

Atıf Bilgisi: Çataldaş, İ. (2024). Online press releases in digital public relations: A review of airlines' press releases. *İNİF E- Dergi*, 9(2), 253-272.

ONLINE PRESS RELEASES IN DIGITAL PUBLIC RELATIONS: A REVIEW OF AIRLINES' PRESS RELEASES

Arş. Gör. Dr. İbrahim ÇATALDAŞ*

DOI: 10.47107/inifedergi.1515309

Araştırma Makalesi**

Başvuru Tarihi: 12.07.2024

Kabul Tarihi: 05.11.2024

Abstract

Press releases are frequently utilized tools, typically prepared by public relations departments to notify the public and the press about important developments. Press releases are essential in public relations for announcing newsworthy items, such as product launches, quarterly earnings, mergers, or important updates. As in various fields, digitalization has changed and transformed some tools and methods in public relations. However, press releases, one of the oldest public relations tools, are still used by organizations' communication departments for the same purposes. Due to digitalization, press releases are now posted on businesses' websites and social media pages. This study analyzed the press releases published by the four airlines on their corporate websites. The primary purpose of the research is to determine the type of press releases and how they align with public relations objectives. For this purpose, all press releases issued by four airline companies in 2023 were analyzed using content analysis. In this context, it was determined that airline companies issued press releases in nine different categories. These categories are press releases named public announcement, new route, corporate social responsibility, financial - earnings, innovation and technology, new partnership, award announcement, product-service launch, and sponsorship. As a result, in addition to informing the public, it has been determined that these press releases serve various purposes, including marketing-oriented public relations, investor relations, fostering a positive image and reputation, and corporate social responsibility.

Keywords: *Digital public relations, press releases, airline*

DİJİTAL HALKLA İLİŞKİLERDE ONLINE BASIN BÜLTENLERİ: HAVAYOLLARININ BASIN BÜLTENLERİNE DAİR BİR İNCELEME

Öz

Genellikle halkla ilişkiler departmanları tarafından kamuoyunu ve basını önemli gelişmelerden haberdar etmek amacıyla hazırlanan basın bültenleri sıklıkla kullanılan araçlardan biridir. Ürün lansmanları, şirketlerin kazanç ve kayıpları, birleşmeler veya önemli güncellemeler gibi haber değeri taşıyan konuları duyurmak için hazırlanan basın bültenleri, etkili bir halkla ilişkiler aracıdır. Dijitalleşme, birçok alanda olduğu gibi halkla ilişkilerde de bazı araç ve yöntemleri dönüştürmüştür. Bununla birlikte en eski halkla ilişkiler araçlarından biri olan basın bültenleri, kuruluşların iletişim birimleri tarafından halen aynı amaçlarla kullanılmaktadır. Dijitalleşmeye bağlı olarak basın bültenleri artık işletmelerin web sitelerinde ve sosyal medya sayfalarında yayınlanmaktadır. Bu çalışmada dört havayolu şirketinin

* Mersin Üniversitesi, İletişim Fakültesi, Halkla İlişkiler ve Reklamcılık Bölümü, e-mail: ibrahimcataldas@gmail.com, ORCID: <https://orcid.org/0000-0001-8096-9177>

** Yazar, makalede araştırma ve yayın etiğine uyulduğuna ve kullanılan fikir ve sanat eserleri için telif hakları düzenlemelerine riayet edildiğine yönelik beyanda bulunmuştur.

kendi kurumsal web sitelerinde yayınladıkları basın bültenleri ele alınmıştır. Araştırmanın temel amacı basın bültenlerinin türünü ve bunun halkla ilişkiler hedefleriyle nasıl örtüştüğünü belirlemektir. Bu amaç doğrultusunda, dört havayolu şirketinin 2023 yılında hazırladığı tüm basın bültenleri içerik analizi kullanılarak incelenmiştir. Yapılan analiz sonucunda havayolu şirketlerinin toplam 9 farklı kategoride basın bülteni yayınladığı tespit edilmiştir. Bunlar kamu duyurusu, yeni rota, kurumsal sosyal sorumluluk, finansal-kazanç, yeni ortaklık, inovasyon ve teknoloji, ödül duyurusu, ürün - hizmet lansmanı ve sponsorluk isimli basın bülteni kategorileridir. Sonuç olarak bu basın bültenlerinin kamuoyunu bilgilendirmenin yanı sıra, pazarlama odaklı halkla ilişkiler, yatırımcı ilişkileri, olumlu imaj ve itibar oluşturma, kurumsal sosyal sorumluluk gibi çeşitli amaçlara hizmet ettiği belirlenmiştir.

Anahtar Kelimeler: Dijital halkla ilişkiler, basın bültenleri, havayolu

Introduction

The Public Relations Society of America (PRSA) defines public relations (PR) as "a strategic communication process that builds mutually beneficial relationships between organizations and their publics" (2024). Regarding public relations, the word "Public" defines a community of people with common expectations that the organization needs to consider; that is, subgroups with a direct or indirect connection to the organization (Peltekoğlu, 2016, p. 178). The publics of PR in this context are target audiences like environmental relations, employees, potential employees, suppliers, service providers, investors, distributors, consumers, and opinion leaders (Okay and Okay, 2016, pp. 286-289). PR includes activities like maintaining a positive reputation, enhancing brand awareness, managing crises, and fostering relationships with key audiences. In this regard, public relations experts must build strong rapport with the media, serve as content sources, and keep them updated on the campaigns they are working on (Rodsevich, 2022). Thus, press releases are an indispensable tool for building solid relationships with the media and achieving desired goals. Whether launching a new product, announcing a significant milestone, or sharing important news, a well-crafted press release can help an organization capture the attention of journalists and get its message out to a broader audience. So, it is thought that if an organization wants to impact and reach its target audience, it shouldn't underestimate the power of a well-written press release. It's an investment that can pay off big in terms of media coverage, brand visibility, and overall success.

Public relations (PR), which has a much older history, became a significant profession in the 1900s. Various techniques and tools have been used since then. J. E. Grunig and L. A. Grunig (1989, 1992, as cited in Grunig et al. 1995, p.164) identified four typical models of public relations practice. Press agency and public information are two types of craft public relations. They form a continuum that ranges from propaganda (press agency) to journalism (public information). The other two types of public relations are professional. They are called two-way models and range from persuasion (two-way asymmetrical) to conflict management (two-way symmetrical). The public information model, in which press releases gain importance, includes Ivy Lee's public relations techniques. Ivy Lee, a prominent public relations practitioner of his time, believed in informing the public and demonstrated this belief with the following statement:

"This is not a secret press bureau. All of our work is done in the open. We aim to supply news. In brief, our plan is frankly, and openly, on behalf of business concerns and public institutions, to supply the press and public of the United States prompt and accurate information concerning subjects which it is of value and interest to the public to know about." (Morris, 2014).

As inferred from the statement above, Ivy Lee's fundamental philosophy is to inform the public. Therefore, he prepared informative content for the public by using press releases in his

public relations practices. Since Ivy Lee, press releases have been the most preferred communication tool in public relations (Peltekoğlu, 2016, p. 231). When a railroad accident occurred, Ivy Lee wrote and distributed the first press release to guide the story and explain the incident to journalists. The press release received significant media attention and was then published by The New York Times (Gavin, 2016). In the past, journalists used to create stories based on the facts they gathered themselves. However, Ivy's version of the story was published as written without any modifications. Since then, the press release has evolved into a standard tool used by every global communications team (Rodsevich, 2022). Thus, press releases remain a significant public relations strategy in today's world of press relations.

The evolution of press releases has occurred in tandem with the changes in mass media from the 1900s to the present. During the period spanning from the 1920s to the 1940s, press releases were distributed to newspapers and radio stations via mail or telegraph. However, with the emergence of television in the 1950s and 1960s, press releases underwent an evolution to include more visual elements, such as photographs and graphics, in order to engage with this new and exciting medium. As technology continued to advance, the introduction of computers and the internet in the 1980s and 1990s revolutionized the process of creating, distributing, and publishing press releases. Electronic distribution enabled news to be disseminated more rapidly and to a broader audience, making it more convenient than ever for organizations to connect with their target audience. In the 21st century, the landscape of press releases underwent another transformation with the rise of social media and online platforms. Today, releases can be instantly shared with a global audience, often incorporating engaging multimedia elements such as videos and interactive links (E-releases, 2024). In this regard, changes have occurred in both the distribution channels and the content of press releases over time.

The importance of digital tools in the field of communication is increasing day by day. New communication tools have changed and transformed every area where communication is needed. One of these areas is public relations, and it has been significantly impacted by the introduction of new communication technologies. In the last two decades, the rise of websites, blogs, and social media platforms such as Facebook, Instagram, YouTube, and Twitter has significantly impacted public relations (PR). These digital channels have become increasingly important in our lives and PR activities. This has been noted by several studies, including those conducted by Vercic et al. (2015), Wright and Hinson (2017, p.1), Wang et al. (2021), Bernhard and Russman (2023, p. 1), and Najatu et al. (2024). In this regard, new communication technologies are influencing public relations activities and leading to the emergence of new areas of expertise in digital public relations.

In the realm of digital public relations, there is a growing emphasis on specialized areas such as search engine optimization (SEO) (Chaffey and Chadwick, 2016, p. 502), data analytics, big data management (Sapience, 2024), and social media monitoring (Prowly, 2024). A 2023 survey revealed that 78% of respondents consider measurement and evaluation to be the most crucial emerging skills for the future of public relations and communications. Data science and analytics closely followed, with 71% of respondents deeming it important. Behavioral insights are also highly valued, with 69% of respondents acknowledging its significance (Global Commtech Report, 2023). The expertise areas and skills required for digital public relations are also crucial for creating effective online press releases. In this regard, utilizing SEO can significantly improve the visibility of press releases on online platforms and make them more appealing to a specific target audience (Cision, 2024). Press release content can be more reliable by utilizing big data and

data analytics (Businesswire, 2024). The impact of press releases on digital platforms can be analyzed by monitoring social media. In this regard, these new areas of expertise are also crucial for more effective use of press releases.

Digital Public Relations and Press Releases

For more than twenty years, digitalization has influenced public relations (PR) (Vercic et al., 2015; Wang et al., 2021; as cited in Bernhard and Russman, 2023, p. 1). This is due to the growing significance of websites, blogs, and social media platforms like Facebook, Twitter, YouTube, and Instagram. Social media platforms are becoming increasingly prevalent in all areas of our lives. From sharing news, opinions, and experiences to connecting with people in real time, these platforms have revolutionized the way we communicate. These platforms have transformed not only the daily lives of people but also various fields of activity. That's why various tools and techniques are now utilized in digital public relations to execute diverse activities for the targeted audience.

Digital public relations refers to the use of information and communication technologies (ICT) for cost-effective PR activities in computer-based environments (Herbert, 2005, p. 135). The aim of digital public relations (PR) is to use online platforms to increase brand awareness and visibility. Like traditional PR, digital public relations enables an organization to reach a wider audience in a more targeted and measurable way (Digital Marketing Institute, 2024). Gifford (2010, p. 63) defines digital public relations as a range of actions that include using journalism networks, creating an online newsletter to update stakeholders on the organization's activities, and distributing information via the internet. Therefore, digital public relations refers to PR efforts conducted through digital channels.

Digital public relations tools include various resources and techniques such as business blogs, websites, search engine optimization (SEO), online newsletters, instant messaging applications, and social media platforms (Çataldaş and Özgen, 2023, p. 87). In addition, many of the classic PR tools from the past, including radio, television, books, newspapers, magazines, brochures, handbooks, posters, flyers, newsletters, and meetings, can still be used today. Due to digitalization, some of these tools have changed and are now used as digital PR tools. One of these tools is online press releases, which remain significant in digital public relations activities.

Based on an investigation of America's most reputable media outlets, press releases are seen as the most reliable sources of information (Blagojevic, 2024). The research revealed that people place 42% trust in press releases, 29% trust in spokespersons, 29% trust in business websites, 4% trust in blogs, and 4% in social media. This highlights the potential for institutions and organizations to utilize press releases as an effective tool in shaping public opinion through public relations.

Companies or organizations commonly use several types of press releases to inform the public. These include new hire press releases, new product press releases, event press releases, research finding press releases, new venture press releases, award press releases, book publication press releases, crisis management press releases, product update press releases, acquisition and merger press releases, product launch press releases, blog post press releases, video news press releases, rebranding press releases, new partnership press releases, and breaking news press releases (Advicescout, 2024; Zarembo, 2022). In this context, press releases can be used to inform the target audience about various topics, depending on the institution or organization's field of activity.

Press releases have been used since public relations became a profession. However, developments in information and communication technologies have transformed press releases. Due to digitalization, online press releases differ from traditional press releases in several ways. Unlike traditional press releases, online press releases are prepared and distributed in a format suitable for digital media environments. These releases are supported by SEO (Search Engine Optimization) strategies, aiming to rank higher in search engines and reach a wider audience. In addition, social media integration increases the potential for releases to go viral, allowing messages to spread quickly (PRweb, 2024). In digital PR, online press releases are used to reach not only media representatives but also target audiences directly. After submitting a press release, it becomes accessible to the public through the submission site. This allows companies and organizations to communicate directly with their audience members rather than depending on journalists to decide which information is significant enough to share with the public (Mindscape, 2021). Online press releases are usually supported by rich media elements such as interactive content, videos, infographics, and social media links to attract the attention of readers and encourage more engagement (Lorenz, 2024). Online press releases are also more cost-effective than traditional press releases (PRweb, 2024). In this regard, online press releases offer distinct advantages in terms of distribution medium, interaction, content type, and cost.

Press releases are also important for reputation management since they are controlled and prepared by the organization or company. While traditional press releases are controlled by editors, online press releases directly inform both the media and the public about the organization's structure, activities, products, and services (Kılınç et al., 2018, p. 186). Thus, online press releases have made the relationship between public relations professionals and journalists ambiguous in the digital age. Another difference between online press releases and traditional press releases is that online press releases can be utilized not only in newsrooms but also in social media platforms (Onat, 2014, p. 67, as cited in Sancar, 2016, p. 89). Despite the limited distribution capacity of traditional press releases, online press releases can reach a global audience. Because press releases can be made available to the public online on various digital platforms, especially on institutions' own websites, they can be accessed from anywhere in the world.

Online press releases have the same purpose as traditional press releases: to make an announcement. They are also believed to offer various benefits to institutions and organizations regarding digital public relations, similar to traditional press releases. Digital public relations involves issuing news releases to inform stakeholders about an organization's services or updates, using journalism networks, and disseminating information online (Gifford, 2010, p. 63). In this way, online press releases in digital public relations continue to serve as a communication tool for institutions or organizations to inform their target audience. In a nutshell, an online press release can enhance brand image, help in crisis management, promote products and services, prevent misunderstandings, attract investors, improve investor relations, increase media coverage, support B2B marketing, offer global reach, facilitate partnerships, reach niche markets, support corporate social responsibility initiatives, support digital footprint, etc... (E-releases, 2024). A well-crafted online press release can help a company or organization enhance its brand image and build relationships with the media. At this point, SEO, web-appropriate format, the right keyword, contact persons, and accessibility of the content are the issues to be considered in terms of online press releases (Ryan and Jones, 2009, pp. 179-181). If the suitability of press releases for digital platforms is optimized, it may be possible for these contents to be discovered by more people. Press releases that become discoverable by more people in digital environments can also positively impact the brand image of companies.

In times of crisis, online press releases are crucial in quickly informing the public. They can be used to address any threat to an institution or organization (Prlab, 2024). Since online press releases are typically published on the websites of organizations and companies, they can be instantly shared with the public during crisis situations. Additionally, online press releases are also used to promote corporate social responsibility projects and raise public awareness of these initiatives. In this respect, organizations inform the public through press releases about their voluntary activities toward society. Thus, such press releases can positively impact an organization's image and reputation. Online press releases also help companies establish a long-term digital presence and expand their brand's online footprint. Businesses prepare their press releases by considering their own brands. In this context, press releases, which are prepared using SEO and various other technical formats and thus can be easily discovered by people on digital platforms, create a digital footprint for brands and companies. As a result, online press releases are effectively used in digital public relations as an important component of the communication strategies of institutions and organizations.

1. Research Design

1.1. Subject of The Research

This research focuses on airline press releases. Press releases have been utilized extensively by people and organizations ever since public relations became a recognized profession. As a result of digitalization, press releases are now distributed to the public via digital platforms. In this context, this study discusses the use of online press releases in digital public relations.

1.2. Purpose of The Research

The primary focus of this study is to examine how airline companies use press releases in digital public relations. For this reason, the press releases of Turkish Airlines, Pegasus, Lufthansa, and Eurowings were analyzed in this study. Due to digitalization, press releases no longer need to be sent as printed brochures. Instead, institutions and organizations usually make press releases available to the public online through their corporate websites. Therefore, this study addresses the role of press releases in digital public relations.

2.3. Research Questions

The following are the research questions: Which subjects are covered in news releases? In terms of digital public relations, what are the functions of online press releases? What are the similarities and differences between all the companies' press releases?

2.4. Methodology

A qualitative research methodology was applied in this study. Qualitative research is defined as research in which qualitative data collection methods such as observation, interview, and document analysis are used, and a qualitative process is followed to reveal perceptions and events realistically and holistically in a natural environment (Yıldırım and Şimşek, 2021 p. 37). In this context, the document analysis data collection technique was used to gather news releases from the airlines' websites, which were subsequently subjected to content analysis. The airlines identified under the study's purview are Turkish Airlines, Pegasus Airlines, Lufthansa Airlines, and Eurowings Airlines. The research sample consists of press releases published by these companies on their corporate websites. During the sampling phase, specific standards were set to ensure that the sample was representative of the population. For this reason, criterion sampling was used in the research. In criterion sampling, the researcher can create the criterion or use a list

of previously prepared criteria (Marshall and Rossman, 2014, as cited in Baltacı, 2018, p. 214). The criteria determined in this context are as follows:

- 1) All airlines should include their press releases online on their corporate websites.
- 2) Inclusion of airlines from different countries
- 3) Including airline companies with different business models

All four airlines included in the study publish their press releases online through their corporate websites, in accordance with the first criteria. Following the second criterion, the research included airlines from two different countries, and following the third criterion, the research included airlines operating in different business models. In this respect, Lufthansa, the flag carrier of Germany, and Turkish Airlines, the flag carrier of Turkey, were selected. The research also aims to include airline companies that operate with different business models. For this reason, the study involved Eurowings Airlines and Pegasus Airlines since they are budget carriers. The scope of the research is limited to the press releases issued by four airline companies to the public in 2023. In this context, four airlines published 196 press releases in 2023, all analyzed within the research's scope.

2. Findings

The types of press releases four airlines released in 2023 are displayed in the table below. It is observed that these airlines issue press releases in various categories to keep the public informed. In this context, airlines have prepared press releases in 9 categories: public announcement, new route, corporate social responsibility, innovation and technology, financial-earnings, new partnership, award announcement, product-service launch, and sponsorship. While all airlines in the sample issued press releases in the first five categories, only some released press releases in the remaining four categories.

Table 1. Types of Press Releases

	Turkish Airlines	Lufthansa	Pegasus	Eurowings
Public Announcement	√	√	√	√
New Route	√	√	√	√
Corporate Social Responsibility	√	√	√	√
Financial - Earnings	√	√	√	√
New Partnership	√	√	√	√
Award Announcement	√	X	√	√
Product- Service Launch	√	√	X	√
Sponsorship	√	X	X	X
Innovation and Technology	X	√	X	X

As the table above indicates, Turkish Airlines has eight distinct categories for press releases in 2023. Lufthansa and Eurowings Airlines have seven categories, while Pegasus Airlines has six. The category of Public Announcement includes the highest quantity of press releases. It encompasses bulletins regarding significant developments and organizational changes within a company. Some press releases in this category address misleading news and company updates.

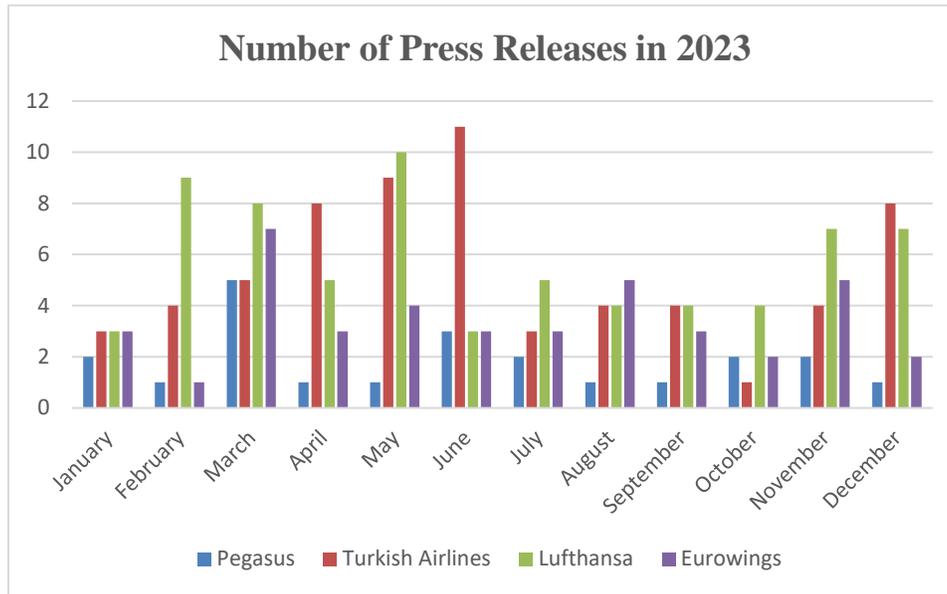
Therefore, public announcements serve not only to inform the public about significant developments and changes within the organization but also to guide them in the right direction during times of crisis and misinformation.

The New Routes category includes press releases that provide information about airlines' new travel routes. Airlines use press releases to inform the public about new flight destinations and to conduct marketing-oriented public relations activities. In this regard, press releases are crucial in the marketing process of products and services. These news releases also serve marketing-oriented public relations goals. Another topic that airlines include in their press releases is corporate social responsibility. This category includes press releases that provide information on companies' non-profit activities. Thus, the public is informed about the activities carried out by airlines for the benefit of society.

Airlines' press releases also cover financial news about companies' profits and losses. Airlines usually provide quarterly financial performance updates to the public through press releases, which are important for obtaining information about companies' financial situations. The new partnership category includes press announcements on joint ventures involving the goods and services provided by airlines. Many processes are involved in the products and services that airlines offer. Not all these processes are handled by airline firms on their own; rather, they collaborate with other companies and organizations. Because of this, airlines use these press releases to inform the public about their new partnerships.

Awards received by airlines are another area where press releases are used. Airlines may receive awards from various institutions and organizations. Such awards are also announced to the public through press releases. In this regard, three of the four airlines in the study's sample utilized press releases to publicize the accolades they were given in 2023.

Airlines sometimes begin to offer new products and services to their customers and their existing ones. Such new products and services are also announced through product-service launch press releases. In this context, the three airlines in the research sample published press releases in 2023 regarding the new products or services they offered. In addition to these press releases, one airline used press releases about its sponsorships, and another utilized press releases to highlight its technological and innovative advances.

Table 2. Total Distribution of Press Releases by Month

The table above shows the monthly distribution of total press releases shared by four airlines in 2023. Lufthansa shared 69 press releases in 2023, followed by Turkish Airlines with 64, Eurowings with 41, and Pegasus with 22. It is generally observed that low-cost carriers Eurowings and Pegasus share fewer press releases than flag carriers Turkish Airlines and Lufthansa. In addition, the distribution of press releases in terms of quantity by month may also vary for each airline. In this regard, no continuous trend has been observed in the number of press releases from month to month. Alternatively, it may be claimed that the quantity of press releases fluctuates based on changes in the airlines' business practices.

Table 3. Distribution of Turkish Airlines Press Releases in 2023

	Sponsorship	New Partnership	Product-Service Launch	Award Announcement	Corporate Social Responsibility	Financial - Earnings	Public Announcement	New Route
January	1	1	1					
February		2		1	1			
March	1					2	2	
April	1	2	1	1			4	
May	2	1	2				1	2
June		4		1			5	1
July							2	1
August		1		1		1	1	
September	1	1					2	
October		1						
November		1		1			1	1
December	1	2					4	1
Total	7	16	4	5	1	3	22	6

The above table for 2023 displays the distribution of Turkish Airlines' press releases by month and category. In 2023, Turkish Airlines shared 64 press releases with the public. Turkish Airlines attaches importance to press releases regarding company developments and cooperation. In this context, it is observed that there are more press releases in the public announcement and

new partnership categories than in other categories. Turkish Airlines included sponsorship activities in its press releases, unlike other airlines in the research. Sponsorship practices can impact the image and reputation of institutions and organizations. Publicizing such activities through press releases may positively impact the company's image and reputation.

Table 4. Distribution of Lufthansa Airlines Press Releases in 2023

	Product-Service Launch	New Partnership	Corporate Social Responsibility	Financial-Earnings	Public Announcement	New Route	Innovation & Technology
January	1				2		
February	2	1	2		3	1	
March	2	1	1	1	3		
April			2		1	1	1
May	1	1	1	4	1		2
June			1	1	1		
July	1	1	2		1		
August		1	2	1			
September	1		1			1	1
October	1		1		2		
November	3		1	1	1		1
December		1	2		3	1	
Total	12	6	16	8	18	4	5

The above table for 2023 displays the distribution of Lufthansa Airlines' press releases by month and category. Among the research sample, Lufthansa Airlines had the highest number of press releases, totaling 69. Like Turkish Airlines, Lufthansa Airlines' most press releases fall under the public announcement category. In contrast to other airlines in the research sample, Lufthansa Airlines has made press releases highlighting the advancements and technologies it has integrated into its operations. Besides, although all airlines provide press releases on corporate social responsibility, Lufthansa Airlines' press releases in this category are higher than those of others.

Table 5. Distribution of Pegasus Airlines Press Releases in 2023

	New Route	Public Announcement	Corporate Social Responsibility	Financial-Earnings	New Partnership	Award Announcement
January	1	1				
February			1			
March	1	2		1	1	
April	1					
May				1		
June		1		1		1
July		1				1
August			1			
September		1				
October		1	1			
November				1		1
December		1				
Total	3	8	3	4	1	3

The press releases published by Pegasus Airlines in 2023 are listed in the table above. Regarding the total number of press releases issued throughout the year and the category of press releases published, Pegasus Airlines has the lowest number of releases compared to other airlines.

In general, it can be said that the company includes press releases in its activities less than other airlines.

Table 6. Distribution of Eurowings Airlines Press Releases in 2023

	Award Announcement	Product- Service Launch	New Partnership	Corporate Social Responsibility	Financial - Earnings	Public Announcement	New Route
January		1				1	1
February			1				
March			1			3	3
April		1				1	1
May		1	1			1	1
June	1					2	1
July						1	2
August			1		1	1	2
September						2	1
October		1					1
November			1	1	1	2	
December		1		1			
Total	1	5	5	2	2	14	13

As the table above illustrates, Eurowings issued press releases in 7 categories in 2023. Although Eurowings and Pegasus are low-cost airlines, Eurowings published almost twice as many press releases as Pegasus in 2023. In terms of new routes, it's possible to conclude that Eurowings Airlines had a very good year in 2023. As can be seen from the table above, Eurowings published 13 press releases about new route. That means the company started flying to 13 new routes in 2023. Eurowings expanded its travel network more in 2023 than other airlines in the research sample. However, the public announcement category has the highest press releases, like the other airlines in the sample.

The press releases from airlines offer valuable insights into these companies' marketing and public relations activities. While public relations lacks a universally accepted definition, 65 experts collaborated to define it as "a privileged management function that helps create and maintain mutual communication and understanding between an institution and its target audience" (Peltekoğlu, 2016, pp. 3-4). Whether digital or traditional, communication exists at the core of public relations, facilitating mutual understanding between the target audience and the organization. Public relations practices encompass various concepts, such as reputation management, crisis management, sponsorship, social responsibility, brand identity, media relations, marketing communication, public diplomacy, lobbying, etc... (Okay and Okay, pp. 355-659). In this respect, this study, which examines the online press releases on airlines' websites, shows that these press releases are effectively used as a public relations tool.

First and foremost, press releases serve as an important communication channel between airlines and their target audiences, functioning as an official information tool. According to the findings, airline companies issue press releases across nine distinct categories: public announcements, new routes, corporate social responsibility, financial earnings, innovation and technology, new partnerships, award announcements, product-service launches, and sponsorship. Although these companies operate within the same sector, their use of press releases varies. In this regard, each airline prioritizes different issues in its activities. For instance, Lufthansa Airlines released 16 press releases in 2023 regarding its corporate social responsibility activities. In the

same category, Turkish Airlines issued 1 press release, Pegasus Airlines issued 3 press releases, and Eurowings Airlines issued 2. This suggests that Lufthansa Airlines prioritizes corporate social responsibility activities more than the other airlines in the study's sample. On the other hand, Turkish Airlines issued 7 press releases about its sponsorship activities, while the other airlines did not issue any press releases about sponsorship. Therefore, sponsorship activities are a preferred strategy for Turkish Airlines compared to other airlines. As mentioned, corporate social responsibility and sponsorship practices are integral to public relations activities. Accordingly, it is stated that all dimensions of CSR (economic, ethical, legal, and philanthropic) positively affect corporate image and customer citizenship behaviors (Kim et al., 2020, p. 1). In addition, making decisions about an institution's sponsorship activities is among the responsibilities of the public relations unit (Peltekoğlu, 2016, p. 164). Sponsorship and corporate social responsibility (CSR) are nonprofit activities that benefit society and positively impact the company's image and reputation. Therefore, it is evident that press releases about sponsorship and CSR activities play a crucial role in shaping airlines' long-term image and reputation.

The public announcement category consistently receives the highest number of press releases among all the airlines included in the study. These press releases inform the public about company developments, covering various issues such as crisis situations, organizational changes, and disinformation on digital platforms. In this regard, the press releases in this category also serve a public relations function. It is evident that press releases cater to different groups of stakeholders. In this regard, in addition to informing the public about financial earnings, award announcements, and new partnerships, investor relations are also considered in the related categories. Finance and public relations are expressed as the components of investor relations (Penning, 2011, p. 615). Communication between the institution and investors is important in investor relations, and press releases regarding financial matters are effective tools at this point. Marketing-oriented public relations can be found in new routes and product-service launches. Unlike advertising or marketing, the goal here is not to directly persuade customers to buy a product or service but to inform the target audience about the company's offerings through online press releases. In these cases, marketing-oriented public relations play a significant role.

The press releases examined in this research were posted online on the company's websites. In some ways, these press releases differ from traditional ones. In this respect, some releases were created solely on text, while others included content such as text, visuals, and videos. Another issue that should be emphasized regarding airline online press releases is the contact information provided for those who want to receive information about these releases. In this regard, Turkish Airlines and Lufthansa Airlines specify the Media Relations department in their press releases for contact, while Eurowings Airlines includes the contact information of the media relations and corporate communications departments in a separate section of its website from the press releases. However, it is seen that no representative is specified on the Pegasus Airlines website for contact.

The study examined press releases from four airlines, two of which are based in Germany (Lufthansa and Eurowings) and the other two in Turkey (Turkish Airlines and Pegasus Airlines). Lufthansa and Eurowings posted their press releases in both English and German, while Turkish Airlines and Pegasus Airlines shared theirs in Turkish and English. This approach enables the airlines to reach both local and global audiences. All four airlines operate both domestic and international flights, indicating that they have domestic and international passengers, investors, and stakeholders. Therefore, it is important for the airlines to craft press releases that cater to these various international audiences.

Turkish Airlines and Lufthansa specify the Media Relations department as the point of contact in their press releases. On the other hand, Eurowings Airlines introduces contact information for the media relations and corporate communications departments in a separate section of its website from the press releases. However, no authorized unit has been specified for contact purposes at Pegasus Airlines. In this respect, it can be assumed that press releases are managed under the responsibility of public relations as a communication activity, whether the unit's name is media relations or corporate communications.

Conclusion

Digitalization's opportunities and challenges have further increased the importance of online press releases in public relations. Digitalization, a key driver of globalization, has led many companies to adopt an international approach, aligning their communication strategies with the needs of a globalized and digitally savvy audience. Consequently, the digital transformation of target audiences has made it essential for companies to use digital tools that effectively engage a worldwide demographic. In this context, online press releases serve as a powerful digital public relations tool, enabling brands and organizations to swiftly and efficiently disseminate their messages across the globe.

The use of press releases as a communication tool has remained essential since the beginning of public relations and continues to hold a significant role in public relations practices today. Despite the evolution of many tools and methods in the field of public relations, press releases have maintained their effectiveness as an enduring tool in the industry. They have been a crucial means of communication for individuals, institutions, and organizations, covering many topics such as public announcements, collaborations, new product or service launches, awards, institutional developments, crisis management, sponsorships, recruitment, and corporate social responsibility.

Previously disseminated in print, press releases are now being shared on institutions' websites and social media platforms. Despite the shift in dissemination methods, the primary goal of press releases remains consistent: to inform the public. Just as press releases were instrumental for public information in traditional public relations, online press releases play a crucial role in digital public relations, informing and engaging broader audiences. However, while the fundamental purpose remains unaltered, there are distinctions between digital and traditional press releases. With digitalization, press releases can now reach a wider audience without the necessity of journalist coverage. They can be directly distributed to the target audience through websites, email, and social media platforms. Consequently, electronically created press releases can reach numerous users within seconds.

This study on airline press releases observes that they serve various purposes and can include various topics. In this context, they can inform the public on many issues, such as organizations' financial status, new collaborations, awards, CSR activities, sponsorships, and new travel routes. Flag carriers Lufthansa Airlines (69) and Turkish Airlines (64) issued more press releases in 2023 compared to low-cost airlines Eurowings (41) and Pegasus (22). However, regardless of the number of press releases, some airlines seem more prominent in some areas. In this respect, Turkish Airlines is more prominent in sponsorship and new partnerships, Lufthansa Airlines in corporate social responsibility, and Eurowings Airlines in new routes. This suggests that companies have different priorities, although they operate in the same sector. A study conducted on press releases stated that there may be differences between the stakeholder groups

addressed by organizations operating in different sectors and that this may affect the companies' press releases (Gül Ünlü, 2016, pp. 109-110). This finding supports the present study. As seen in this study, airlines' press releases differ in number and subject. This highlights that companies may have different priorities despite operating in the same sector, showing that press releases can vary based on their goals, mission, vision, and business model.

Although companies may issue varying numbers and types of press releases, their fundamental objective remains consistent: to shape public opinion and influence the attitudes of their target audiences. However, within each press release category, there are specific objectives. Marketing-focused public relations takes precedence in the new routes category, while press releases concerning corporate social responsibility and sponsorship are crucial for building a favorable image and reputation. Press releases in the public announcement category aim to deliver accurate information, whereas those in the new partnership and financial earnings categories prioritize investor relations. Regardless of the category, all press releases underscore the communication efforts undertaken by companies to earn the trust and support of their target audience. Public relations plays a pivotal role in online press releases, whether the goal is to enhance a positive image, inform stakeholders or the public, or introduce a new product or service. Therefore, it can be inferred that online press releases are predominantly crafted and disseminated for the public relations purposes of organizations.

The scope of public relations, intertwined with marketing, advertising, finance, and other related areas, continually expands. A previous study on online press releases found that, unlike traditional press releases, they are also used for marketing purposes by marketing experts and that public relations experts also play an active role in this process (Vorvoreanu, 2008, p. 3). The findings of this research also support this. Airline online press releases analyzed in this study included announcements such as new product and service presentations and new flight routes. It can be said that airlines use such announcements to influence the purchasing behavior of their target audience, ensuring they buy the products and services offered. Thus, the marketing purpose of online press releases has increased more through digitalization.

In public relations, press releases serve as a vital tool for facilitating communication between an organization and its target audience. While they remain an effective PR strategy, it's important to recognize that they have evolved in the digital age. When publishing press releases on digital platforms, it's crucial to consider certain factors to ensure they reach a wider audience. Factors such as keywords, formatting, and structure are crucial for improving the discoverability of press releases on search engines. In addition, selecting the appropriate distribution and utilizing SEO strategies is essential for maximizing online press release effectiveness (Widjaya, 2024). This way, press releases can become more visible in search engines and be viewed by more people. The study examines the use of online press releases in digital public relations. In future research, online press releases from companies across different sectors can be compared; how these releases are shared on digital media platforms beyond corporate websites can be analyzed, as can the level of interaction they generate and the extent to which these contents are featured in traditional media.

Genişletilmiş Özet

Dijitalleşmenin iletişim alanındaki etkisi her geçen gün artmaktadır. Bilgi ve iletişim teknolojilerinde meydana gelen gelişmeler iletişim faaliyetinin yürütüldüğü her alanı dönüştürmüştür. Sosyal medya, web siteleri, online forumlar, bloglar, haber siteleri ve arama motorları gibi dijital platformların yaygınlaşması, dijital bir hedef kitleyi meydana getirmiştir.

Dolayısıyla bu durum halkla ilişkiler faaliyetlerinin de dijital platformlar üzerinden yürütülmesini ve bu süreçte yeni iletişim araçlarının kullanılmasını zorunlu kılmıştır. Bu kapsamda geleneksel basın bültenlerinin dijital platformlardaki uzantısı olarak online basın bültenleri, dijital halkla ilişkilerde kullanılan yeni bir araç olarak öne çıkmaktadır.

Günümüzde her alanda olduğu gibi halkla ilişkiler alanında da dijitalleşme dönüştürücü bir güç haline gelmiştir. Bu dönüştürücü güce bağlı olarak halkla ilişkiler araç ve yöntemlerinden bazıları zaman içerisinde gelenekselden dijitalle kayarak dijital halkla ilişkileri meydana getirmiştir. Dijital halkla ilişkiler, bilgisayar tabanlı ortamlarda uygun maliyetli halkla ilişkiler faaliyetleri için bilgi iletişim teknolojilerinin kullanılmasını ifade etmektedir (Herbert, 2005, s. 135). Dijital halkla ilişkilerin amacı marka bilinirliğini ve görünürlüğünü artırmak için çevrimiçi platformları kullanmaktır. Geleneksel halkla ilişkilerde olduğu gibi dijital halkla ilişkiler de bir kuruluşun daha geniş bir kitleye daha hedefli ve ölçülebilir bir şekilde ulaşması amacı bulunmaktadır (Digital Marketing Institute, 2024). Gifford (2010, s. 63) dijital halkla ilişkileri gazetecilik ağlarını kullanmayı, paydaşları kuruluşun faaliyetleri hakkında bilgilendirmek için çevrimiçi bir haber bülteni oluşturmayı ve internet aracılığıyla bilgi dağıtmayı içeren bir dizi eylem olarak tanımlamaktadır. Dolayısıyla dijital platformlara yönelik olarak hazırlanan online basın bültenleri dijital halkla ilişkiler çalışmalarında önemli bir yer tutmaktadır.

Geleneksel basın bültenlerinde olduğu gibi online basın bültenlerinde de bir duyuru yapma amacı bulunmaktadır. Bununla birlikte online basın bültenleri bazı hususlarda geleneksel basın bültenlerinden farklılaşmaktadır. Geleneksel basın bültenleri, editörler tarafından kontrol edilirken online basın bültenleri hem medyayı hem de kamuoyunu kuruluşun yapısı, faaliyetleri, ürünleri ve hizmetleri hakkında doğrudan bilgilendirebilmektedir (Kılınç vd., 2018, s. 186). Dijital halkla ilişkilerde online basın bültenleri sadece medya temsilcilerine değil aynı zamanda hedef kitlelere de doğrudan ulaşmak için kullanılır. Bu yönüyle online basın bültenleri yalnızca haber merkezlerinde değil sosyal medya platformlarında da paylaşılabilir (Onat, 2014, s. 67'den aktaran Sancar, 2016, s. 89). Bu açıdan şirketler veya kuruluşlar hazırlanmış oldukları basın bültenlerinin kamuoyuna duyurulması için gazetecilerle temasta bulunmak yerine hedef kitleleriyle doğrudan iletişim kurabilmektedir (Mindscape, 2021). Geleneksel basın bültenlerinin sınırlı dağıtım kapasitesine karşın, online basın bültenleri küresel bir kitleye ulaşabilmektedir. Basın bültenleri, başta kurumların kendi internet siteleri olmak üzere çeşitli dijital platformlarda çevrimiçi olarak kamuoyuna sunulabildiği için bu platformlarda yer alan bültenlere dünyanın her yerinden anlık olarak erişilebilmektedir.

Online basın bültenleri dijital platformlara yönelik olarak hazırlandığı için hazırlanma formatı bakımından da birtakım farklılıklar gösterebilmektedir. Online basın bültenleri, arama motorlarında daha üst sıralarda yer almayı ve böylece daha geniş bir kitleye ulaşmayı amaçlayan SEO (Arama Motoru Optimizasyonu) stratejileriyle desteklenmektedir (PRweb, 2024). Bu açıdan online basın bültenlerinin hazırlanma formatı dijital platformlara uygun hale getirilmekte ve böylece söz konusu içeriklerin viral olma potansiyeli artmaktadır. Online basın bültenleri genellikle okuyucuların dikkatini çekmek ve daha fazla etkileşimi teşvik etmek için etkileşimli içerik, videolar, infografikler ve sosyal medya bağlantıları gibi zengin medya öğeleriyle desteklenmektedir (Lorenz, 2024). Buna ek olarak online basın bültenleri geleneksel basın bültenlerine göre daha az maliyetlidir (PRweb, 2024). Bu bağlamda online basın bültenleri dağıtım ortamı, etkileşim, içerik türü ve maliyet açısından geleneksel basın bültenlerine göre belirgin avantajlar sunmaktadır.

Online basın bültenlerinin bir kurumun marka imajını geliştirebileceği, kriz yönetimine yardımcı olabileceği, ürün ve hizmetlerini tanıtılabileceği, yatırımcı ilişkilerini geliştirebileceği, pazarlama ve kurumsal sosyal sorumluluk girişimlerini destekleyebileceği belirtilmektedir (E-releases, 2024). Bu noktada SEO, web'e uygun format, doğru anahtar kelime, iletişim kurulacak kişiler ve içeriğin erişilebilirliği online basın bültenleri açısından dikkat edilmesi gereken hususlardır (Ryan ve Jones, 2009, s. 179-181). Böylece basın bültenleri dijital platformlarda ve arama motorlarında daha üst sıralarda yer alarak daha geniş kitlelere ulaşabilir.

Günümüzde kurum ve organizasyonlar tarafından çeşitli konulara yönelik olarak basın bültenleri hazırlanabilmektedir. Bunlar arasında yeni işe alım basın bültenleri, yeni ürün basın bültenleri, etkinlik basın bültenleri, araştırma bulgu basın bültenleri, yeni girişim basın bültenleri, ödül basın bültenleri, kriz yönetimi basın bültenleri, ürün güncelleme basın bültenleri, satın alma ve birleşme basın bültenleri, ürün lansmanı basın bültenleri, blog yazısı basın bültenleri, video haber basın bültenleri, yeniden markalaşma basın bültenleri, yeni ortaklık basın bültenleri ve son dakika haber basın bültenleri sayılabilir (Advicescout, 2024; Zaremba, 2022). Bu açıdan dijitalleşmeyle birlikte basın bültenlerinin çeşitlendiğini ve daha geniş bir kitleye yönelik olarak hazırlandığını söylemek mümkündür.

Yapılmış olan bu çalışmanın araştırma kısmında havayolu şirketlerinin kendi kurumsal web siteleri aracılığıyla yayınlamış oldukları basın bültenlerine odaklanılmıştır. Dijitalleşmenin bir sonucu olarak basın bültenleri artık dijital platformlar aracılığıyla kamuoyuna sunulabilmektedir. Bu bağlamda çalışmada dijital halkla ilişkiler alanında basın bültenlerinin kullanımı ele alınmaktadır. Bu çalışmanın öncelikli amacı havayolu şirketlerinin dijital halkla ilişkilerde basın bültenlerini nasıl kullandığını incelemektir. Bu kapsamda bayrak taşıyıcı havayolu şirketleri olan Türk Hava Yolları ve Lufthansa ile düşük maliyetli havayolu kategorisinde yer alan Pegasus ve Eurowings şirketlerinin basın bültenleri analiz edilmiştir. Bu nedenle bu çalışma, basın bültenlerinin dijital halkla ilişkilerdeki rolünü ele almayı amaçlamaktadır. Bu amaç doğrultusunda “Haber bültenlerinde hangi konular ele alınmaktadır?”, “Dijital halkla ilişkiler açısından çevrimiçi basın bültenlerinin işlevleri nelerdir?” “Tüm şirketlerin basın bültenleri arasındaki benzerlikler ve farklılıklar nelerdir?” soruları cevaplanmaya çalışılmıştır. Bu çalışmada nitel araştırma yöntemi uygulanmıştır. Nitel araştırma, gözlem, görüşme ve doküman analizi gibi nitel veri toplama yöntemlerinin kullanıldığı, algıların ve olayların doğal ortamda gerçekçi ve bütüncül bir şekilde ortaya çıkarılması için nitel bir sürecin takip edildiği araştırma olarak tanımlanmaktadır (Yıldırım ve Şimşek, 2021 s. 37). Bu kapsamda havayolu şirketlerinin web sitelerinde yer alan haber bültenlerinin toplanması amacıyla doküman analizi veri toplama tekniği kullanılmış ve daha sonra elde edilen veriler içerik analizine tabi tutulmuştur. Örneklem aşamasında ölçüt örnekleme kullanılmıştır. Ölçüt örneklemede araştırmacı, ölçütü oluşturabilir veya önceden hazırlanmış ölçütlerin bir listesini kullanabilir (Marshall ve Rossman, 2014, aktaran Baltacı, 2018, s. 214). Bu kapsamda belirlenen kriterler aşağıdaki gibidir:

- 1) Tüm şirketlerin basın bültenlerine kurumsal web sitelerinde online olarak yer vermesi
- 2) Farklı ülkelerden havayollarının dahil edilmesi
- 3) Farklı iş modellerine sahip havayolu şirketlerinin dahil edilmesi

Yukarıda belirtilen ölçütler doğrultusunda araştırmaya dahil edilen havayolları Türkiye merkezli olan Türk Hava Yolları ve Pegasus ile Almanya merkezli olan Lufthansa ve Eurowings şirketleridir. Araştırmanın örneklemini bu firmaların kurumsal internet sitelerinde yer alan basın

bültenleri oluşturmaktadır. Araştırmaya farklı iş modelleriyle faaliyet gösteren havayolu şirketlerinin dahil edilmesi amaçlanmıştır. Türk Hava Yolları ve Lufthansa bayrak taşıyıcı şirketler iken Eurowings ve Pegasus düşük maliyetli havayolları kategorisinde yer alan şirketlerdir. Bu bakımdan söz konusu şirketler farklı iş modelleriyle faaliyetlerini sürdürmektedir.

Araştırmaya dahil edilen havayollarının kamuoyunu bilgilendirmek amacıyla çeşitli kategorilerde basın bültenleri yayınladığı görülmektedir. Bu kapsamda havayollarının kamu duyurusu, yeni rota, kurumsal sosyal sorumluluk, finansal - kazanç, yeni ortaklık, inovasyon ve teknoloji, ödül duyurusu, ürün - hizmet lansmanı ve sponsorluk alanlarında olmak üzere toplam 9 farklı kategoride basın bülteni hazırladığı gözlemlenmiştir. Sırasıyla yukarıda belirtilen ilk beş kategoriye örnekleme yer alan bütün havayolları tarafından yer verilirken son dört kategoriye sadece bazı havayolu şirketleri tarafından yer verilmiştir.

Araştırmada yer alan havayolları aynı sektörde faaliyet göstermekle birlikte şirketlerin farklı sayılarda ve türlerde basın bültenleri yayınladığı gözlemlenmiştir. Havayolu şirketleri tarafından yayımlanan basın bültenlerinin tamamında kamuoyunu bilgilendirme amacının bulunduğunu söylemek mümkündür. Bu amacın dışında farklı kategorilerde yer alan bültenlerle değişik amaçların gözetildiği görülmektedir. Bu kapsamda havayollarının yeni rotalara ilişkin olarak hazırlanmış olduğu basın bültenlerinde pazarlama odaklı halkla ilişkiler ön plana çıkarken kurumsal sosyal sorumluluk ve sponsorluk ile ilgili olan basın bültenlerinde olumlu bir imaj ve itibar yönetiminin amaçlandığı görülmektedir. Kamuoyu duyuruları kategorisindeki basın bültenleri ile kamuoyunun doğru bir şekilde bilgilendirilmesi amaçlanırken yeni ortaklıklar ve finansal kazançlar kategorilerindeki basın bültenlerinde yatırımcı ilişkilerinin geliştirilmesi amaçlanmaktadır. Araştırmada yer alan basın bültenlerinin tamamında hedef kitlenin güvenini ve desteğini elde etmeye yönelik yürütülen stratejik iletişim çabaları yer almaktadır. Bu yönüyle olumlu bir imaj geliştirmek, paydaşları ya da kamuoyunu bilgilendirmek, yeni bir ürün ya da hizmeti tanıtmak hedeflerinden hangisi olursa olsun söz konusu basın bültenlerinin tamamı şirketlerin halkla ilişkiler amaçlarını desteklemektedir.

Bu basın bültenlerinin analizi, havayolu şirketlerinin temel faaliyetlerinin ötesinde kurumsal sosyal sorumluluk ve sponsorluk gibi girişimler için halkla ilişkilerden nasıl yararlandığını ortaya koymaktadır. Aynı zamanda, yeni ortaklıklar, rotalar ve tekliflerle ilgili basın duyuruları da pazarlama hedefleriyle açıkça uyumludur. Bu durum, şirketler açısından, özellikle de havayolu şirketlerinin pazarlama ve halkla ilişkiler çabalarını desteklemek bakımından basın bültenlerinin önemli bir iletişim aracı olduğunu göstermektedir. Bundan sonraki çalışmalarda farklı sektörlerdeki şirketlerin online basın bültenleri karşılaştırılabilir, bu bültenlerin kurumsal web siteleri dışında hangi dijital mecralarda paylaşıldığı ve ne kadar etkileşim aldığı ele alınabilir ve bu içeriklerin geleneksel medyada ne ölçüde yer aldığı gibi hususlar araştırılabilir.

References

- Advicescout (2024). What Are Online Press Releases? A Guide, <https://www.advicescout.com/what-are-online-press-releases-a-guide/>, Access Date: 3.5.2024.
- Baltacı, A. (2018). Nitel araştırmalarda örnekleme yöntemleri ve örnek hacmi sorunsalı üzerine kavramsal bir inceleme. *Bitlis Eren Üniversitesi Sosyal Bilimler Dergisi*, 7(1), 231-274.

- Bernhard, J. and Russmann, U. (2023). Digitalization in public relations—Changing competences: A longitudinal analysis of skills required in PR job ads. *Public Relations Review*, 49(1), 102283.
- Blagojevic, I. (2024). Pr Statistics, <https://99firms.com/blog/pr-statistics/#gref>, Access Date: 8.7.2024.
- Businesswire, (2024). Leveraging data to amplify the reach and impact of press releases, <https://blog.businesswire.com/leveraging-data-for-press-release-impact>, Access Date: 21.08.2024.
- Çataldaş, İ. and Özgen, E. (2023). Artificial Intelligence in Digital Public Relations: A Delphi Study. *Etkileşim*, 12, 84-103.
- Chaffey, D. and Chadwick, F. E. (2016). *Digital Marketing Strategy, Implementation and Practice* (Sixth Edition). Harlow: Pearson.
- Cision, (2024). How to optimize your press releases for seo, <https://www.newswire.ca/resources/articles/seo-press-releases/#:~:text=An%20SEO%20press%20release%20is,well%20on%20search%20engine%20results.>, Access Date: 21.08.2024.
- Digital Marketing Institute (2024). What is digital PR and how can you develop an effective strategy?, <https://digitalmarketinginstitute.com/blog/what-is-digital-pr>, Access Date: 16.04.2024.
- E-releases (2024). 50 benefits of publishing a press release, <https://www.ereleases.com/pr-fuel/11-benefits-of-publishing-a-press-release/>, Access Date: 18.5.2024.
- Gavin, S. (2016). History of the press release, <https://www.outbrain.com/blog/history-of-the-press-release-gaining-value-from-tactics-new-and-old/#:~:text=things%20press%20release%3A-.A%20Brief%20History%20of%20the%20Press%20Release,owned%20by%20the%20Pe>nnsylvania%20railroad, Access Date: 11.07.2024.
- Gifford, J. (2010). Digital public relations: E-marketing's big secret. *Continuing Higher Education Review*, 74, 62-72.
- Global Commtech Report (2023), How public relations professionals think about and use technology and artificial intelligence, <https://www.purposefulrelations.com/wp-content/uploads/2023/06/Purposeful-Relations-Global-CommTech-Report-2023.pdf>, Access Date: 20.08.2024.
- Grunig, J. E., Grunig, L. A., Sriramesh, K., Huang, Y. H. and Lyra, A. (1995). Models of public relations in an international setting. *Journal of Public Relations Research*, 7(3), 163-186.
- Gül Ünlü, D. (2016). Kuruluşların basın bültenleri içeriği üzerinden paydaş grup önceliklerinin saptanması. *İstanbul Üniversitesi İletişim Fakültesi Dergisi*, (49), 99-114.
- Herbert, E. G (2005). Digital Public Relations: A New Strategy in Corporate Management. *Nsukka Journal of the Humanities*, 15, 135-143.

- Kim, M., Yin, X., and Lee, G. (2020). The effect of CSR on corporate image, customer citizenship behaviors, and customers' long-term relationship orientation. *International Journal of Hospitality Management*, 88, 102520.
- Kılınç, Ö., Arıcı, A. and Bayçu, S. (2018). Online basın bültenlerinde halkla ilişkiler mesaj stratejileri: Türkiye'nin en sevilen markalarının basın bültenlerine yönelik bir değerlendirme. *Intermedia International e-Journal*, 5(9), 184-196.
- Lorenz, M. (2024). 5 reasons the press release matters, <https://www.cision.com/resources/articles/5-reasons-the-press-release-still-matters/>, Access Date: 20.08.2024.
- Minscape, (2021). Online and print press releases: what's the difference?, <https://wearemindscape.com/resources/online-and-print-press-releases-whats-the-difference/>, Access Date: 18.08.2024.
- Morris, T. (2014). Ivy Lee and the origins of the press release, <https://pracademy.co.uk/insights/ivy-lee-and-the-origins-of-the-press-release/>, Access Date: 20.08.2024.
- Najatu, U., Chentiba, A.T. and Mumuni, E. (2024). Dialogic communication on digital platforms as public relations technique: A case of two political parties. In: Mumuni, E., Nartey, M., Pappoe, R., Henaku, N., and Agbozo, G.E. (eds) *Communication and electoral politics in Ghana*. (pp. 119-139). Cham: Springer International Publishing.
- Peltekoğlu, F. B. (2016). *Halkla ilişkiler nedir?*. İstanbul: Beta Yayınları.
- Penning, T. (2011). The value of public relations in investor relations: individual investors' preferred information types, qualities, and sources. *Journalism & Mass Communication Quarterly*, 88(3), 615-631.
- Pr Newswire (2024). What is a press release? definition, examples and best practises, <https://www.prnewswire.com/resources/articles/what-is-press-release/>, Access Date: 11.07.2024.
- Prlab (2024). Press release examples: one for each type, <https://prlab.co/blog/examples-of-press-release-by-type/>, Access Date: 20.08.2024.
- Prowly (2024). Media monitoring for PR professionals: Importance, advantages & more, <https://prowly.com/magazine/media-monitoring-advantages/>, Access Date: 19.08.2024.
- PRSA (2024). About public relations, <https://www.prsa.org/about/all-about-pr>, Access Date: 16.04.2024.
- PRweb (2024). Traditional press release – out – online news releases are in, <https://www.prnewsonline.com/Assets/OnlineNewsReleaseIN.pdf>, Access Date: 20.08.2024.
- Rodsevich, M. (2022). What is a press release? definition, <https://prlab.co/blog/what-is-a-press-release-definition/>, Access Date: 20.05.2024.
- Ryan, D. and Jones, C. (2009). *Understanding digital marketing*. London and Philadelphia: Kogan Page.

- Sancar, G. A. (2016). Halkla ilişkiler 2.0: araçlar ve uygulama alanları. *İnönü Üniversitesi İletişim Fakültesi Elektronik Dergisi (İNİF E-Dergi)*, 1(2), 83-101.
- Sapience (2024). How data analytics can enhance a business's pr strategy, <https://www.sapiencecommunications.co.uk/insights/how-big-data-analytics-can-enhance-a-business-pr-strategy/>, Access Date: 20.08.2024.
- Vercic, D., Vercic, A. T. and Sriramesh, K. (2015). Looking for digital in public relations. *Public Relations Review*, 41(2), 142-152.
- Vorvoreanu, M. (2008). ROI of Online press releases. *Journal of New Communication Research*, 3(1), 1-7.
- Wang, Y., Cheng, Y., and Sun, J. (2021). When public relations meets social media: A systematic review of social media related public relations research from 2006 to 2020. *Public Relations Review*, 47(4), 102081.
- Widjava, I. (2024). The growing importance of press release services in the digital age. <https://www.noobpreneur.com/2024/07/25/the-growing-importance-of-press-release-services-in-the-digital-age/>, Access Date: 25.08.2024.
- Wright, D. K. and Hinson, M. (2017). Tracking how social and other digital media are being used in public relations practice: A twelve-year study. *Public Relations Journal*, 11(1), 1-30.
- Yıldırım, A. and Şimşek, H. (2021). *Sosyal bilimlerde nitel araştırma yöntemleri*. (12. Baskı). Ankara: Seçkin Yayıncılık.
- Zaremba, Y. (2022). 10 types of press releases—how each is used, and who they benefit, <https://www.agilitypr.com/pr-news/public-relations/10-types-of-press-releases-how-each-is-used-and-who-they-benefit/>, Access Date: 18.06.2024.

Destekleyen Kurum/Kuruluşlar: Herhangi bir kurum/kuruluştan destek alınmamıştır.

Çıkar Çatışması: Herhangi bir çıkar çatışması bulunmamaktadır.