

Media relations

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Running Head: MEDIA RELATIONS: TRAYVON MARTIN'S CASE Professional and ethical conduct of organizations requires that appropriate authorities should respond to concerns of media and the general public in times of need. In this case, media relations within an organization serve as the most appropriate mechanism of availing information to journalists and interested members of the public. In the case of Martin's death, the relevant law enforcement authorities should have ensured journalists and other media agents could access reliable information in a timely manner¹. Timely provision of information would enhance the elements of transparency and ethical conduct within the police force.

With respect to Zimmerman's case, Sanford police department and city officials would have instituted contingency measures meant to facilitate professional response to such situations. In this case, media relations officers for the police force should have responded to journalists' questions in a consistent and convincing manner². Relevant media respondents would have allowed timely provision of preliminary assumptions of Martin's death. Such timely and convincing response helps to build public support; hence activating a positive public opinion for the institutions.

Modern federal and state institutions across the US adopt substantial use of internet in their process of distributing information. In the case of Martin's death, Sanford police department availed limited information through the city website³. Within the use of internet media, there is a significant growth of popularity in blogging from sections of participatory journalism and even from the mainstream public. Blogging utilizes technological advances used in HTML and FLP. Once organizations publish articles in their website, the

technology allows readers to leave comments below the articles.

This technology serves as an appropriate platform where media personnel and the public members engage in interactive conversations concerning a subject under considerations. Blogs, being a dynamic media technology, poses both positive and negative ramifications. Positive comments can enhance development of a constructive interactions; hence developing a reputable perspective on the article's content⁴. On the other hand, lack of timely and reliable information in website articles like in the case of Martin's death sparks the public to leave negative comments that twists public opinion on an organization⁵.

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