

## **Managing Image and Reputation: The Role of Print Media in Public Relations Practice a case of Selected Print Media in Port Harcourt, Nigeria\***

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### **Abstract**

This paper explores reputation and the importance attached to managing it within the practice of public relations in ensuring relationship building in the print media. The Reformer Newspaper, Comet Newspaper and Observer Newspapers located in Port Harcourt, were the focus of this study. The study explains the functions, and implications of creating and maintaining good reputation. It enhances the overall idea of PR as a profession and also the general role of PR experts in building positive reputation. Various print media which include: newspapers (daily, weekly, national, international) and magazines, was analyzed. The relevance of creating sustainable image and strong positive reputation and its management with the use of holistic strategy was not ignored. Possible opportunities were presented and directions for advanced research in this line of study are suggested. The study examines the opinion of public relations practitioners in three print media houses using an interview regarding its public relations activities. Recommendation was made on ensuring that the image and reputation of the print Media must be guided with a well structured system so as to achieve success.

**Keywords:** Image, Reputation, Print Media, Public Relations practice