

Abstract

This bachelor's thesis focuses on media relations, which are part of the field of PR. It aims to describe the current situation in the Czech PR and to find out whether traditional media relations tools are still effective and what trends in the field of media relations are used by Czech PR professionals. The first part of the thesis focuses on the theory of media relations. It briefly defines the basic terms and media relations tools as well as describes the current situation in Czech PR, ethical and legislative boundaries of media relations or media relations trends and measuring the effectiveness of media relations. In the practical part, research was conducted on trends and effectiveness of media relations tools. A combination of qualitative and quantitative methods was used to conduct the research. First, in-depth interviews were arranged with PR professionals from Czech PR agencies. Afterwards, a questionnaire survey was carried out with respondents working in PR agencies or in-house PR departments of companies. The outcomes from both research methods were analysed and the results were interpreted in the second part of this thesis. The research shows that Czech PR professionals still use traditional media relations tools such as press releases, media lists or media pitching and although their effectiveness varies, they generally consider them effective. Based on the research multiple media relations trends used by Czech PR professionals were identified, such as personalising content for individual journalists and editorial teams or using data and research to create more compelling content for journalists.