seital 2007), Hendrix (2001) and Mohd (1993), are the most popular method practiced by public relations practitioners for publicity and communication marketing purposes. As mentioned before, the media relation materials the mass media receive were centralized on workdays, which is from Monday to Friday. This trend can be justified due to the fact that from Monday to Friday, the larger part of the states in the country is operational. Therefore, this allows the media practitioners to actively send their materials to the various mass media. However, the media receives minimal materials on weekends. As such, the public relations practitioners may use this opportunity to increase their chances of having their materials being used by the editors as news content. Having said this, the selection is still subjected to other criteria such as news value, the importance of the material to the viewing public, space and broadcasting time.

**Table 1:** Distribution of media relation materials received by the mass media

Date and Month	Frequency	Percentage
19 March 2007 (Monday)	45	10.7
20 March 2007 (Tuesday)	42	10.0
21 March 2007 (Wednesday)	54	12.9
22 March 2007 (Thursday)	64	15.2
23 March 2007 (Friday)	48	11.4
24 March 2007 (Saturday)	12	2.9
25 March 2007 (Sunday)	0	0.0
16 April 2007 (Monday)	35	8.3
17 April 2007 (Tuesday)	18	4.3
18 April 2007 (Wednesday)	37	8.8
19 April 2007 (Thursday)	20	4.8
20 April 2007 (Friday)	40	9.5
21 April 2007 (Saturday)	5	1.2
22 April 2007 (Sunday)	0	0.0
<b>Total</b>	<b>420</b>	<b>100.0</b>

### Organizational Categories

The mass media in Malaysia receives media relation materials from various organizations, for instance Federal Government, statutory bodies, state government, private companies and non-government organizations. The private organizations top the list in sending the largest amount of media relation materials to the mass media; 154 (36.7%), compared to 118 (28.0%) by the Federal Government. The mass media obtained a total of 65 (15.5%) materials from the statutory bodies. This is followed by non-government organization with 48 (11.4%), others 20 (4.8%) and finally the state government with 15 (3.6%). The One-Sample Chi-Square Test analysis shows the sample proportion received by the mass media according to organizational categories is significant,  $\chi^2$  (df = 5, N=420) = 219.9,  $p < .01$ . This illustrates the frequency in which the mass media receives media relation materials from the private companies that seek publicity in comparison to the other organizations in the other categories.

This research has proven that there are four modes in which the mass media receives media relation materials. Facsimile is the most regular mode with 340 (81.0%) compared to e-mails with 45 (10.7%). This is closely followed by hand delivery 24 (5.7%) and post with 11 (2.6%). The Federal Government consistently faxes materials to the media, making up a total of 110 (26.0%) materials. Private organizations come in a close second with 97 (23.1%) materials, 53 (12.6%) materials from the statutory bodies and finally 46 (10.9%) from the NGOs. Where e-mails are concerned, the private sector dominates this delivery mode with 32 (7.6%) of the total sum in this study. The result is evidence that media relations practitioners in the private organizations fully utilize the information technology (e-mail) more than the other organizations (Table 2).

This research has also shed light on the fact that public relations practitioners are more comfortable using facsimile compared to e-mails, hand deliveries or post when delivering materials to the mass media. This is probably due to the ease and speed in which the editors receive the materials. Despite the fact that private companies seem to be sending the most



amount of media relation materials, in terms of regularity of sending facsimile, the federal government organizations and statutory bodies more frequently use it.

**Table 2:** Mode of receiving media relation materials by the mass media (N=420)

Sender	Delivery Mode			
	By-Hand	Facsimile	E-mail	Mail
Federal Government	0	109	9	0
State Government	0	15	0	0
Statutory Bodies	8	53	2	2
Private Organization	16	97	32	9
NGOs	0	46	2	0
Others	0	20	0	0
<b>Total</b>	<b>24</b>	<b>340</b>	<b>45</b>	<b>11</b>

With reference to Table 3, it can be seen that the majority of the media relation materials that the media receive are not attached with a broadcast time request. Out of a total of 420 materials, 330 (78.6%) do not have a specific broadcasting request. Nonetheless, there are certain organizations which are inclined to send their materials to the media with a notification of broadcasting time. This covers 69 (16.4%) of the materials sent under ‘Immediate Release’ and 21 (5.0%) under the ‘Embargo’ category. On the whole, the Federal Government and the private organizations send the least amount of broadcasting requests with 105 (25%) and 104 (24.8%) respectively. This is followed by statutory bodies with 57 (13.6%) and NGOs with 36 (8.6%). Trailing behind are others with 17 (4.0%) and finally the state government with 11 (2.6%). Research shows that the private organizations make the most specific demands for immediate broadcast of their materials with 45 (10.7%) requests. As for the Federal Government, they are prone to use embargo, making up 10 (2.4%) of the requests.

**Table 3:** Request to release the media relation materials (N=420)

Senders	Delivery Mode		
	Immediate Release	Embargo	No Specific Request
Federal Government	4	10	104
State Government	4	0	11
Statutory Bodies	4	4	57
Private Organization	45	4	105
NGOs	12	0	36
Others	0	2	17
<b>Total</b>	<b>69</b>	<b>21</b>	<b>330</b>

Holtz (2002) argues that setting a broadcasting time category like ‘Immediate Release’, and ‘Embargo’ makes it easier for the media editors on duty to determine when the materials can be used for the news. The practice of placing restrictions on the materials categorized

for ‘Immediate Release’ and ‘Embargo’ is still very slow within the public relations in our country. This is perhaps because they do not feel the urgency to release their materials.

**Media Relation Materials Issues**

Results verify that there are diverse issues contained in the media relation materials, for example politics, economy, society, science and technology, as well as crisis and natural disasters. Social issues are at the forefront with 234 (55.7%), followed by politics 18 (4.3%), science and technology 14 (3.3%) and others, with only 1 (0.2%). Issues that constantly require ‘Immediate Release’ and ‘Embargo’ are economy-related issues and social issues. 31 (7.4%) and 12 (2.9%) of the materials received by the media in relation to economy-related issues are slated for ‘Immediate Release’ and ‘Embargo’ respectively. Approximately, 24 (5.7%) of the social-related issues are scheduled for ‘Immediate Release’ compared to 6 (0.4%) of ‘Embargo’ (Table 4). It is indicative that of all issues stated, social issues are prominent media relation materials in a sense that they encompass almost half of the materials the media receive. Economy-related issues are a close second, followed by crisis and natural disasters, politics and lastly, science and technology. This is concurrent with Grossman’s (in Seital 2007) views that news release may comprise any form or issue.

Table 4: Requests to broadcast media relation materials according to issues (N=420)

Senders	Delivery Mode		
	Immediate Release	Embargo	No Specific Request
Economy	31	12	56
Social	24	6	204
Science & technology	4	0	10
Crisis & natural disasters	8	0	46
Others	0	0	1
Total	69	21	330

**5W and 1H**

In journalism writing, there are six key questions that every journalist is required to ask when dealing with media relation materials. These six, in random order, are: Who, What, Where, When, Why and How (5W1H). The results reveal that media relation materials that answers the ‘who’ question total up to 416 (99.0%), whilst only 4 (1.0%) are not. The One-Sample Chi-Square Test analysis shows the sample proportion for these questions is significant ( $p=0.000$ ),  $\chi^2$  (df = 1, N=420) = 404.15,  $p<.01$ .

Media relation materials have a total of 417 (99.3%) instances of answering the ‘what’ questions, whereas 3 (0.7%) do not. Here, the One-Sample Chi-Square Test analysis shows the sample proportion for these questions is significant ( $p=0.000$ ),  $\chi^2$  (df = 1, N=420) = 408.1,  $p<.01$ .

There are 417 (99.3%) instances where the media relation materials answer the ‘where’ questions with only 3 (0.7%) which fails to adhere to it. In this case, the One-Sample Chi-Square Test analysis shows the sample proportion for the ‘where’ questions is again significant ( $p=0.000$ ),  $\chi^2$  (df = 1, N=420) = 408.1,  $p<.01$ .



Questions related to 'when' are answered in 419 (99.8%) cases of the total amount of the media relation materials. The 'when' questions are absent in only a small percentage of the materials, 1 (0.2%). The One-Sample Chi-Square Test analysis shows the sample proportion for the 'where' questions is significant ( $p=0.000$ ),  $\chi^2$  ( $df=1, N=420$ ) = 416.0,  $p<.01$ .

As for the 'why' media relations question, it is answered in 205 (48.8%) of the materials. The 'Why?' question is the answered of the six questions. This is observed in a large number of the materials – almost 215 (51.2%). After conducting the One-Sample Chi-Square Test analysis, it became evident that the results are not significant ( $p=0.626$ ),  $\chi^2$  ( $df=1, N=420$ ) = 0.238,  $p>.01$ . This is the only category whereby the  $p$  value is more than .01

The results also shows that 305 (72.6%) of the media relation materials do not answer the 'how' question, with 115 (27.4%) which do (Table 7). The One-Sample Chi-Square Test analysis shows the sample proportion for the 'how' questions is significant ( $p=0.000$ ),  $\chi^2$  ( $df=1, N=420$ ) = 85.95,  $p<.01$ .

The results above tell us that a vast majority of the media relation materials contain responses to the 5W1H questions. This aids the editor in comprehending the materials they receive. The results of this study support Seital (2007) who claims that every media relation materials must answer the 5W1H questions.

### Media Relation Materials Information

The result also shows that media relation materials received by the media are prepared by three parties, namely, public relations practitioners, non-practitioners and professional public relations consultants. Approximately 229 (54.5%) of the media relation materials were prepared by the public relations practitioners in the organization. Meanwhile, almost 121 (28.8%) of the materials were prepared by non-practitioners. The remaining 70 (16.7%) were prepared by an appointed consultant in the organization (Table 8). The results from the One-Sample Chi-Square Test show the sample proportion of the senders is significant ( $p=0.000$ ),  $\chi^2$  ( $df=2, N=420$ ) = 94.2,  $p<.01$ .

The majority of the organizations in Malaysia are in the convention of employing public relations practitioners on a permanent basis in this area compared to non-practitioners. This is primarily because employing the former is more cost-effective. Hiring professional consultants to carry out the task would not be lucrative for the media company.

The study also examines the relevant information included in the media relation materials sent. The editors pay much emphasis on the organization letterhead, sender's name, address and signature. The telephone number, fax number, e-mail address and website are also equally important. This is to ensure that the editor has sufficient information and ways to contact the sender if they require verbal or written confirmation on any matter that they are not sure of. A total of 404 (96.2%) of the materials sent to the media have the organization letterheads compared to 16 (3.8%) absent letterheads. The One-Sample Chi-Square Test shows the sample proportion of the letterhead is significant ( $p=0.000$ ),  $\chi^2$  ( $df=1, N=420$ ) = 358.4,  $p<.01$ .

About 305 (72.6%) of the materials that the media received have the senders' name. However, almost 115 (27.4%) of the senders' materials do not even have their names. The One-Sample Chi-Square Test shows the sample proportion of the sender's name is significant ( $p=0.000$ ),  $\chi^2$  ( $df=1, N=420$ ) = 85.95,  $p<.01$ .

The study also looks into the aspect of including the sender's address. In this instance, the address was printed on all 420 (100%) materials received. Moving on, there were more senders who did not sign their materials, about 305 (72.6%) compared to the 115 (27.4%)

who did include their signature (Table 9). The One-Sample Chi-Square Test analysis shows the sample proportion of the sender's signature is significant ( $p=0.000$ ),  $\chi^2$  ( $df = 1$ ,  $N=420$ ) = 85.95,  $p<.01$ .

Information like contact number is usually attached to the media relation materials that are sent to the media. This covers a total of 417 (99.37%) compared to 3 (0.7%) who did not. The One-Sample Chi-Square Test analysis shows the sample proportion of the sender's contact number is significant ( $p=0.000$ ),  $\chi^2$  ( $df = 1$ ,  $N=420$ ) = 408,  $p<.01$ .

Approximately 379 (90.2%) of the media relation materials include the organization's fax number, whilst it is absent in 41 (9.8%) of the materials. The One-Sample Chi-Square Test analysis shows the sample proportion of the sender's facsimile number is significant ( $p=0.000$ ),  $\chi^2$  ( $df = 1$ ,  $N=420$ ) = 272,  $p<.01$ .

A sum of 277 (66.0%) of the media relation materials sent to the mass media contain the sender's e-mail address. Only a small amount of materials do not have e-mail addresses; 41 (9.8%). The One-Sample Chi-Square Test analysis shows the sample proportion of the sender's e-mail address is significant ( $p=0.000$ ),  $\chi^2$  ( $df = 1$ ,  $N=420$ ) = 42.7,  $p<.01$ .

Apart from this, there are only 219 (51.2%) of the materials that have the official website in them. Almost 201 (47.9%) of these materials do not have the websites stated. The One-Sample Chi-Square Test analysis shows the sample proportion of the sender's website is not significant ( $p=0.38$ ),  $\chi^2$  ( $df = 1$ ,  $N=420$ ) = 0.77,  $p>.01$ .

The research results clearly explain how the majority of the media relation materials received by the mass media have vital information about the sources, which is in accordance with a study conducted by Mohd (1993). Nevertheless, it can be seen that there is a high percentage of senders who fail to include their website. Hence, public relations practitioners must remember to include their website address because this will allow the editors to contact the senders to conduct follow-up checks and to obtain further information from the organization's official website. Wilcox et al. (2003) and Holtz (2002) recommend that all important information about the sender must be included in the materials to reassure the editors or journalists that the materials sent to them are official documents that can be readily used as news material. In addition, this is a way of ensuring that the editors and journalists have various avenues to contact the public relations practitioners, since the information is at their disposal.

## CONCLUSION

The content analysis research shows the media relation materials received by the mass media in Malaysia are mainly from the Federal Government, statutory bodies, state government, private companies, and non-government organizations. A vast number of these materials are received on workdays. Also, there are various issues that are covered in the media relation materials in Malaysia. In addition, the majority of the materials contain responses to the 5W1H questions which help the editors to comprehend them. The materials received from different organizations include important information that is required by the media such as the organization's name, the sender's name, signature, contact number, facsimile number, e-mail address and their official website address.

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