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Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki - Ben Elsarayat - 2 Ahmed Zayat Street

Publications: Al Arabia Public Relations Agency

Arab Republic of Egypt
Menofia - Shiben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel : +2237620818

www.jprr.epra.org.eg

Email: jprr@epra.org.eg - ceo@apr.agency

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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

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Egyptian Public Relations Association
Arab Republic of Egypt,
Giza, Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: ceo@apr.agency - jprr@epa.org.eg

Web: www.apr.agency, www.jprr.epa.org.eg

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The reality of Public Relations management programs in some local and international Saudi banks

(Field Study on Al-Rajhi Bank & Banque Saudi Fransi “BSF” Staffs)

Dr. Azza galal abdallah Hussein

DR_AZZAGALAL@hotmail.com

Associate Professor of Public Relations
Department of Media, *Faculty of Social Sciences*
Umm Al-Qura University

Waad Hasan Ali Maghrabi

Waad.magh@hotmail.com

Master Degree, Department of Media,
Faculty of Social Sciences
Umm Al-Qura University

Abstract

The main objective of the study was to identify the availability of an independent public relations department within the banks of Al Rajhi and BSF **as well as to know** the extent of use of public relations within Al Rajhi Bank and BSF by the staff for research, studies, planning and evaluation in their activities and programs. **The present study was based on the sample survey methodology** for the staff of the public relations department within some local and international banks in Makkah. The sample of the study were (50) of the staff of such Departments of Public Relations, **and the study applied newspaper survey interview.**

- The most important results of the current study were:

-The study showed that, there is a department or a separate section of public relations within the financial bank in which it operates, which came in the first ranking by a large percentage distributed between the items of the sample of Al Rajhi Bank and BSF.

-The authority or the person responsible for the evaluation of public relations management programs at the financial bank “the senior management” came in the first rank by a large percentage.

-Validation of the hypothesis, that, There is a relationship of statistical significance between the interest of senior management within banks (Al Rajhi and BSF) in the management of public relations and the extent of achieving its programs and objectives.

-Validation of the hypothesis, that, There is a correlation relationship of statistically significant between the existence of independent management of public relations within the banks of Al Rajhi and BSF and the achieving of its programs and objectives.