

IPRA Campaign for Media Transparency

2001/2002

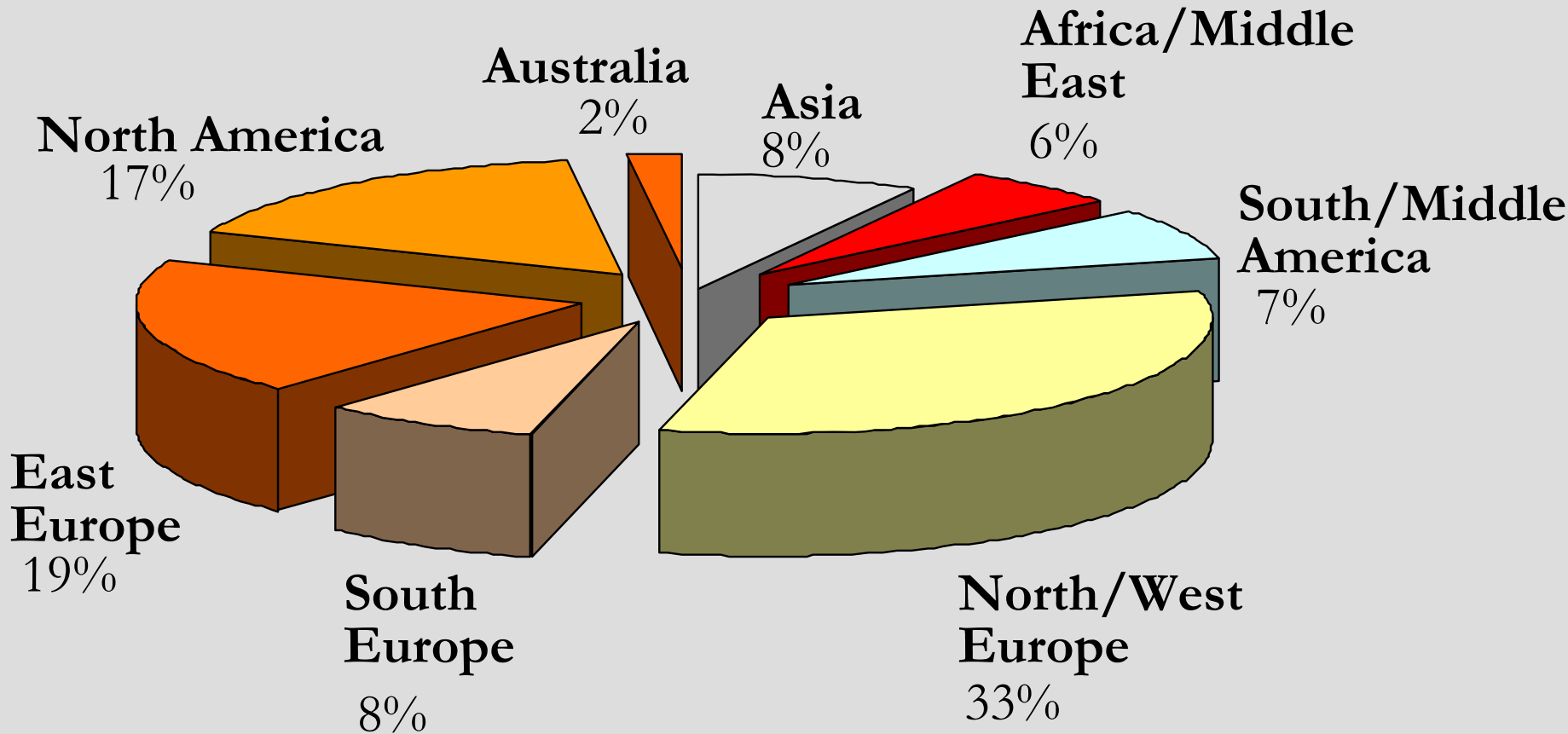
Opinions and Experiences of PR-professionals
results of the worldwide online research study

Com.X April 2002

aims and method of the online survey

- ◆ the first worldwide online media transparency survey examines the various kinds of opinions and experiences PR-professionals have concerning media relation practices
- ◆ the long term aim is to create an annual index of media transparency
- ◆ end of 2001 members of the IPRA, in 90 countries, have been contacted via e-mail
- ◆ 242 persons out of 54 countries replied the online questionnaire until beginning of April 2002

Regions that participate



N = 242

Regions

North America

Canada
United States

Asia

China
Hong Kong
India
Indonesia
Japan
Korea (South)
Malaysia
Singapore
Thailand
Vietnam

South/Middle America

Argentina
Brazil
Mexico
Puerto Rico

Australia

Australia

Africa/Middle East

Bahrain
Egypt
Israel
Kenya
Kuwait
Malawi
Mauritius
Nigeria
South Africa
United Arab Emirates

East Europe

Bulgaria
Croatia
Estonia
Hungary
Lithuania
Poland
Russia
Slovenia
Slovakia
Ukraine

South Europe

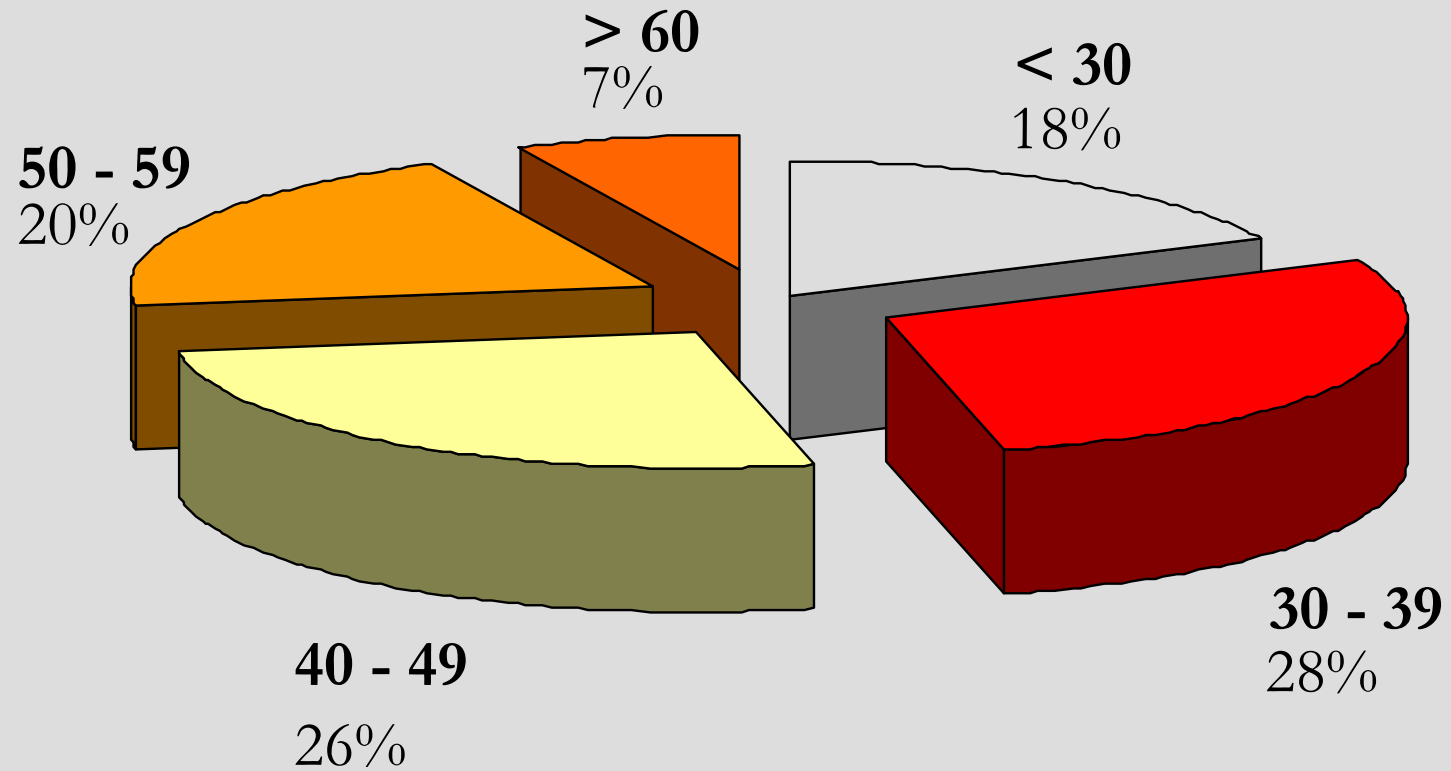
Cyprus
Italy
Portugal
Spain
Turkey
Greece

North/West Europe

Austria
Belgium
Denmark
Finland
France
Iceland
Ireland
Germany
Great Britain
Netherlands
Switzerland
Sweden

Age and gender of the participants

Female: 50% Male: 50%



N = 242

Participants are employed by...

A locally owned PR agency or consultancy	35%
An international PR agency or consultancy	26%
An international corporation or business	12%
A locally owned corporation or business	8%
I am a self employed practitioner with no other staff	7%
A non profit-organisation	5%
A government agency or department	4%
A university or college, as an educator	3%

Member of IPRA?

Yes 43%

No 58%

Ever worked in the field of journalism?

Yes 54%

No 45%

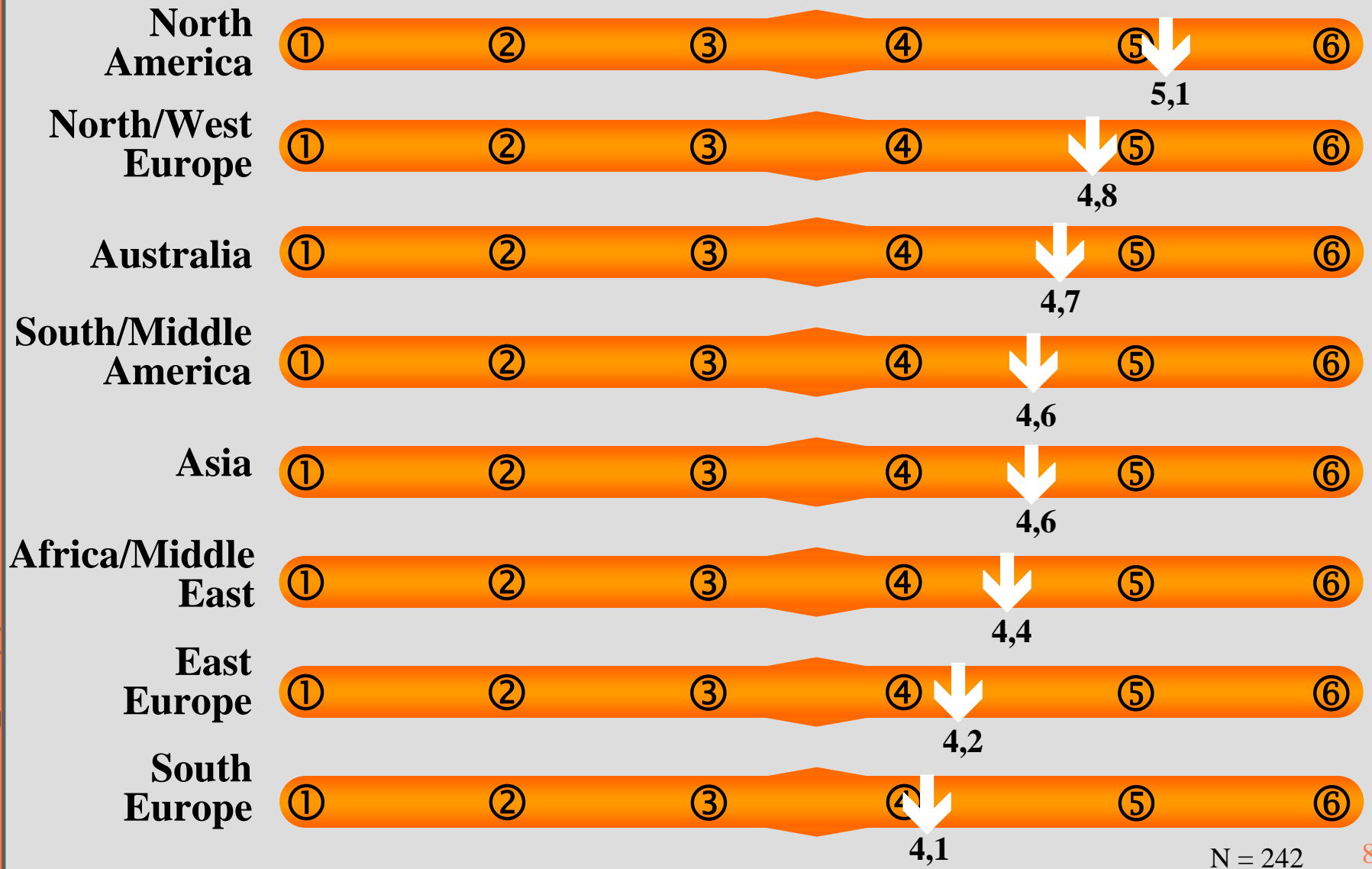
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Evaluation of the most influential media

Credibility of the most influential media

1= low credibility; 6= high credibility

↓ = average score



Most influential media mentioned by name, country and evaluation of credibility

Titles, which are mentioned at least 6 times.

Country	Title	Medium	Frequency (how often title is mentioned)	Total number of participants	Evaluation
Puerto Rico	El nuevo día	daily newspaper	7	7	5,1
	El Vocero	daily newspaper	6	7	4,2
Argentina	Clarín	daily newspaper	7	7	4,4
	La nación	daily newspaper	6	7	4,7
Finland	Helsingin Sanomat	daily newspaper	16	16	5,8
	Kauppalehti	daily newspaper	14	16	5,4
UK	The Times	daily newspaper	10	16	4,9
	BBC News	television	9	16	5,8
	Financial Times	daily newspaper	8	16	5,5
	BBC Radio 4	radio	8	16	5,1
Germany	FAZ	daily newspaper	9	10	5,1
	Der Spiegel	weekly magazine	8	10	5,1
	Bild Zeitung	daily newspaper	7	10	3,3
Bulgaria	24 Hours	daily newspaper	9	9	3,3
	Trud	daily newspaper	8	9	3,9
Croatia	Vecernji list	daily newspaper	8	8	4,4
	Jutarnji list	daily newspaper	8	8	4,3
Poland	Gazeta Wyborcza	daily newspaper	8	8	5
	Rzeczpospolita	daily newspaper	7	8	5,4
US	The New York Times	daily newspaper	28	31	5,6
	Wall Street Journal	daily newspaper	24	31	5,8
	CNN	television	22	31	5
	The Washington Post	daily newspaper	14	31	5,2

Factors, which make media not credible

Credibility according to influence by...

A media is not credible, where it is controlled by...

	government	advertisers	conglomerate parent	news sources	low integrity of staff or editor
North America	1,3	1,7	2,7	2,9	1,7
North/West Europe	2,3	2,1	2,9	3,4	1,9
Australia	1,4	1,4	3,2	3,2	2,2
South/Middle America	1,5	2,2	2,8	3,2	1,8
Asia	2,0	2,1	2,5	3,2	2,1
Africa/Middle East	1,6	2,2	2,7	3,4	2,3
East Europe	2,1	2,1	2,3	3,5	2,6
South Europe	2,1	2,5	2,3	3,2	2,3

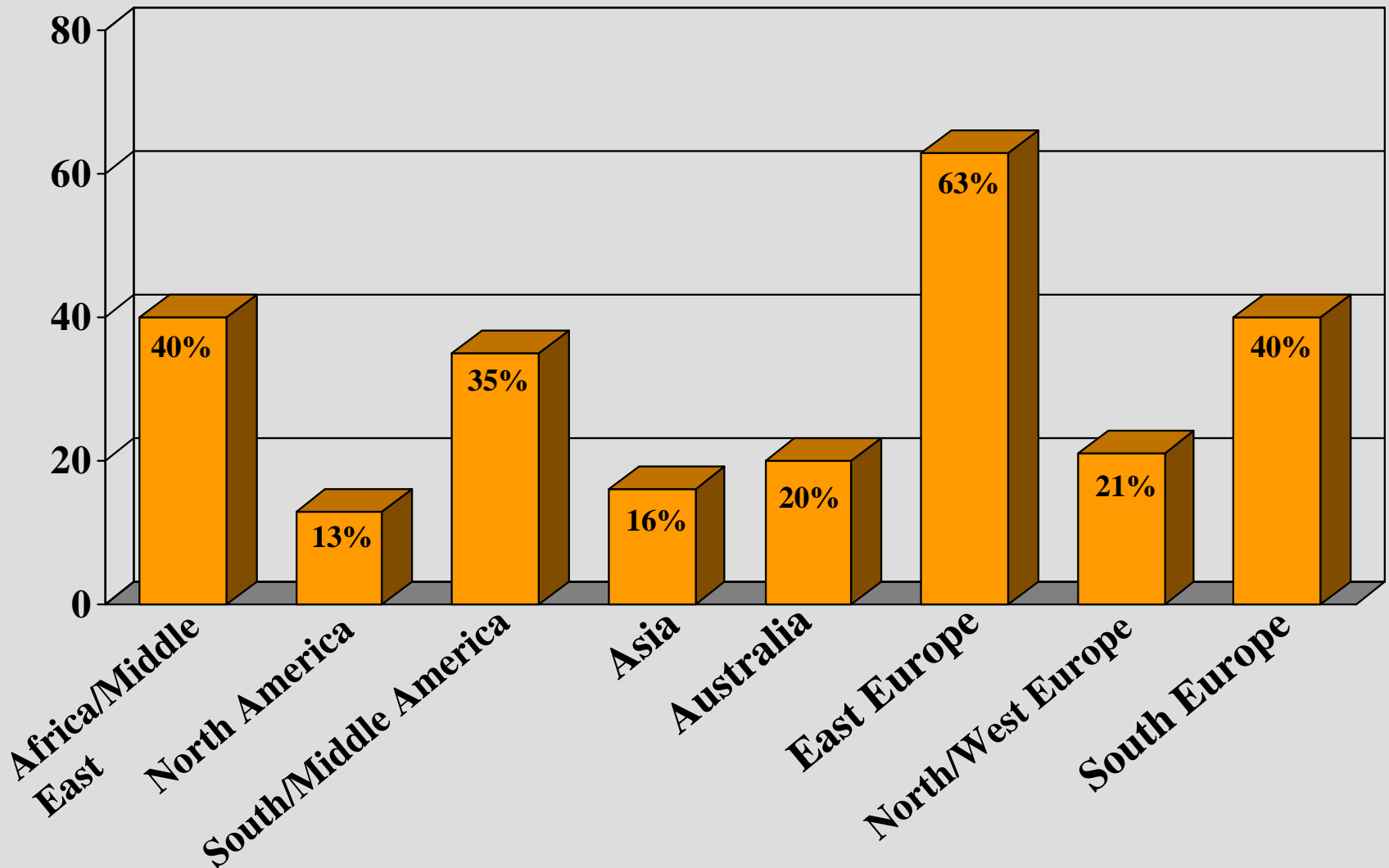
(average score, 1 = agree, 6 = disagree)

General Relations between PR people and media

Editorial copy appears as a result of the editorial judgement of the journalists and editors involved, and not through any influence or payment by a third party.

Persons, who disagree. (score 1-3)

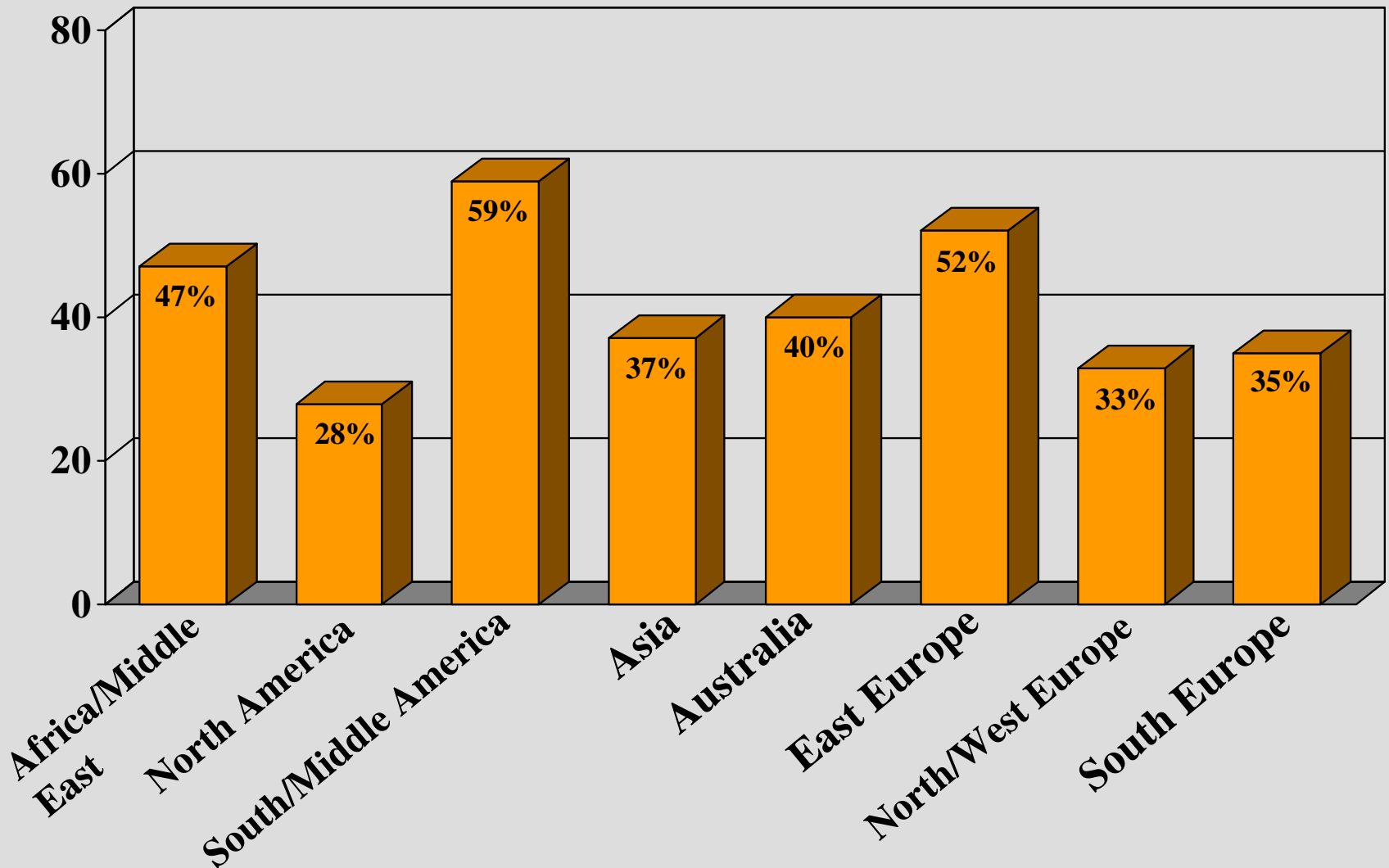
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Material which appears in print or on air as a result of payment or payment in kind, is clearly identified as advertising or paid-for promotion and is not disguised as editorial.

Persons, who disagree. (score 1-3)

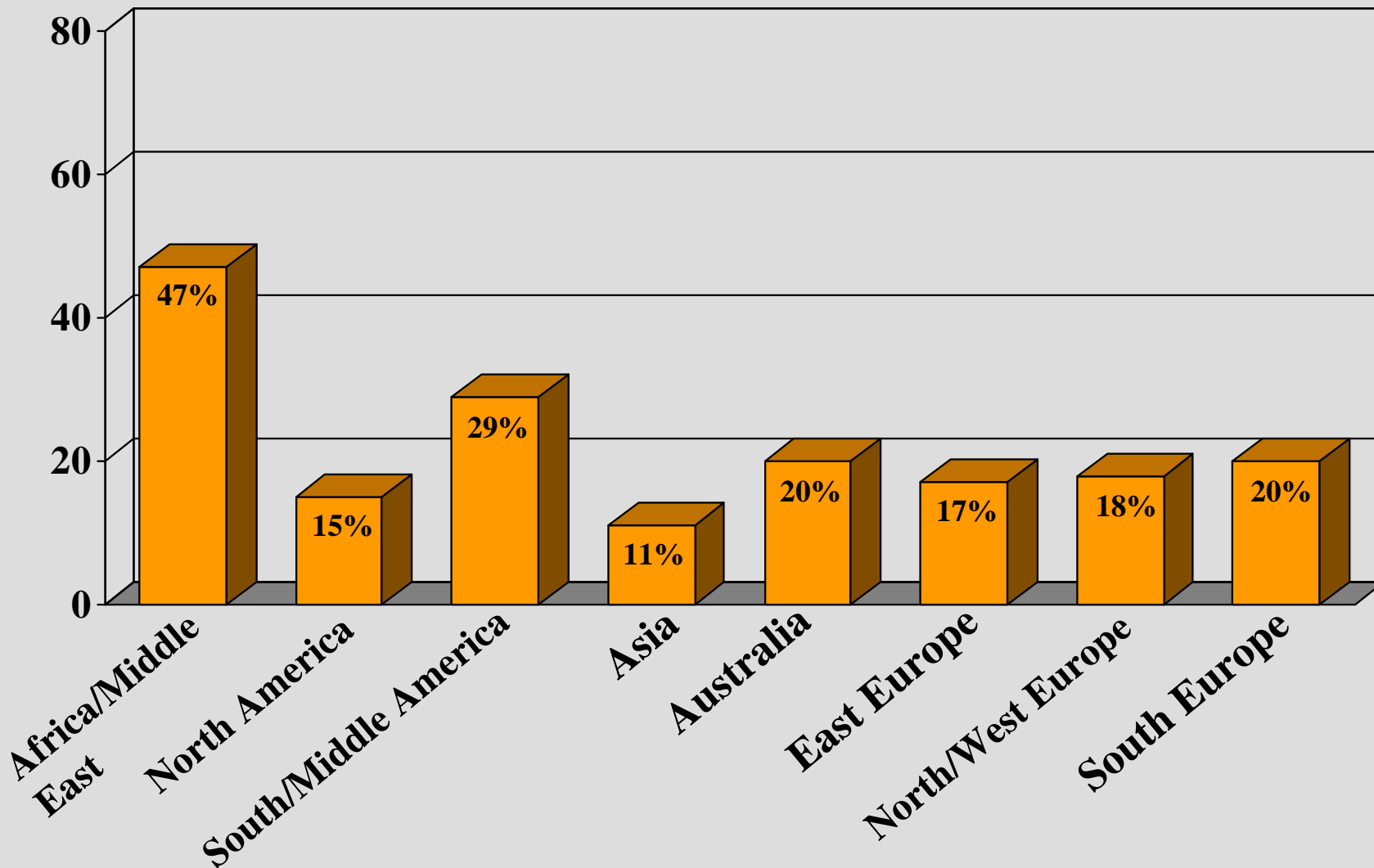
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It is common that companies provide sample or loans of products, services or equipment to journalists for preview.

Persons, who disagree. (score 1-3)

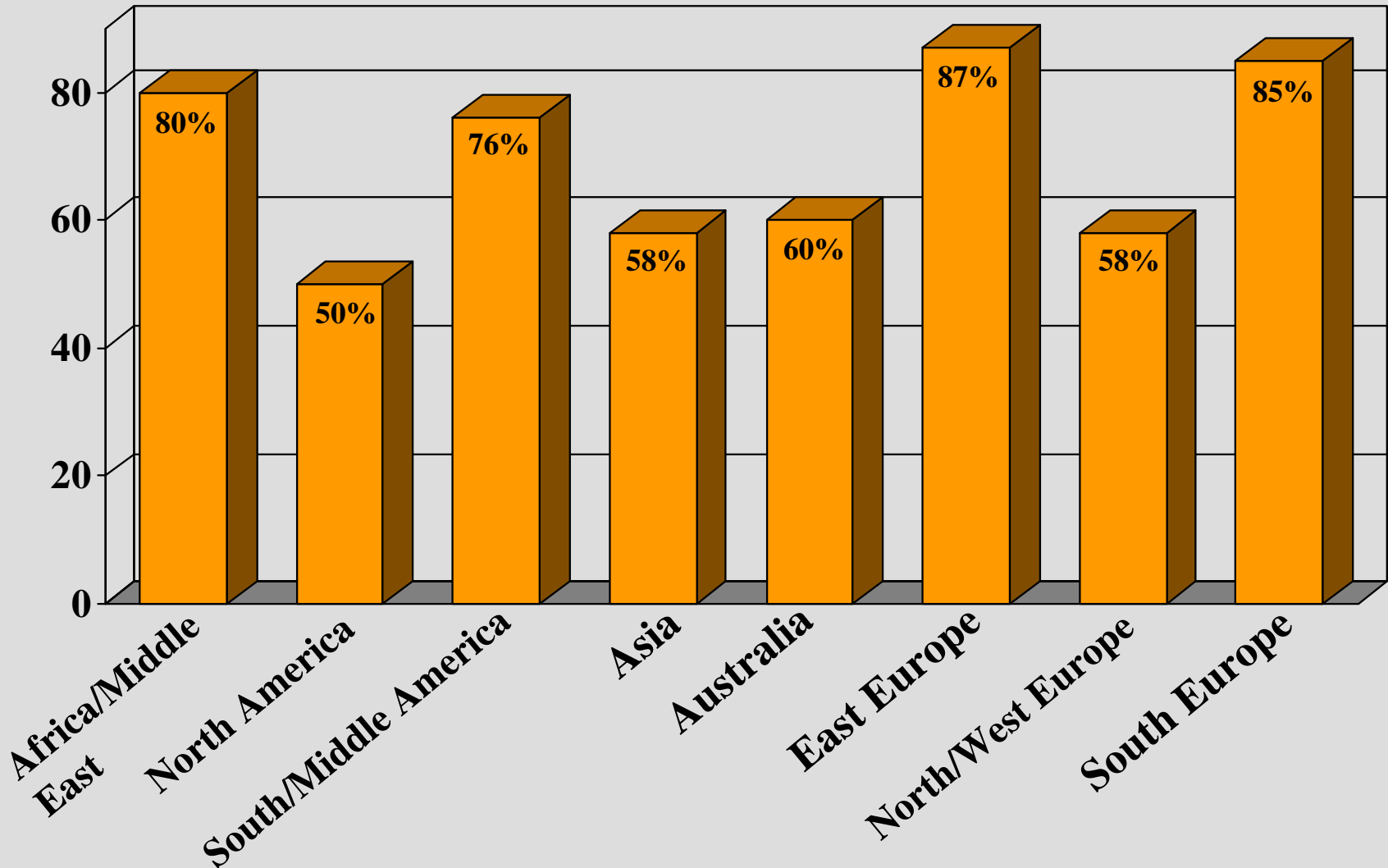
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Publications refuse to accept free travel, accomodation or products.

Persons, who disagree. (score 1-3)

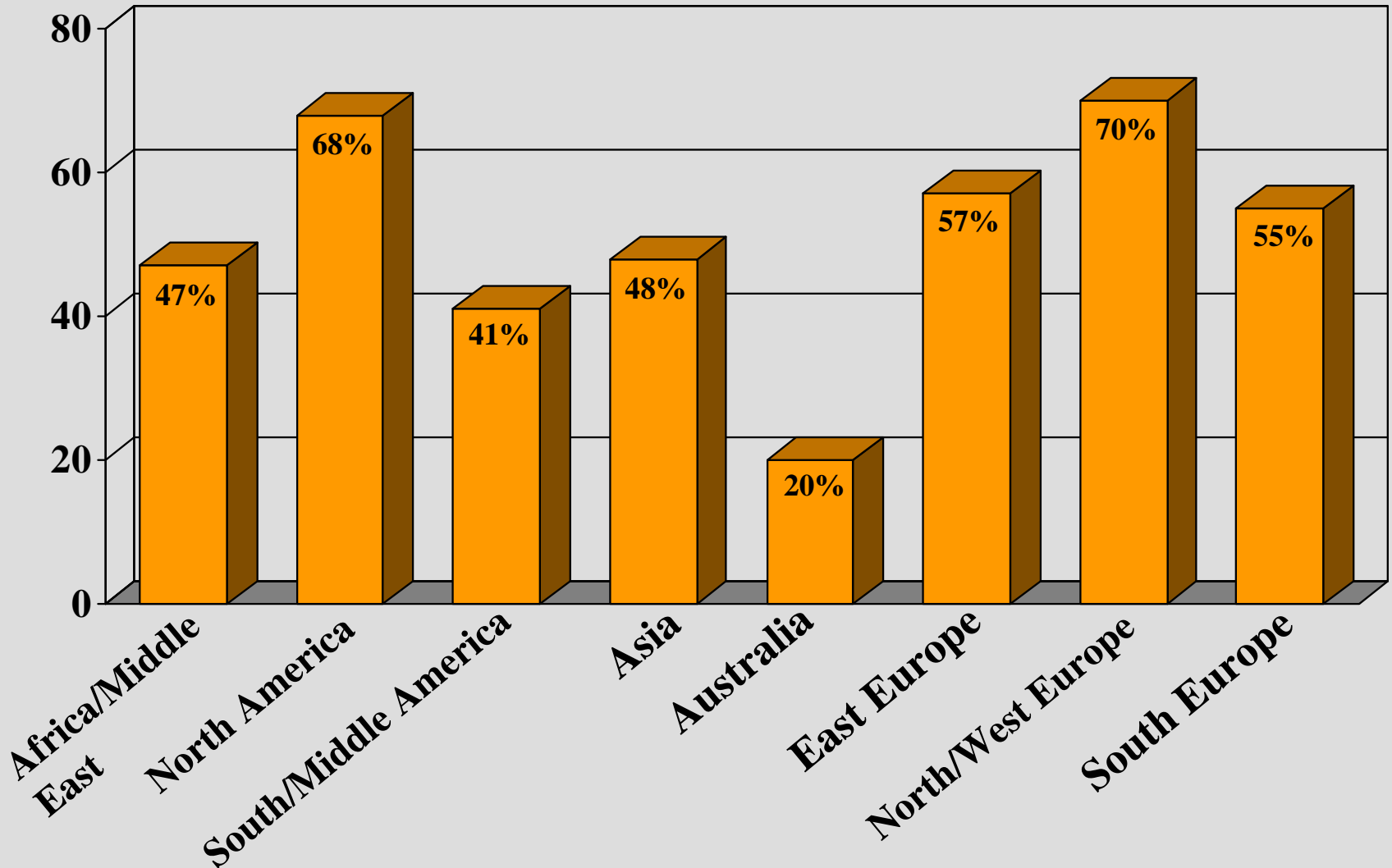
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When a journalist has benefited from the provisions of a product such as a hotel stay or equipment test, this is identified alongside the resulting report.

Persons, who disagree. (score 1-3)

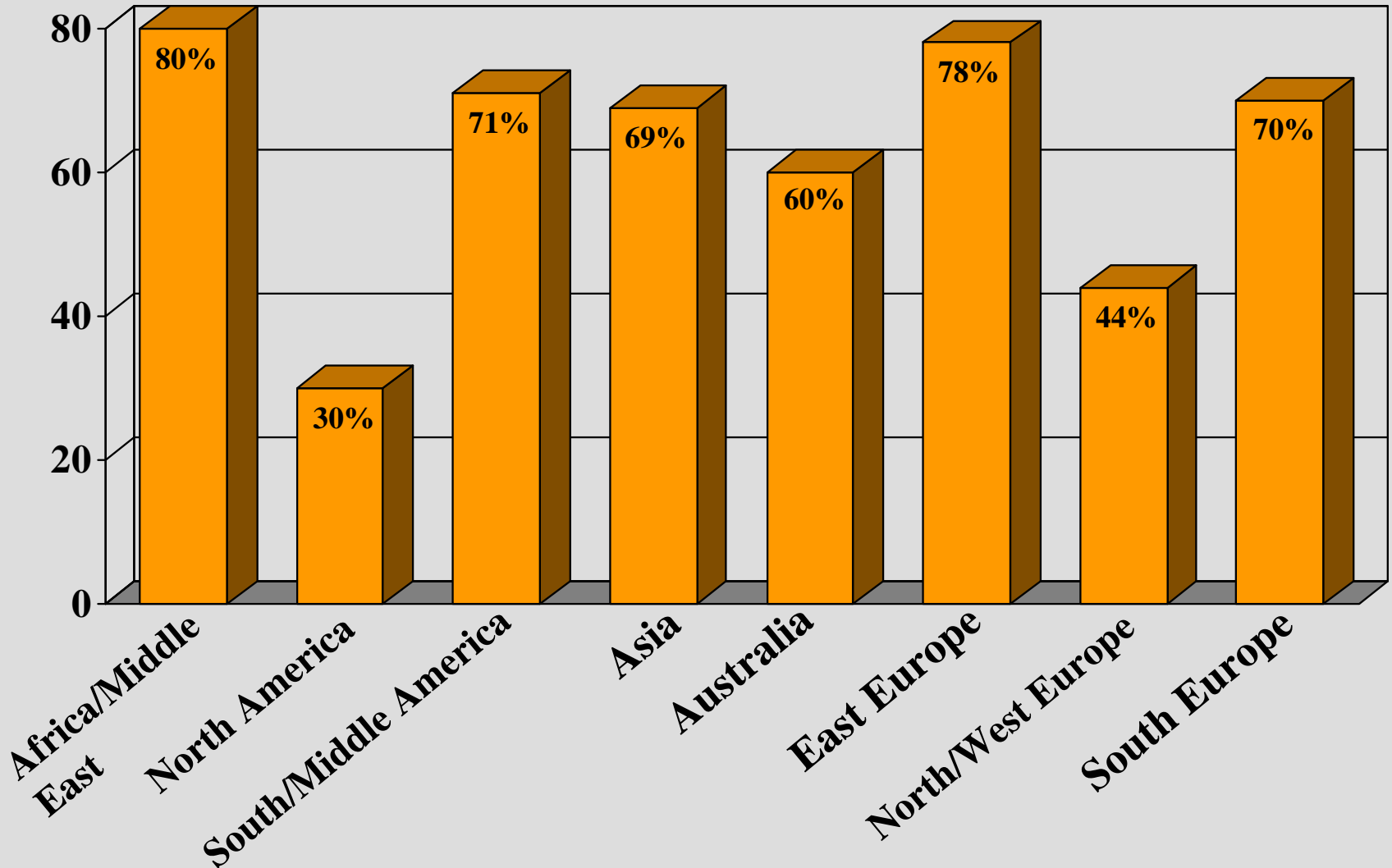
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Publications have a written policy covering the receipt of samples, free gifts or discounted materials from outsiders.

Persons, who disagree. (score 1-3)

N = 242



Self-Evaluation

Thinking about the credibility of the media in your country compared to other countries, is there a higher or lower grade of media credibility. (Please rate from 1 lower, to 5 higher.)

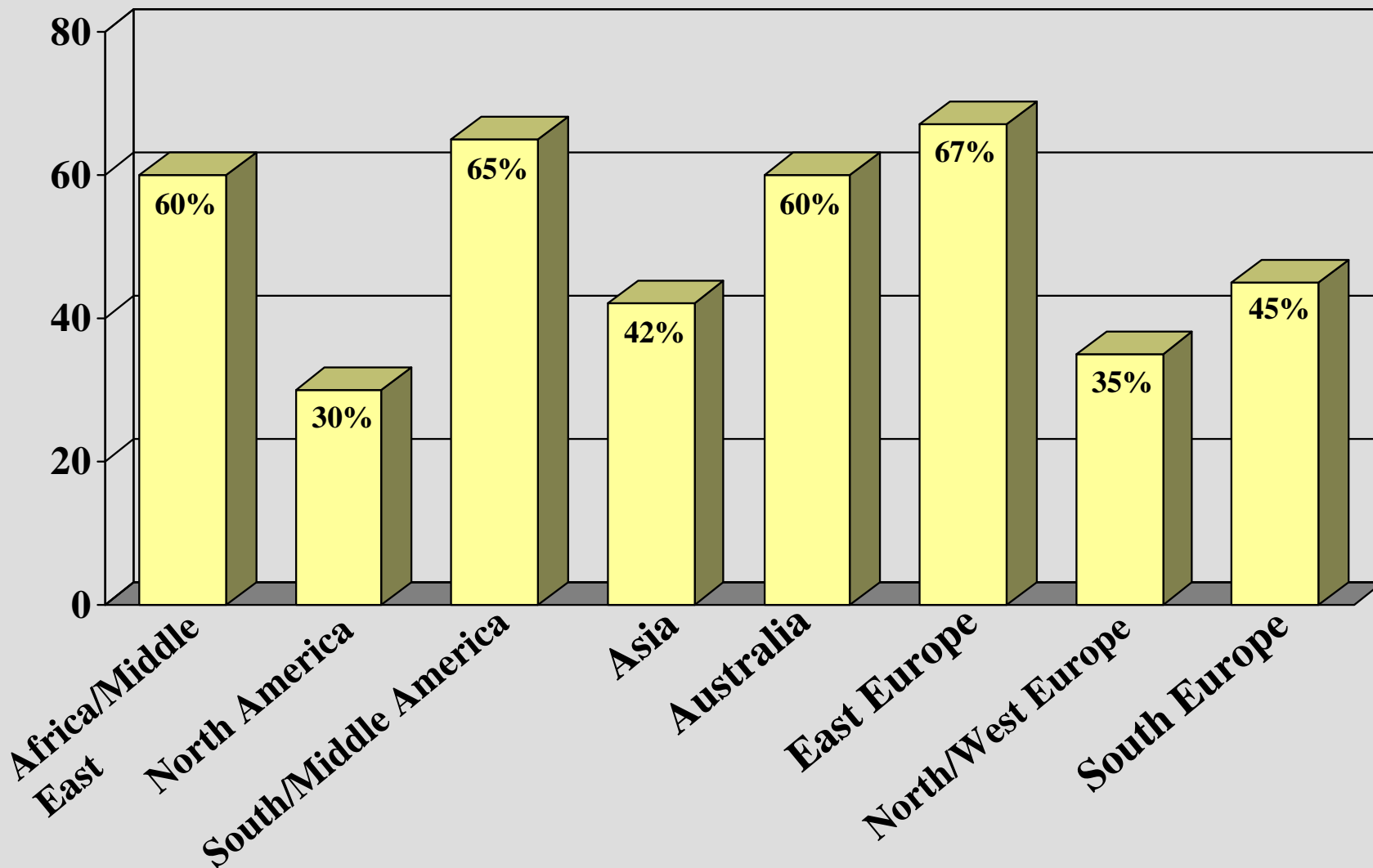
Region	Ø	
North America	4,0	➔ higher grade of credibility
North/West Europe	3,8	
Australia	3,4	
South/Middle America	3,1	
Asia	3,0	
South Europe	2,7	
Africa/Middle East	2,5	➔ lower grade of credibility
East Europe	2,4	

Specific Practices

A press release appears in a publication in exchange for a paid advertisement appearing elsewhere in the same publication.

Persons, who think that it happens often. (score 4-6)

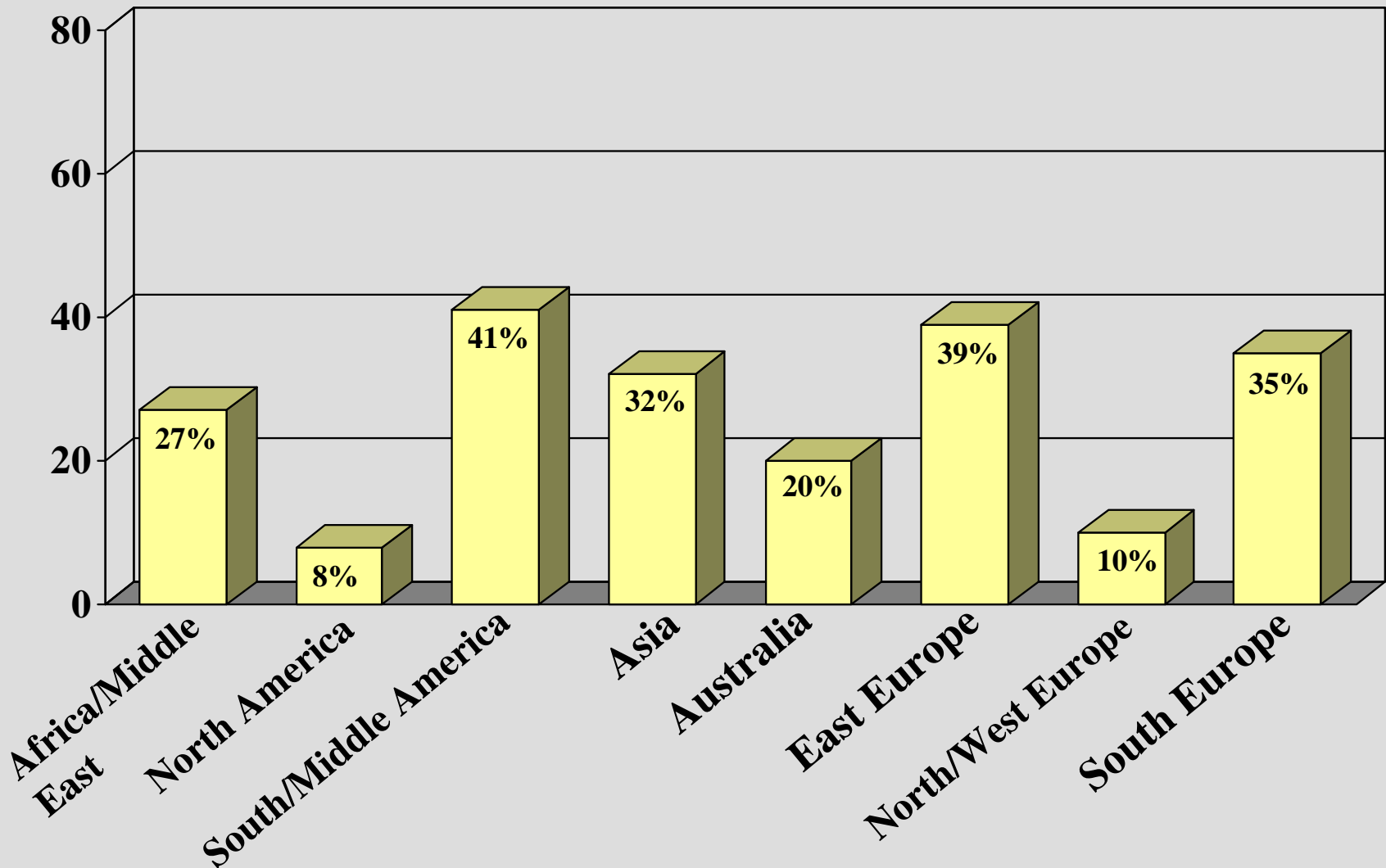
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A press release appears in a publication in exchange for a formal invoices arrangement with the publication management.

Persons, who think that it happens often. (score 4-6)

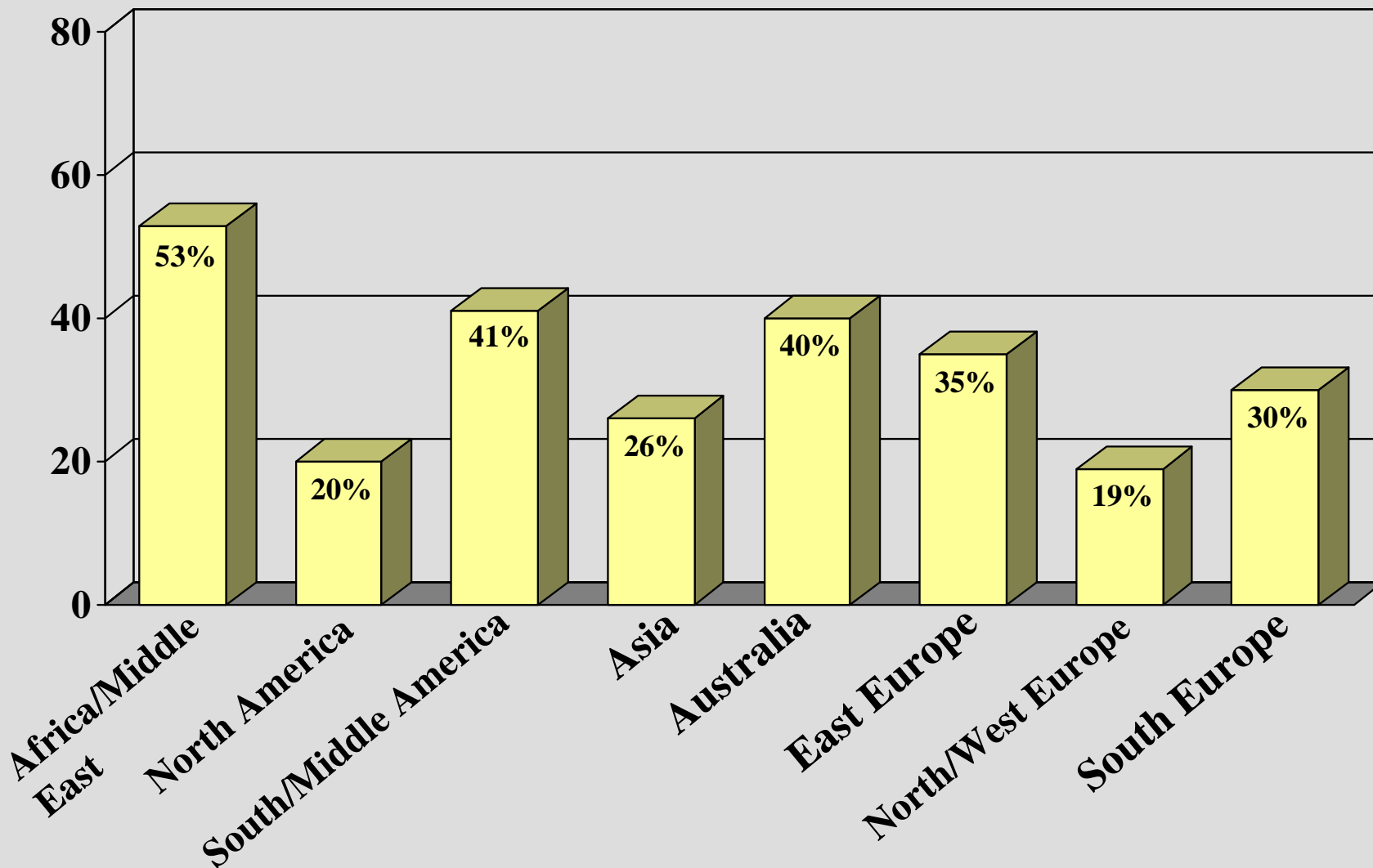
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A print advertisement is produced to look like an editorial page of the newspaper, but there is nothing to inform the reader that the space has been paid for.

Persons, who think that it happens often. (score 4-6)

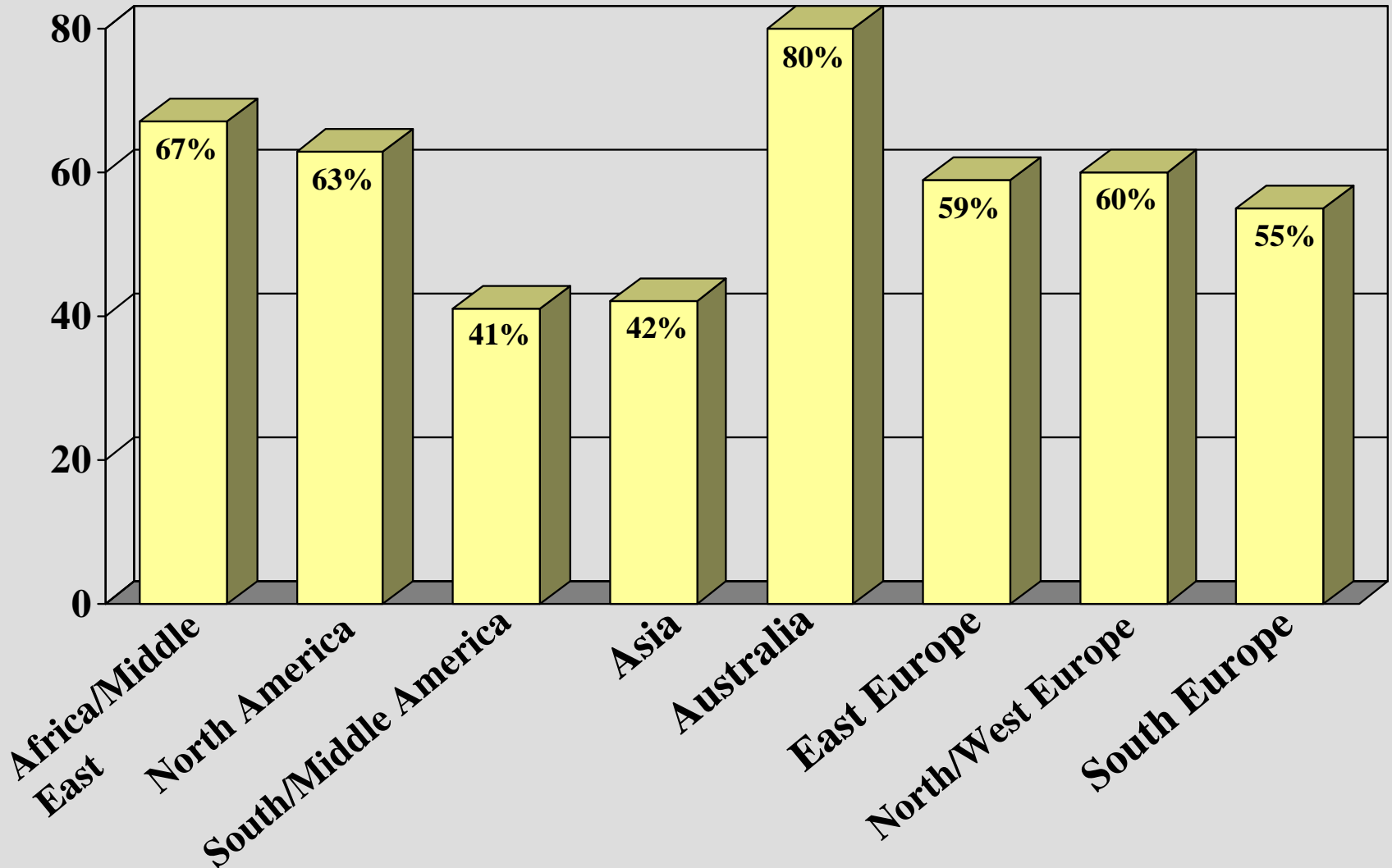
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A TV programme, show or film places a product or company in the picture, but there is nothing to inform the viewer in the end of the programme that the placement has been paid for.

Persons, who think that it happens often. (score 4-6)

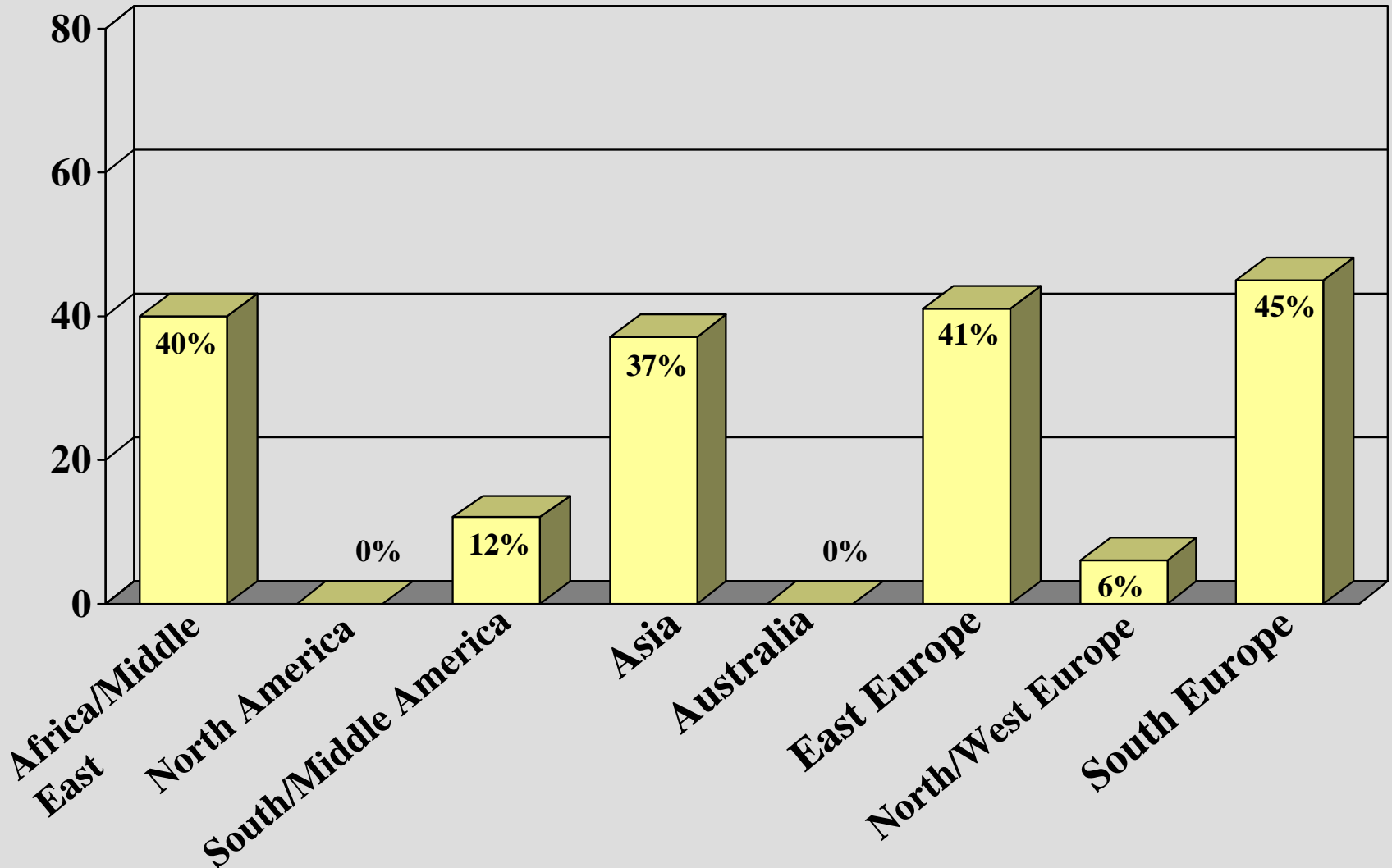
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A press release appears in a publication in exchange for a payment to a journalist or editor.

Persons, who think that it happens often. (score 4-6)

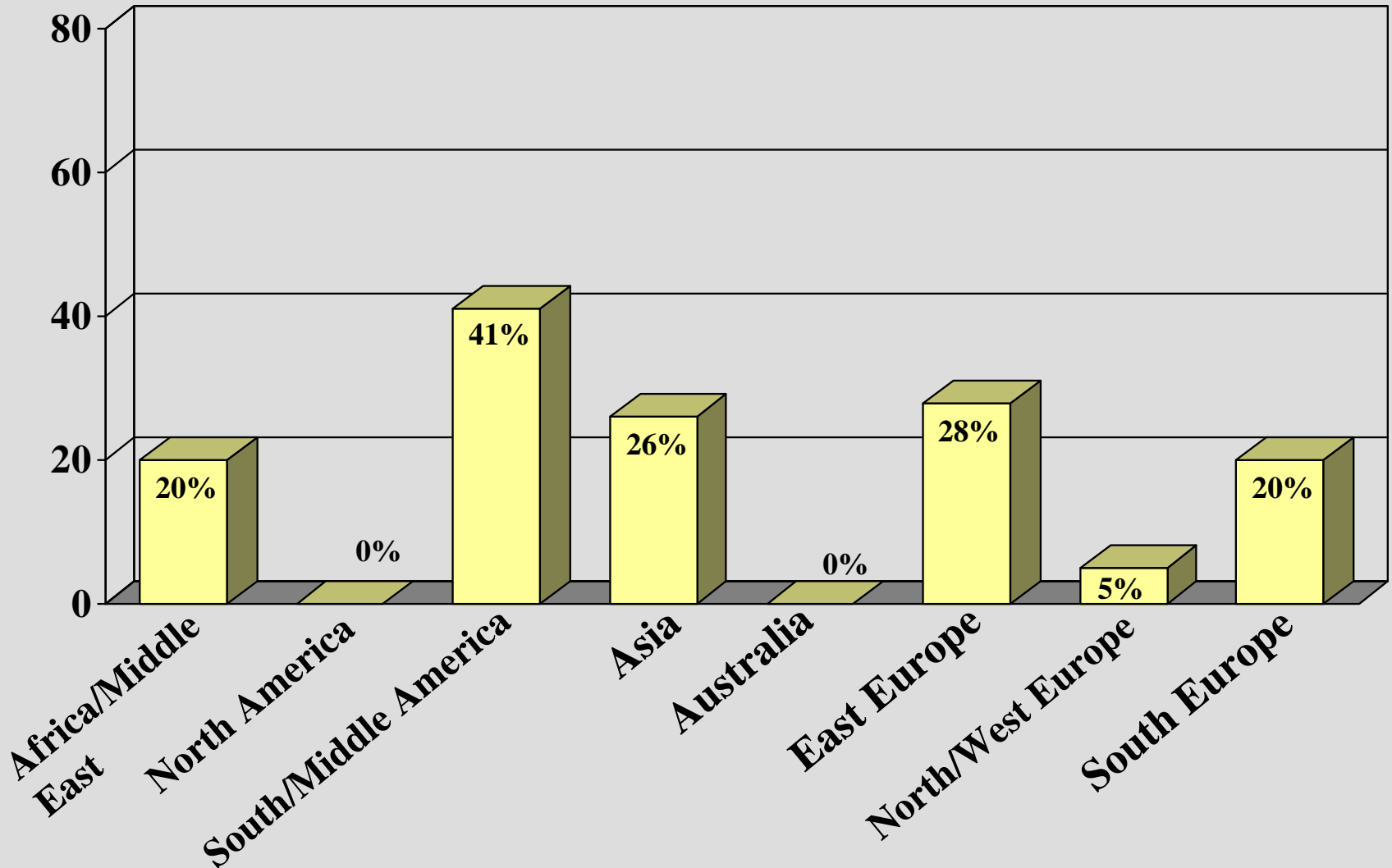
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A newspaper or a journalist accepts payment for a story not to appear in the newspaper or on air.

Persons, who think that it happens often. (score 4-6)

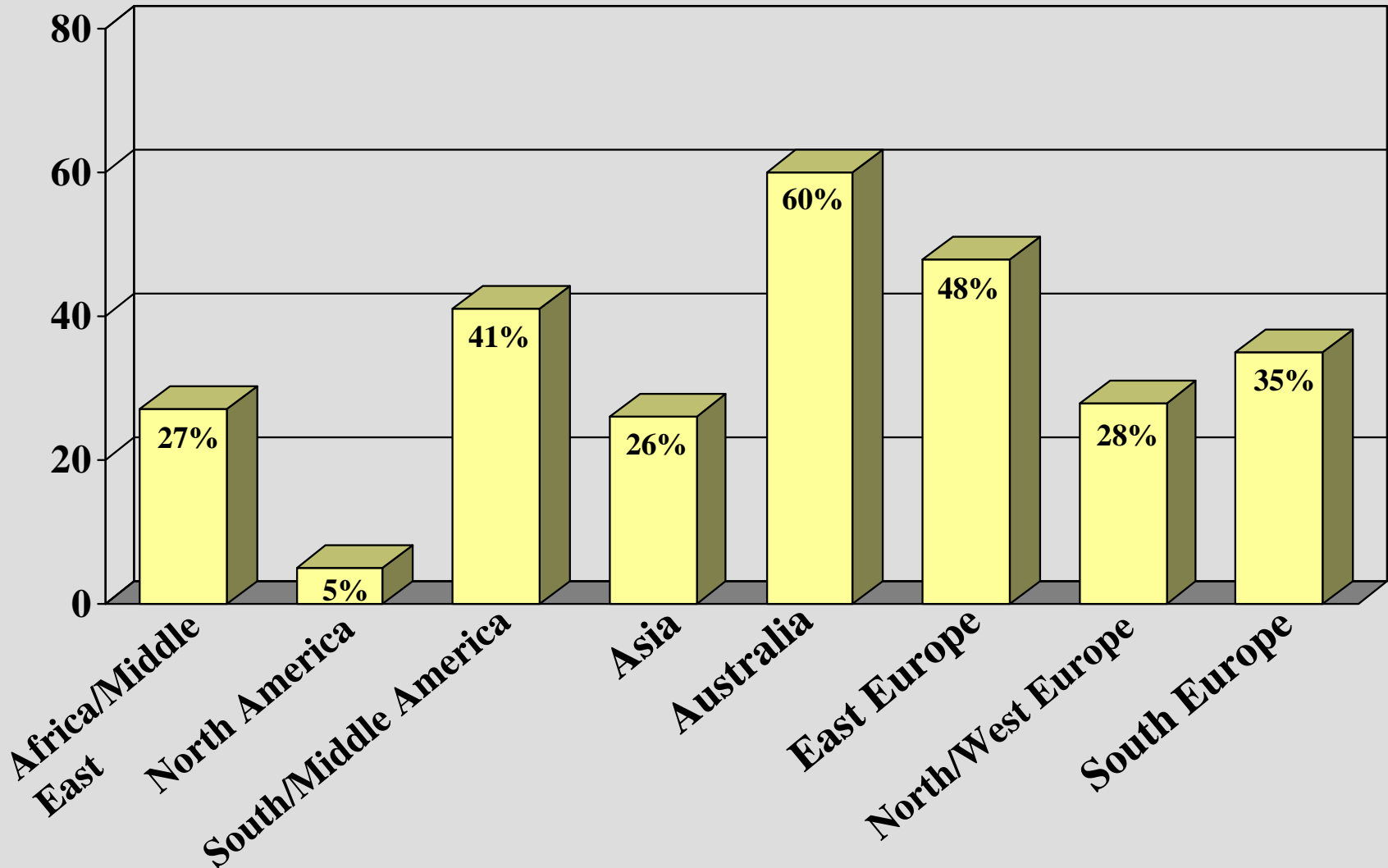
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A journalist in full time employment with a publication is also employed, either openly or secretly, by a company or public relations agency.

Persons, who think that it happens often. (score 4-6)

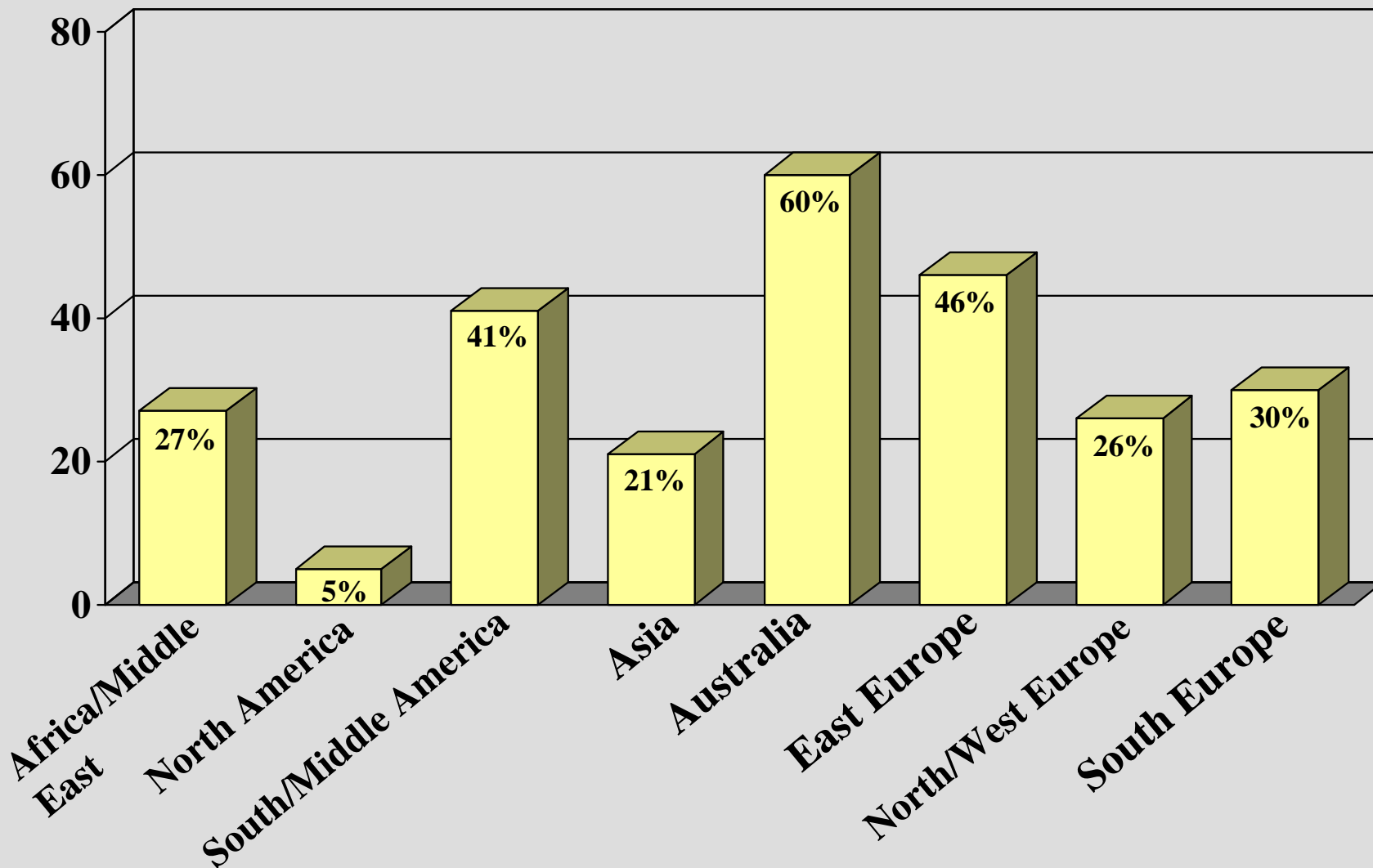
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A broadcaster or news journalist is also employed by a company/institution/government or a PR or advertising agency.

Persons, who think that it happens often. (score 4-6)

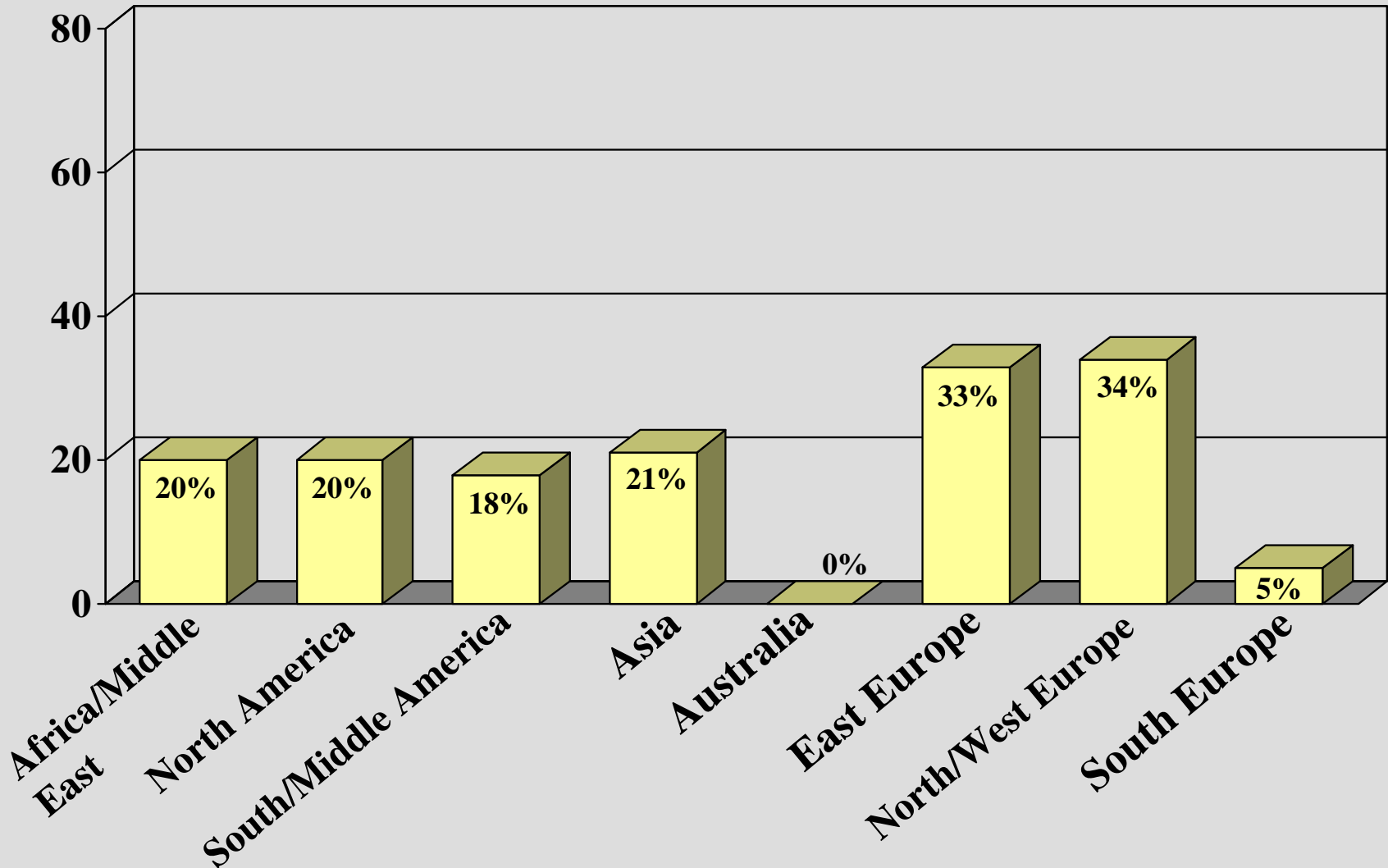
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A newspaper or magazine attempts to charge a company for the cost of colour separations for any photograph.

Persons, who think that it happens often. (score 4-6)

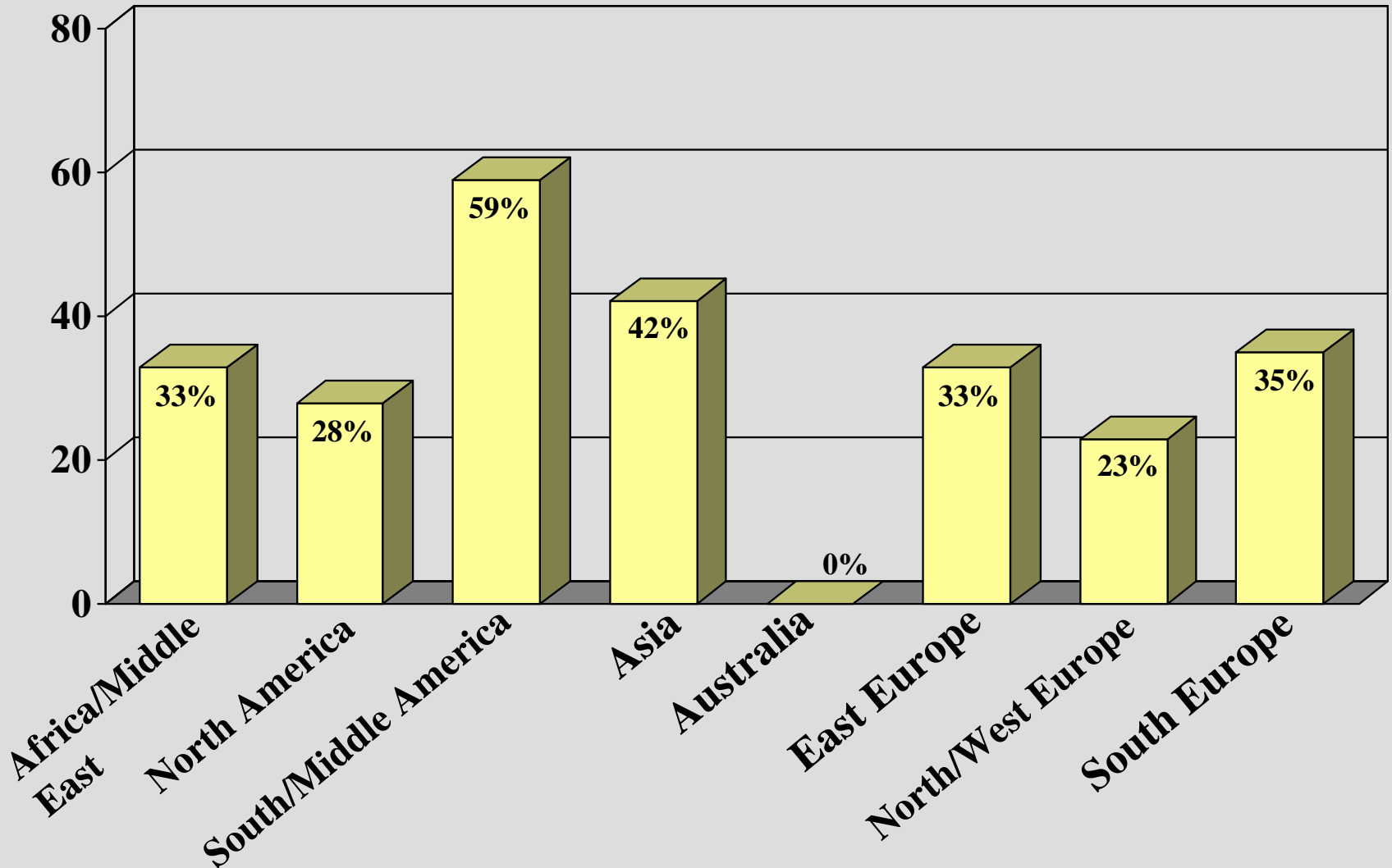
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An agency sends out a press release to the media sales department in order to put pressure on the editor to use material from an advertiser.

Persons, who think that it happens often. (score 4-6)

N = 242



Open question about other common or occasional activities. (Examples)

Press visits organized by companies just with a lot of entertainment (the only purpose of the visit), and with practically no information given to journalists about the company
- Poland -

Networks between top level journalists and political and economic elite make secret deals about the issues the media can impact. This kind of very discreet lobbying is almost impossible to state.
- Finland -

Paying journalists to "take care" of a specific project or client.
- Thailand -



Some PR agencies offer contracts with "guarantees of publication", often linked to their fees.
- Germany -

It is almost common that a PR Practitioner, mostly from the Government and Business Community giving money in cash in order to get the story (stories) published
- Indonesia -

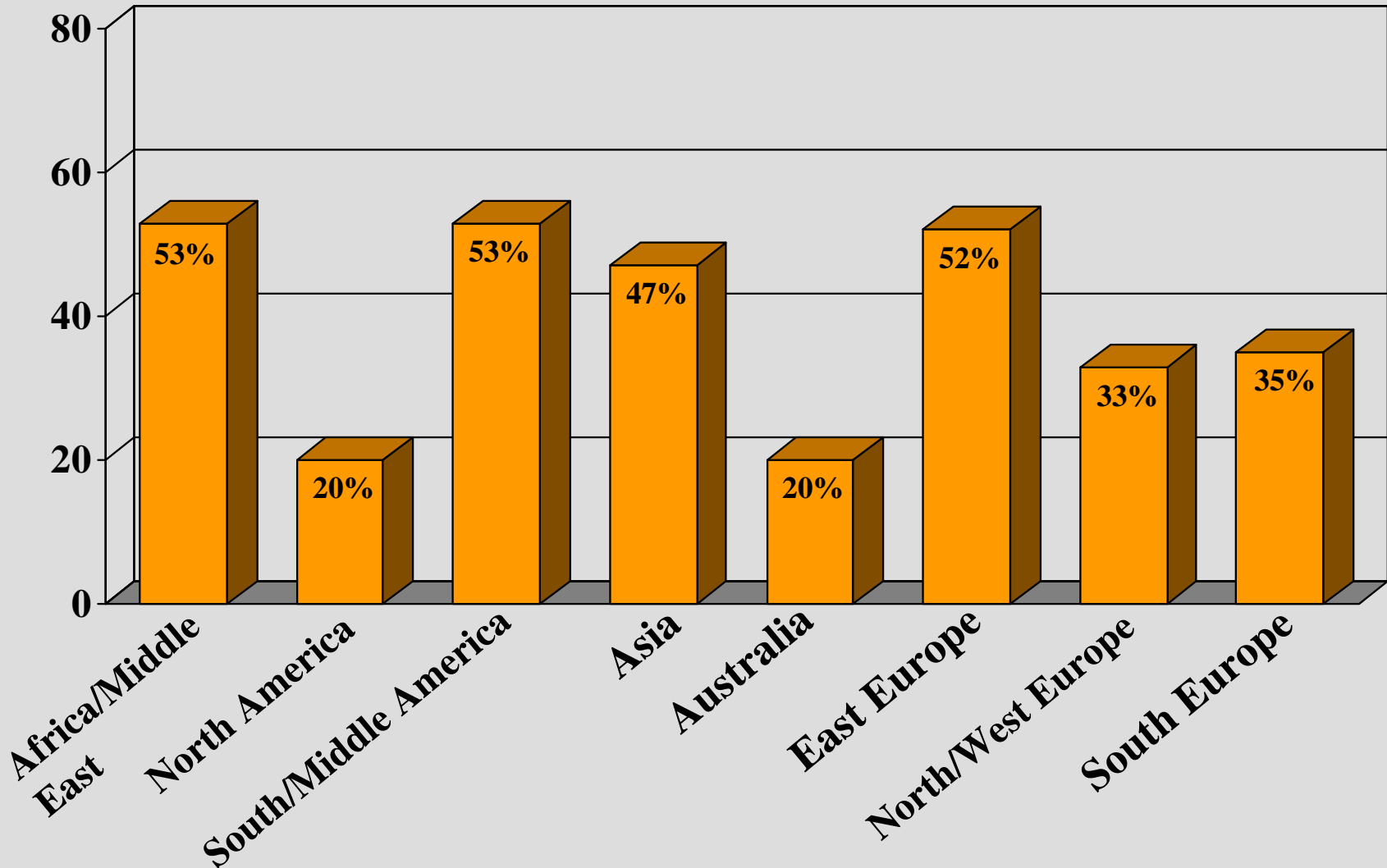
In the UK, some journalists may also be employed to write marketing materials for companies and this conflict of interest is never noted in the articles the same journalists write in public communications.
- UK -

Relations between public relations people and their employers and clients

Where these specific practices take place, public relations clients and corporations are not aware of them, it is a matter between public relations people and the media.

Persons, who think that it happens often. (score 4-6)

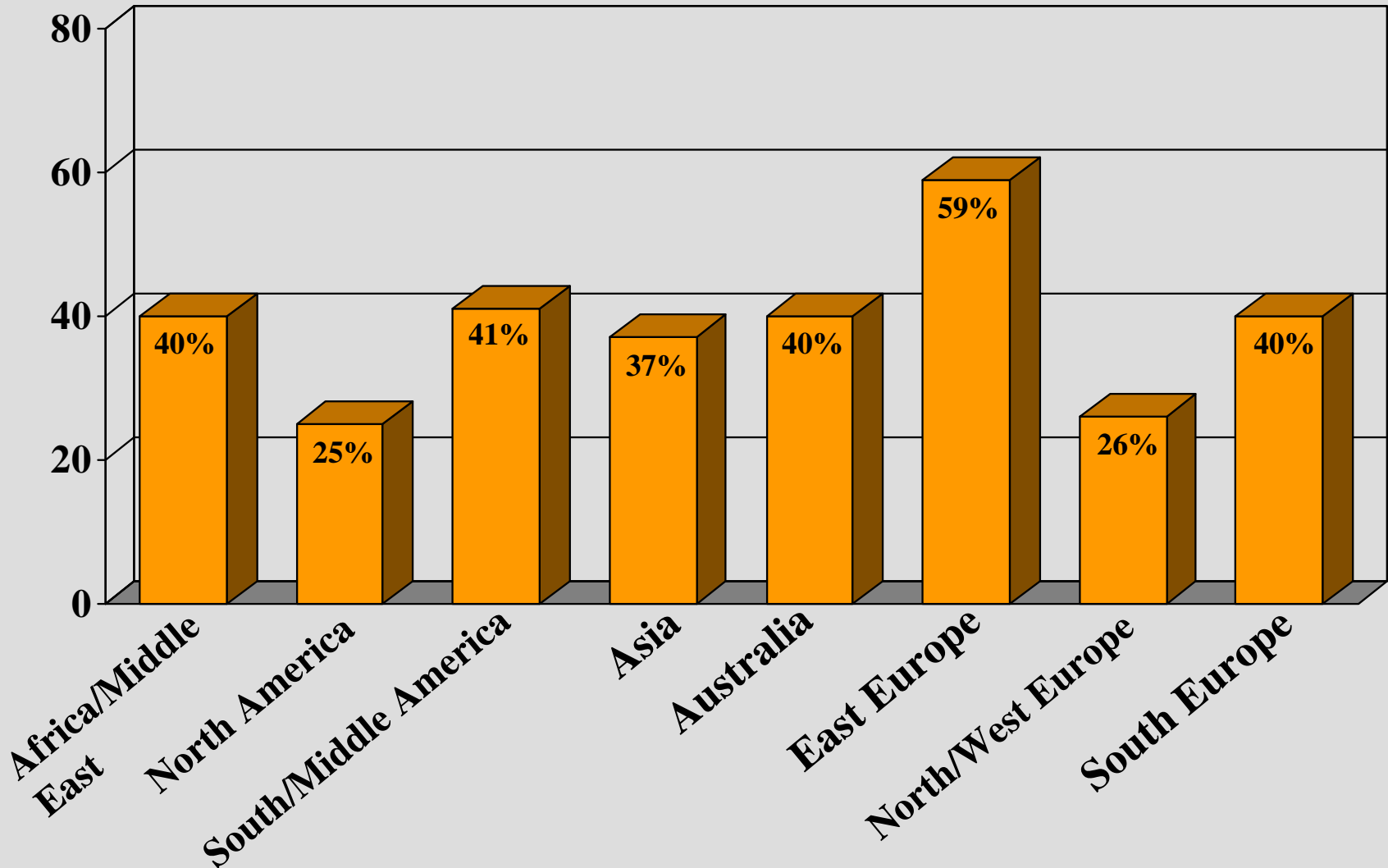
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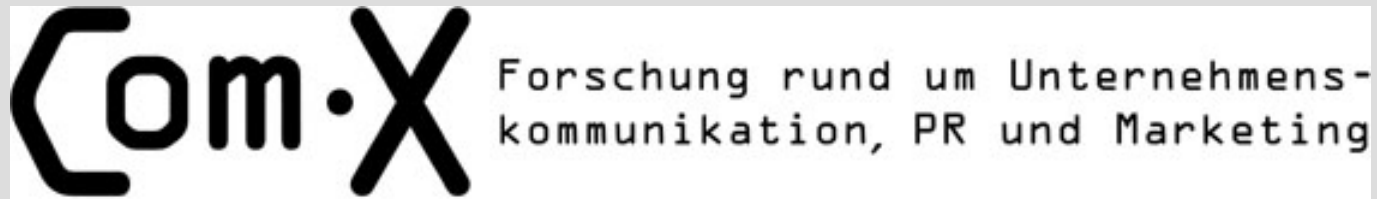


Clients and companies put pressure on their public relations people to follow these practices.

Persons, who think that it happens often. (score 4-6)

N = 242





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