With the infiltration of new media into everything from a teenager’s social life and a business’ communication with consumers, it is starting to be present in the correspondence between public relations practitioners and journalists. This paper discusses if and how new media is affecting the relationship between the two professionals. The researcher surveyed public relations professionals and journalists from Indiana to find out if there has been a change in the relationship because of Facebook, Twitter, LinkedIn, etc.

This paper not only shows if the relationship has changed, but also, if the way public relations practitioners are pitching stories and if the public relations professionals and journalists are connected professionally have evolved since the integration of social media. Media relations has been a main part of public relations practitioners work and efforts in strategic communication. This research paper will be able to show how new media is affecting the relationship between public relations professionals and journalists and if media relations best practices will be changing because of this ever-evolving and dominant area of communication.