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Will You Story Be Published? How Media (Non)Transparency Influences Media Around the World

PRSA 2012 International Conference Workshop

12:30-1:45p.m., Sunday, Oct. 16, 2012

Panel Participants:

Frank Ovaitt, president and chief executive officer for the Institute for Public Relations (IPR)

Dean Kruckeberg, Ph.D., APR, Fellow PRSA, Professor, University of North Carolina-Charlotte

Katerina Tsetsura, Ph.D., University of Oklahoma

For questions and additional information, please contact Dr. Tsetsura at tsetsura@ou.edu

Workshop Summary

The research project on media non-transparency has been supported by the Institute for Public Relations, PRSA, IPRA, IPI and IFJ. This workshop shares some of the most interesting and significant results of the media non-transparency studies that have been conducted throughout the world during the past 10 years. Drs. Tsetsura and Kruckeberg are presenting the highlights of this research project that is the basis for their forthcoming book, "Transparency, Public Relations and the Mass Media: Combating Media Bribery Worldwide" (scheduled for publication by Taylor & Francis-Routledge in 2012). Participants discuss conceptual issues related to media transparency and highlighting practical implications of global media non-transparency and how this non-transparency affects the flow of information and practice of public relations throughout the world. As a global practitioner with many years of experience, Mr. Ovaitt provides highly valuable insights into the media non-transparency practices from the "trenches" by sharing his practitioner's perspective on the dangers of ignoring or misinterpreting this practice of non-transparency. Case studies and examples from around the world, including the USA, China, Hong Kong, Poland, Russia, UAE and Ukraine, are described.

The most widespread forms of media influences, according to the 2007 global study of media practitioners (Tsetsura, 2008), are: 1) direct payments for publicity; 2) indirect influences; 3) pressure from advertising departments; and 4) financial pressures.

List of Studies on Media Transparency (for more information or get a copy, please contact Dr. Tsetsura)

Tsetsura, K. (2011). Cultural and historical aspects of media transparency in Russia. In A. G. Nikolaev (Ed.), *Ethics issues in international communication* (pp. 172-182). New York: Palgrave Macmillan.

Tsetsura, K., & Luoma-aho, V. (2010). Innovative thinking or distortion of journalistic values? How the lack of trust creates non-transparency in the Russian media. *Ethical Space: The International Journal of Communication Ethics, 7*(4), 30-38.

Klyueva, A., & Tsetsura, K. (2011). News from the Urals with love and payment: The first look at non-transparent media practices in the Urals Federal District of Russia. *Russian Journal of Communication, 4*(1/2), 72-93.

Klyueva, A., & Tsetsura, K. (2010). Media non-transparency research: A Case of Romania. *Public Relations Journal, 4*(4). Retrieved from http://www.prsa.org/Intelligence/PRJournal/Documents/2010FallKlyuevaTsetsura.pdf

Tsetsura, K., & Grynko, A. (2009). An exploratory study of the media transparency in Ukraine. *Public Relations Journal, 3*(2). Retrieved from http://www.prsa.org/SearchResults/download/6D-030205/0/An_Exploratory_Study_of_the_Media_Transparency_in

Tsetsura, K. (2008). An exploratory study of global media relations practices. *Institute for Public Relations Research Reports: International Research*. Retrieved from http://www.instituteforpr.org/research_single/an_exploratory_study_of_global_media_relations_practices/

Tsetsura, K. (2005). Bribery for news coverage: Research in Poland. *Institute for Public Relations Online: International Research*. Retrieved from http://www.instituteforpr.org/research_single/bribery_for_news/

Kruckeberg, D., & Tsetsura, K. (2003). International index of bribery for news coverage: A composite index by country of variables related to the likelihood of the existence of "cash for news coverage."*Institute for Public Relations Online: International Research*. Retrieve from http://www.instituteforpr.com/international.phtml?article_id=bribery_index