

Public Relations

Public relations is an essential element in effective and successful business today. The theory of public relations does not change but the practice develops with new ideas and methods of management and business. This fourth edition of 'The Practice of Public Relations' incorporates essential updating and covers new areas such as: *international public relations *crisis management *sponsorship *education and training *career prospects. In 'The Practice of Public Relations' fifteen contributors give well-reasoned, practical introductions to every aspect of public relations. Keys to the many different ways in which public relations can contribute to the achievement of objectives and the successful and harmonious operation of an organization are given thorough coverage. T This new edition has been prepared to embrace these changes so that CAM students and other readers are fully briefed on the latest issues in the realm of public relations. Sam Black, during his career, has played a significant role in the development of both the Institute of Public Relations and the International Public Relations Association. Contributors: John Cole-Morgan, Betty Dean, Rosemary Graham, Mark D Grundy, Jane Hammond, Brian Harvey, Danny Moss, Margaret Nally, Phyllis Oberman, Michael Regester, Douglas Smith, Tim Travers-Healy, Neville Wade, Sue Wolstenholme.

In this updated edition of the successful Public Relations Handbook, a detailed introduction to the theories and practices of the public relations industry is given. Broad in scope, it; traces the history and development of public relations, explores ethical issues which affect the industry, examines its relationships with politics, lobbying organisations and journalism, assesses its professionalism and regulation, and advises on training and entry into the profession. It includes: interviews with press officers and PR agents about their working practices case studies, examples, press releases and illustrations from a range of campaigns including Railtrack, Marks and Spencer, Guinness and the Metropolitan Police specialist chapters on financial public relations, global PR, business ethics, on-line promotion and the challenges of new technology over twenty illustrations from recent PR campaigns. In this revised and updated practical text, Alison Theaker successfully combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice.

Experiencing Public Relations examines the everyday experiences of PR practitioners in order to better understand how public relations is perceived by those outside and within the field. The book aims to provoke debate around the nature of public relations by looking at how it is defined at a theoretical level, compared to how it is lived and represented in the real world. Chapters feature work from some of the world's leading public relations scholars. They cover a diverse range of subjects, such as representations of PR in fiction and film, terrorist use of public relations, the impact of social media on this medium and a study of 'dirty work' within the PR industry. The book also explores international PR practices, presenting analysis from contributors based in Australia, Germany, India, Norway, New Zealand, Poland, Russia, Slovenia, Spain, South Africa, Sweden, Taiwan, UAE, UK, USA and Venezuela. Experiencing Public Relations goes beyond the 'frontstage' scholarship of public relations to bring together stories of PR in daily life, revealing how influential theories work out in practice and translate into different cultural and social contexts. This book will provide researchers, professionals and students with a vital perspective on the inner workings of public relations today.

The new standard for public relations in Canada!The most current coverage of social and new media strategiesPublic Relations in the Digital Age presents a clear, engaging, and contemporary picture of public relations principles while seamlessly integrating technical and cultural shifts. Examining classical foundations and the modern landscape, this Canadian edition approaches basic PR knowledge in a waythat reflects today's participatory communication environment.

Experiencing Public Relations

Audiences, Fandom and Influencers

A Practical Guide for the Profession

The Public Relations Firm

Public Relations and Online Engagement

Media Relations Handbook for Agencies, Associations, Nonprofits, and Congress

Public Relations: The Basics is a highly readable introduction to one of the most exciting and fast-paced media industries. Both the practice and profession of public relations are explored and the focus is on those issues which will be most relevant to those new to the field: The four key phases of public relations campaigns: research, strategy, tactics and evaluation. History and evolution of public relations. Basic concepts of the profession: ethics, professionalism and theoretical underpinnings. Contemporary international case studies are woven throughout the text ensuring that the book is relevant to a global audience. It also features a glossary and an appendix on first steps towards a career in public relations making this the book the ideal starting point for anyone new to the study of public relations.

As media continues to evolve, social media has become even more integral to public relations activities, presenting new opportunities and challenges for practitioners. Relationships between publics and organizations continue to be first and foremost, but the process and possibilities for mutually beneficial relationships are being rewritten in situ. This volume aims to explore and understand highly engaged publics in a variety of social media contexts and across networks. The hope is the expansion and extension of public relations theories and models in this book helps move the discipline forward to keep up with the practice and the media environment. Contributors analyzed a range of organizations and industries, including corporate, entertainment, government, and political movements, to consider how public relations practitioners can facilitate ethical and effective communication between parties. A consistent thread was the need for organizations and practitioners to better understand the diverse backgrounds of publics, including age, ethnicity, gender, and sexual orientation, beyond surface-level demographic stereotypes and assumptions. This book will be of interest to researchers, academics, and students in the field of public relations and communication, especially those with a particular interest in online engagement and social media as a PR tool.

Proven techniques that maximize media exposure for your business A seasoned PR pro shows you how to get people talking When it comes to public relations, nothing beats good word of mouth. Want to get customers talking? This friendly guide combines the best practical tools with insight and flair to provide guidance on every aspect of PR, so you can launch a full-throttle campaign that'll generate buzz -- and build your bottom line. Discover how to * Map a winning PR strategy * Grab attention with press releases, interviews, and events * Cultivate good media relations * Get print, TV, radio, and Internet coverage * Manage a PR crisis

The first volume of this series features reviews of research programs, original research reports, and social scientific, historical, critical and humanistic methodologies.

Today's Public Relations

Our Future in Public Relations

Global Public Relations

European and International Perspectives and Innovations

Making It in Public Relations

Practice of Public Relations

A writing and planning resource that is suitable for public relations students and practitioners

Public Relations: Principles and Practices is a comprehensive textbook designed for under- and post-graduate degree/diploma students of mass communication, corporate communications, and public relations (PR). The core concepts of PR have been explained through numerous examples, exhibits, tables, and illustrations. Divided into five parts, the first part Fundamentals and Emergence gives an overview of PR and acquaints the readers with the emergence of PR. The second part on Process and Practice discusses in detail the PR window for developing a PR program, which includes scanning the environment, creating a communication plan/strategy, implementing the plan, and measuring its impact. The third part on Skills focusses on key communication and negotiation skills, which are essential for PR professionals. The part on Applications discusses PR relations with several publics like customers, dealers, vendors, employees, investors, and media; and key issues like corporate social responsibility, community relations, event management, crisis management, government PR, lobbying, and institutional advertising. The section also deals with corporate image, corporate identity, house journals, and PR ethics. The final part on Support Service elaborates on the role and structure of PR agencies. Students of media studies aspiring to be public relations professionals will find this book highly useful for its in-depth coverage of the key PR concepts. The book will also serve as a handy tool for practicing PR professionals.

Public relations as described in this volume is, among other things, society's solution to problems of maladjustment that plague an overcompe world. All of us, individuals or organizations, depend for survival and growth on adjustment to our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agentry, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.

Making It in Public Relations is a comprehensive, realistic guide to everything one needs to know when pursuing a successful career in public relations. It is an introduction to public relations, written for students who want or need a definition of the profession to understand what they are moving into as a career. A thorough overview of the various roles and responsibilities involved in PR work, the different types of PR functions and activities, and its application in a variety of settings and scenarios are provided. In fulfilling the book's editorial role, author Leonard Mogel profiles the 10 largest public relations firms, life on the fast track at a small PR firm, how corporate communications is carried on at a large financial institution, and public relations for diverse organizations. It will be of interest to those studying public relations at the university level; recent mass communication, journalism, and public relations graduates; interns in public relations firms; and employees in other fields contemplating a move to this profession.

Digital, Global, and Socially Responsible Communication

A Team-based Approach

Corporate Public Relations

Why Things Catch On

An Introduction

Gaining Influence in Public Relations explores how professionals can increase their influence in practice to help their organizations achieve success. This provocative book explores the largely uncharted territories of power, resistance, dissent, and activism in public relations, arguing that practitioners can increase their power and social legitimacy by developing and using a wider range of influence resources, strategies, and tactics. Authors Bruce K. Berger and Bryan H. Reber talked with hundreds of practitioners, analyzed original survey data, and examined a detailed case study to develop a theory of power relations. Ultimately, the book seeks to advance the ethical and effective practice of public relations. Intended for scholars and graduate students in public relations, it also has much to offer practitioners, as well as scholars and students in organizational communication, organizational theory, human resources, and leadership.

What is public relations? What do public relations professionals do? And what are the theoretical underpinnings that drive the discipline? This handbook provides an up-to-date overview of one of the most contested communication professions. The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations. It introduces key concepts, models, and theories, as well as new theorizing efforts undertaken in recent years. Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions, this handbook presents readers with a great diversity of perspectives in the field.

Fashion Public Relations delivers a practical approach to the world of public relations and image management, specifically related to the fashion industry. In-depth case studies feature prominent apparel and textile companies as well as outside public relations firms that serve them. Concentrating on the pragmatic aspects of public relations and the fundamentals of fashion public relations, the authors place principles and concepts in a real-world context that students will actually face in the business world. This textbook equips students with the essential approaches and techniques necessary for a successful career in fashion public relations. Instructors, contact your Sales Representative for access to Instructor's Materials.

This text provides a structured and practical framework for understanding the complexities of contemporary public relations. It is an instructional book that guides the reader through the challenges of communication and problem solving across a range of organizations and cross-cultural settings. Written in a straightforward, lively style, the book covers: foundational theories, and factors that shape the discipline communication across cultures trends affecting the public relations profession throughout the world. Incorporating case studies and commentary to illustrate key principles and stimulate discussion, this book also highlights the different approaches professionals must consider in different contexts, from communicating with employees to liaising with external bodies, such as government agencies or the media. Offering a truly global perspective on the subject, Global Public Relations is essential reading for any student or practitioner interested in public relations excellence in a global setting. A companion website provides additional material for lecturers and students alike:

www.routledge.com/textbooks/9780415448154/

International Voices

Foucault and the Corporate Government of the Public

An Integrated Approach

Histories of Practice and Profession

Contemporary Issues and Techniques

Upper Saddle River, N.J. : Creative Homeowner,

Public Relations discuss the historical background, organization, definition, and promotion of the subject as a management function. The factors that influence public expectations of public relations are presented in detail. A section of the book enumerates the characteristics of an effective PR practitioner. Such factors as ability to communicate, organize, interact with people, having personal integrity, and imagination are explained thoroughly. The book provides a comprehensive discussion of the common and statute law affecting public relations. It also reviews the types of defamation like slander and libel. The topic copyright is explained. A section of the book covers the product's life cycle. This subject includes the packaging, distribution, sales force, market education, promotion, and merchandising of the product. It is important that management- employee relations should be stimulated by PR techniques. These techniques can be in the form of house journals, notice-boards, audio-visual, speak up schemes, shop-floor talks, staff conferences, and other get-togethers. The book will provide useful information to reporters, advertisers, commercial developers, students and researchers in the field of marketing.

This volume presents a historical and objective overview of the field of public relations in the past century. It discusses some of the landmark cases in public relations, critiques the philosophies of innovators such as Ivy Lee and Edward Bernays, and explores how corporate public relations has affected economic and political trends. The author concludes by offering long-term alternatives for the future of public relations valuable to both practitioners and corporate executives.

Winner of the 2019 Textbook & Academic Authors Association's The Most Promising New Textbook Award How can public relations play a more active role in the betterment of society? Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication prepares you for success in today's fast-changing PR environment. Recognizing that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on understanding how these apply to strategic public relations training, as well as on learning how to create a believable and persuasive message. Key Features Chapter-opening Scenarios capture your attention by discussing current PR challenges—such as the Wells Fargo cross-selling, VW emissions cover-up, and P&G's "Like a Girl" campaign—and thus frame the chapter content and encourage active reading. At the end of each chapter, you explore various aspects of socially responsible communication to "solve" the PR challenge. Socially Responsible Case Studies in each chapter illustrate the key responsibilities of a modern public relations professional such as media relations, crisis communications, employee communications, applied communications research, and corporate and government-specific communications. Each case features problem-solving questions to encourage critical thinking. Social Responsibility cases—such as Unilever's #NoFoodWasted, Nespresso in South Sudan, and Merck's collaboration with AIDS activists—to highlight best practices and effective tactics, showing the link between sound public relations strategy and meaningful social responsibility programs. Insight boxes spark classroom discussion on particularly important or unique topics in each chapter. Personality Profile boxes will inspire you with stories from PR veterans and rising stars such as the U.S. CEO of Burson-Marsteller, the Chief Communication Officer of the United Nations Foundation, and the Executive VP at HavasPR.

Public Relations in the Digital Age, 1Ce

The Practice of Government Public Relations

Negotiating Culture, Identity, and Power

Introduction to Strategic Public Relations

Visual Public Relations

Developing the Public Relations Campaign

In addition to traditional management tools, government administrators require a fundamental understanding of the tools available to address the ever-changing context of government communications. Examining the ins and outs of the regulations influencing public information, The Practice of Government Public Relations unveils novel ways to integrate cutting-edge technologies—including Web 2.0 and rapidly emerging social media—to craft and maintain a positive public image. Expert practitioners with extensive government communications experience address government public relations and detail a hands-on approach for the planning, implementation, and evaluation of the wide-ranging aspects of government public relations—including how to respond during a crisis.In addition to the tools provided on the accompanying CD-ROM, most chapters include a Best Practice Checklist to help you successfully utilize the communication strategies outlined in the book. Focusing on the roles of government managers enacting policies adopted by elected officials and politicians, this book is ideal for program managers seeking to improve all aspects of public administration, this book helps you understand the external communications tools available to advance the mission and results of your agency.

How Propaganda Became Public Relations pulls back the curtain on propaganda: how it works, and how it has masked the bulk of its operations by rebranding itself as public relations. Cory Wimberly uses archival materials and wide variety of sources — Foucault's work on governmentality, political economy, liberalism, mass psychology, and history — to mount a genealogical challenge to two commonplaces about propaganda. First, modern propaganda did not originate in the state and was never primarily located in the state; instead, it began to operate mainly through lies and deceit; propaganda is an apparatus of government that aims to create the publics that will freely undertake the conduct its clients' desire. Businesses have used propaganda since the early twentieth century to construct the laboring, consuming, and voting publics that they needed to secure and grow their operations. Over that time, corporations have become the most numerous and well-funded apparatuses of government in the West, operating privately and without democratic accountability. Wimberly explains why existing definitions of propaganda are inadequate. This book offers a sophisticated analysis that will be of interest to scholars and advanced students working in social and political philosophy, continental philosophy, political communication, the history of capitalism, and the history of public relations.

"This concise, action-oriented book shows practitioners how to systematically expand their roles, improve their processes, and sharpen their strategies to engage with today's more sophisticated and socialized customers. Drawing on her extensive client experience, Breakeridge helps you respond to consumers who demand control over their own brand relationships... marry communications with technology more effectively, and become your organization's go-to resource on social technology decisions... reflect social media realities throughout your policies and conversations, and apply what you're learning... build communications crisis plans you can implement at a moment's notice... develop profound new insights into how consumers construct and perceive their brand relationships... practice "reputation management on steroids"... take the lead on identifying and applying metrics... and much more." --Publisher description.

Over the centuries, scholars have studied how individuals, institutions and groups have used various rhetorical stances to persuade others to pay attention to, believe in, and adopt a course of action. The emergence of public relations as an identifiable and discrete occupation in the early 20th century led scholars to describe this new iteration of persuasion as a unique, more systematized, and technical form of wielding influence, resulting in an overemphasis on practice, frequently couched within an American historical context. This volume responds to such a need by asking questions concerning the ways in which public relations rose as a practice and a field within different cultures and countries at different times in history. With its unique cultural and contextual emphasis, Pathways to Public Relations shifts the paradigm of public relations history away from traditional methodologies and assumptions, and provides a new and unique entry point into this complicated arena.

Gaining Influence in Public Relations

Strategic Communication Beyond Text

How Propaganda Became Public Relations

Introduction to Public Relations and Advertising

The Global Foundations of Public Relations

A New Historical Perspective

Discovering Public Relations introduces students to the field of PR in a practical, applied, and hands-on way that prepares them for the modern workplace. Author Karen Freberg guides students through the evolution of contemporary PR practices with an emphasis on social media, digital communication, creativity, and diversity. Understanding that innovation alone can't create success, Freberg shows students how to use, choose, and implement evidence-based practices to guide their strategic campaigns. The text will transform today's students into tomorrow's successful PR professionals by giving them the tools to think creatively, innovate effectively, and deploy research-backed tactics for successful campaigns.

The Global Foundations of Public Relations: Humanism, China and the West explores the growing humanistic turn in public relations processes and proposes that this has compelling parallels in the roots of Chinese philosophies. As the leader of growth and power across the Pacific Rim, public relations in China is not developing in isolation from the West, but via mutual accommodations and culturally complex interactions. By collecting cases and reflections on PR practices from both Chinese and Western scholars, the chapters propose that Chinese philosophies are playing a role in the development of modern Chinese PR practices, and – focusing less on the obvious differences and contracts – seek to highlight their spiritual, philosophical and political confuences. The conclusions drawn enhance and advance our understanding of public relations globally. This innovative work is of interest to educators and researchers in the fields of public relations, strategic communications, and public diplomacy.

*Introduction to Strategic Public Relations:Digital, Global, and Socially Responsible Communication*SAGE Publications

International Public Relations: Negotiating Culture, Identity, and Power offers the Jirst critical-cultural approach to international public relations theory and practice. Authors Patricia A. Curtin and T. Kenn Gaither introduce students to a cultural-economic model and accompanying practice matrix that explain public relations techniques and practices in a variety of regulatory, political, and cultural climates. *of Jers the first critical-cultural approach to international public relations theory and practice. Authors Patricia A. Curtin and T. Kenn Gaither introduce students to a cultural-economic model and accompanying practice matrix that explain public relations techniques and practices in a variety of regulatory, political, and cultural climates.*

Male Sample

Public Relations Research

Pathways to Public Relations

Social Media and Public Relations

An Insider's Guide To Career Opportunities

Public Relations Campaigns

Public Relations: contemporary issues and techniques offers a definitive guide to public relations management. It provides comprehensive analysis and explanation of a full range of modern PR techniques, spanning both inhouse and agency practice. The text has involved fundamental restructuring and updating of existing material and the incorporation of the new techniques and strategies, for instance: * The use of multimedia techniques in PR * Overseas media and the globalization of media communications * The latest case examples - notably New Labour's rebranding and media management since 1997, government PR during the 2001 war against Afghanistan, and the 2002 football World Cup The book presents the core strategies for successful PR combining this with in-depth advice on implementation and the everyday techniques that every PR person needs to grasp. With a range of new user-friendly textual features, the book's practical, how-to focus, wedded to firm theoretical analysis, makes it the ideal text for those studying for professionally accredited examinations such as the IPR, CAM and LCCI awards. It is also a useful aide-memoire for all practising PR professionals. * Features transcripts of interviews with key individuals involved in Public Relations * Dedicated guide to the myriad strategies and techniques involved in PR today. * New material reflecting the impact of new technology and the globalisation of media communications.

Strategic Planning for Public Relations is in its fifth edition of offering an innovative and clear approach for students looking to learn how to develop public relations campaigns. It is a text intended for those serious about entering the rapidly changing professions of public relations and strategic communication. Ronald Smith shows how to implement pragmatic, research-driven strategic campaigns used in public relations practice, and draws from his years of experience as a professional in the field. The approach used in this text is a threefold pattern: first, readers are exposed to new ideas, then see them in use, before finally being showed how to apply those ideas themselves. Complex problem-solving and decision-making processes in strategic communication and public relations are turned into a series of easy-to-follow steps, flexible enough to be applicable to myriad situations and organizations in the real world. This new fifth edition follows the same format as previous editions and includes numerous timely and real-world examples of cases and current events, along with classic cases that stand the test of time. It includes new research on opinions and practices within the discipline and covers several recent, award-winning public relations campaigns.

Public Relations Campaigns: An Integrated Approach introduces you to the process of creating public relations campaigns using a hands-on approach that emphasizes the tools you will need when working in the industry. Authors Regina M. Luttrell and Luke W. Capizzo present real examples and current case studies to help you develop practical skills for creating more effective PR campaigns. You are given multiple opportunities to practice and build your skills throughout the book by learning how to incorporate the PESO model—Paid media, Earned media, and Owned media. The PESO model helps students understand the importance of creating integrated campaigns that coordinate PR efforts with both advertising and marketing. Key Features The book offers a timely focus on the PESO model and its use in integrated campaigns, providing students with an understanding of today's best practices in PR. Numerous case studies and exercises throughout the book aid in a deeper understanding of how research, perspective, and insights can be leveraged in public relations campaigns. Real-world information including sample PR plans with budgets prepare students for success in their future careers.

An era of fake news and diminishing trust, it's time to ask exactly what our future in public relations will be. Aimed primarily at communications management professionals, Our Future in Public Relations delves into whether public relations are dead, or rather more important than ever before as a driver of purpose-driven organizations.

An Introduction to Creative and Strategic Practices

Public Relations Writing Workbook

The Role of Resistance in Practice

Public Relations: The Basics

Eight New Practices for the PR Professional

Public Relations For Dummies

A comic and charming romance comedy about a popstar and the publicist pulling his strings that Kirkus calls a "Cinderella for the modern age." Young PR star Rose Reed is thrown into the big leagues when her boss leaves them the day of the firm's meeting with Archie Fox, a young, hot, internationally famous British singer-songwriter. The meeting is going badly until Rose suggests a staged romance with up-and-coming, young indie star Raya. He'll do it, but only if Rose becomes his publicist. As the faux-nuance between Archie and Raya begins to rehabilitate Archie's faltering career, Rose finds his herself having unexpected, inconvenient and definitely unprofessional feelings for the crooner. But do late night texts and inprompts barrios blisses mean he feels the same? In the end, Rose will have to decide whether to let her fantasy crush go, or to risk her reputation to be with the charming, handsome, soundred-y but sweet pop star she's grown to love. With a razor-sharp vice full of wry humor, Public Relations is a fun-filled glimpse behind the curtain of the PR machines that create our favorite celebrities.

The Public Relations Firm takes an in-depth look at the client/agency relationship by discussing what business leaders should expect of their public relations firms. It discusses how and why they should pick an agency along with the types of firms at their disposal. The book provides expert advice on everything from hiring a firm to defining output and outcome expectations and everything in between. This book is intended for a broad audience including students and faculty in public relations programs and practicing business executives. The goal is to inform management practice and help current and future business leaders identify and better utilize public relations firm.

This volume is a major contribution to the trans-national debate on public relations research and communication management. It presents dominant concepts and findings from the scientific community in Germany in English language. At the same time, the compilation contains a selection of the most influential and relevant approaches from European and international researchers. Editors and contributors are renowned academics from all over the world. This books honours Guenter Bentele, one of the international spearheads of public relations research, and gives academics, students and communication managers a focussed insight into the field.

A practical, easy-to-follow approach to public relations Written for students taking advanced courses in public relations, the book takes a team project approach to learning about the field. The book introduces a three-step process—the PIR chart—that more accurately reflects the campaign development process used in the real world. Exercises and case studies in every chapter guide students through the development of their own public relations campaigns. This text is available in a variety of formats - print and digital. Check your favorite digital provider for your eText, including CourseSmart, Kindle, Nook, and more. To learn more about our programs, pricing options and customization, click the Choices tab. Learning Goals Upon completing this book, readers will be able to: Develop their own public relations campaigns Apply public relations skills to the real world Understand how to apply communication theories to public relations

A Modern Guide to Public Relations: Unraveling the Mystery of PR

Discovering Public Relations

Public Relations

Including: Content Marketing, SEO, Social Media & PR Best Practices

Principles and Practices

Strategic Planning for Public Relations

This book brings together a broad and diverse range of new and radical approaches to public relations focussing on the increasingly vital role that visual, sensory and physical elements factors play in shaping communication. Engaging with recent developments in critical and cultural theories, it outlines how non-textual and non-representational forces play a central role in the efficacy and reception of public relations. Challenging the dominant accounts of public relations which center on the purely representational uses of text and imagery, the book critiques the suitability of accepted definitions of the field and highlights future directions for conceptualizing strategic communication within a multi-sensory environment. Drawing on the work of global researchers in public relations, visual culture and communication, design and cultural theory, it brings a welcome inter-disciplinary approach which pushes the boundaries of public relations scholarship in a global cultural context. This exciting analysis will be of great interest to public relations scholars, advanced students of strategic communication, as well as communication researchers from cultural, media and critical studies exploring PR as a socio-cultural phenomenon.

Introduction to Public Relations and Advertising introduces the reader to the basics of public relations and advertising in a single textbook. Topics include the functions, effects, and critical issues of public relations as well as the history of advertising and its relationship to marketing. The unit on advertising covers theoretical models, advertising campaigns and critical research issues. Introduction to Public Relations and Advertising is used by the Department of Communication at the university of South Africa and will prove invaluable for other students of communication as well as practitioners who need to reflect on the fundamentals of public relations and advertising.

Today's Public Relations: An Introduction is a comprehensive text that features all aspects of public relations with specific sensitivity to the message strategies that challenge practitioners to be successful, yet ethical. In this book, authors Robert L. Heath and W. Timothy Coombs redefine the teaching of public relations by discussing its connection to mass communication while linking it to its rhetorical heritage. The text features coverage of ethics, research, strategy, planning, evaluation, media selection, promotion and publicity, crisis communication, risk communication, and collaborative decision making

as ways to create, maintain, and repair relationships between organizations and the persons who can affect their success.

Next to the AP Style Guide, the Media Relations Handbook is arguably the most valuable reference available for any public affairs officer, press secretary or Beltway PR professional. The Media Relations Handbook is required reading for Capitol Hill press secretaries, federal agency public affairs officers, political campaign spin doctors, nonprofit PR professionals, lobbyists or anyone involved in garnering media coverage. In this Handbook, Bradford Fitch explores theory and practice, discussing general principles and illustrating each point with real-life examples. This book is for those who are seeking the most effective means to communicate on behalf of a government agency, a national association or nonprofit, or an elected official. It will help you channel your hot passion with the cool guidance that has been gleaned through others' experience. The author professes no unique insight into media relations in public affairs. Rather, this book is an amalgamation of the collective wisdom of hundreds of public relations professionals in the worlds of government and politics. It is an overview of the ideas that have become the accepted rules of communications in Washington, presented in one volume. "[T]his book will be of value to students and professionals of political communications and public relations. Summing up: Recommended. Upper-division undergraduate through professional collections." -- CHOICE "Although targeted for new media relations staff or ones starting a new press office, even the most experienced public information officer can learn from this book." -- Gene Rose, Director of Public Affairs, NCSL, in State Legislatures magazine "Offers a wealth of practical advice on public relations that will be of benefit to governmental and non-governmental organizations alike." -- Municipal

World A rich 'how-to' lesson for pros and for novices who must negotiate the competitive landscape of America's new media." -- Ann Compton, White House Correspondent, ABC News Summary Table of Contents Introduction Foreword Ch. 1 First Steps Ch. 2 Tools of the Craft Ch. 3 Developing a Message and Communications Plan Ch. 4 Interacting with Reporters Ch. 5 Overview of the Media: Print, Radio, and TV Ch. 6 Web-Based and Online Communications Ch. 7 Dealing With the Principal Ch. 8 Interview Preparation Ch. 9 Internal Issues: Experts, Policy, Numbers, Leaks, Lawyers and Language

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The Public Relations Handbook

Humanism, China and the West

Spanning Borders, Spanning Cultures

Contagious

Public Relations Research Annual