

Journists as PR Managers.

It is sad that this the same particularly in Africa. It is not actually the fault of journalists but the lack of understanding and appreciation of those that employ them, the Government in particular. Their perception of a PR person is only being able to make headlines in the Media, if that is to advantage or not is not always considered. Maybe also the true practitioners are too silent. We owe it a responsibility to educate government on the difference between a journalist and a PR practitioner. With the evolution even in the PR profession to Reputation Management we are not only to talk we should SHOUT!!!. Prince Adeyemi Asewunmi. CAM;MNIPR; rpa.(Lagos Nigeria)

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