

ABSTRACT

Alba, M.C., & Ongteco, C.A. (2010). *Press realeased: The LGU public information officers' perspective and attitudes towards media corruption*, Unpublished Undergraduate Thesis, University of the Philippines College of Mass Communication.

This undergraduate thesis examines the perception and the factors affecting the attitudes of public information officers towards media corruption. A spin-off of many studies done by journalists about media corruption, this study focuses on the other end of corruption—how public information officers maintain a good working relationship with journalists and what draws the line between *pakikisama* and corruption in their relationship with journalists. Focus interviews were conducted with Marikina and Pasig public information officers to gather their perspectives, including their experiences with journalists and view on media corruption. Participant observation was employed to verify and put into context data gathered from interviews. This study shows that the public information officers do not equate the giving of tokens to journalists with media corruption, but instead, views it as something that comes naturally with their job. Contrary to what the review of related literature says, losing his source is not the consequence of a journalist's refusal of a token. Rather, it is gaining the respect of the sources. This study is also reflective of the changing times. It is no longer that the source is at fault for corrupting journalists, but more of the journalists, for becoming used to being given tokens in exchange for publishing.

