

Preface

Social media, crisis communication, global practice, and a changing organizational structure are powerful influences on the practice of public relations in the 21st century. The *profession* of public relations continues to emerge as a major force in global society. The *practice* of public relations is seeing revolutionary change as new, interactive media and instantaneous communication possibilities increase rapidly each year. While traditional media are still the foundation of public communication, new social media provide for a much more personal and interactive form of public relations.

The *process* of public relations continues to be grounded in the research, planning, action, and evaluation of the past, but many techniques of actually carrying out that process are being changed by technology. Surveys once done by interviewers door-to-door, or even by telephone, are more often done through the Internet today. The *publics* of public relations are still the major stakeholders for an organization whether they are employees, media, community members, consumers, or investors.

These critical changes in society and technology lend importance to the increasing emphasis in the *management function* of public relations. The practitioner may be a counselor in a public relations firm advising business and organizations on the important public relations positions and operations, or a vice president of a corporation sitting at the executive roundtable advising his or her peers of the consequences of some action. Practitioners are no longer mere technicians who shape and transmit messages from their organizations. They are professionals who manage the public relations function and *build the relationships* an organization has with its various constituencies. Public relations practitioners must possess the communication expertise and social sensitivity necessary to enable organizations to adapt to the changing environment.

Public relations professionals today must bring to their broadened role not only the traditional communication skills, but also the abilities to research and understand problems, to strategically plan public relations programs, to create effective messages using both the new social media as well as the traditional media, and to evaluate the effectiveness of these programs. The goal of this book is to provide you with an understanding of the principles underlying the practice of public relations while giving you a look at both the new communication opportunities and the trusted older tools for public relations practice. This we have tried to do within the historical context, the theoretical framework, and the legal and ethical foundation for the profession of public relations.

A multidisciplinary approach has characterized the text from its inception and is continued in this edition. We believe that by drawing on the experience of journalism, business, psychology,

APPROACH OF THE TEXT

and communication professionals, we can present a comprehensive and inclusive overview of public relations. The education, research, and teaching experience of the authors in each of these disciplines addresses the needs of students who will be practicing in diverse environments.

We have tried to maintain an easy-to-read, personal style throughout the text. To that end, we have kept the jargon to a minimum and have provided definitions for all terms that are particular to the profession. In addition, we have attempted to give public relations students and practitioners the tools and knowledge they need in ways that reflect the reality of public relations. For example, **Mini-cases** provide insight into real-time activities conducted by organizations. Public relations **Spotlights** provide helpful information on topics such as lessons learned from the Enron scandal and the PRSA Code of Ethics.

ORGANIZATION OF THE TEXT

This edition retains the four-part organization of earlier editions: the profession, the process, the publics, and the practice. Part 1 describes the current public relations situation, its historical roots, theories, and ethical and legal concerns. Part 2 examines the core issues of the process that underlie public relations, whereas part 3 focuses on the publics that are the object of these efforts. Finally, part 4 summarizes the practice of public relations and looks at the emerging trends of the profession. We believe that this structure truly reflects the growth and development of public relations as an emerging profession.

PEDAGOGY

- Chapters have been updated, while the classic material has been retained. The content truly reflects the direction of public relations in the 21st century.
- Each chapter opens with a *preview* that engages the student in a real-life public relations situation.
- Two appendixes provide practical guidelines for writing and speaking.
- *Mini-cases* in each chapter allow students to “see” public relations in action.
- *Spotlights* in each chapter add material to enhance students’ understanding of the chapter’s concepts.
- Numerous figures and tables explain and clarify concepts under discussion.
- An *integrating case study* runs through each of the four chapters of part two to help pull together the process.
- A *case study* at the end of each chapter provides opportunities for student discussion and interaction with the concepts in the chapter.
- Each chapter includes end-of-chapter references.
- Highlighted glossary terms in the text, and a complete end-of-book glossary, focus on terms that are particular to the profession.

WHAT’S FEATURED IN EACH CHAPTER

Chapter One: The Nature of Public Relations

This chapter introduces the reader to the changing nature of public relations, including the new social media. A new spotlight features the Public Relations Student Society of America. A new mini-case on MTV’s campaign to make global climate change a priority is featured along with an end-of-the chapter case on work as a student intern.

Chapter Two: The History of Public Relations

This chapter looks at the historical development of public relations through four overlapping traditions. It highlights key public relations professionals throughout history, and a spotlight provides short biographical sketches of these professionals. Included

are two new professionals—Moss Kendrix, a pioneering African American practitioner, and Chester Burger, a counselor to counselors and CEOs.

Chapter Three: A Theoretical Basis for Public Relations

Persuasion and social influence theories are illustrated through a mini-case on DaimlerChrysler's StreetWise computer game. The chapter also links the new mixed motive model of public relations with strategies of conflict resolution. A spotlight summarizes nine key research theories in four categories.

Chapter Four: Law and Ethics

The developing legal consideration of the Internet is considered in depth, and the chapter has a new focus on financial law looking at the Sarbanes-Oxley Act. The USA Patriot Act is also introduced, and a new end-of-the chapter case features baseball and steroid use.

Chapter Five: Research: Understanding Public Opinion

The research chapter begins the process section with the initial part of the case study that runs throughout the four chapters in this section. The research terms are explained in lay language with a spotlight. Usability research for Web-based material is included, along with an examination of Internet, library, and database resources.

Chapter Six: Strategic Planning for Public Relations Effectiveness

This chapter features a sample plan and budget, along with the second part of the case study that runs throughout this section. A new end case highlights Kodak Galleries.

Chapter Seven: Action and Communication

The chapter highlights the importance of Internet writing and includes a spotlight on guidelines for effective Web sites.

Chapter Eight: Evaluating Public Relations Effectiveness

Evaluation software, an examination of Ketchum's extranet efforts, and additional measurement strategies are included in this chapter. A new emphasis on measurements that matter is included.

Chapter Nine: Media Relations

The new social media are highlighted in this chapter with a section explaining the personal, interactive media and how it is changing media relations. Spotlights are on social media terms and the Blogosphere.

Chapter Ten: Employee Communication

This chapter considers the new labor force of the 21st century and its influence on employee communication. It presents the use of blogs as an employee communication tool. The chapter has a case on maintaining employee relationships during a tragedy.

Chapter Eleven: Community Relations

This chapter provides emphasis on corporate social philanthropy as well as community activism. A new spotlight features Kodak's commitment to community relations.

Chapter Twelve: Consumer Relations and Marketing

New to this chapter is an expanded discussion of corporate social responsibility. Also, there is a new section on viral marketing.

Chapter Thirteen: Investor Relations

The WorldCom case, along with a discussion of such influences on investor relations as the Sarbanes-Oxley Act, highlight this chapter.

Chapter Fourteen: Public Affairs: Relations with Government

A new end case on the U.S. Treasury teaming with Weber Shandwick Public Relations for a several-year campaign to entice more federal government retirees to use direct deposit.

Chapter Fifteen: Public Relations in Nonprofit Organizations

This chapter provides a global perspective on nonprofit work, going far beyond small, well-intentioned community-based programs, and includes a discussion of the challenges faced by nonprofits. A new case on creating a national identity is presented.

Chapter Sixteen: Corporate Public Relations

The role of the chief executive officer in corporate public relations has been expanded, citing recent scandals. This chapter discusses the crucial role that public relations plays in creating and developing a corporation's image and reputation with its key publics, particularly life after corporate scandals. A section on "12 steps on restoring a company's reputation" has been added. A new end-of-the chapter case on MasterCard's Project Math is included.

Chapter Seventeen: Issues in Public Relations: Crisis Communication, Social Media, and Global Advances

Handling crisis communication is increasingly becoming a major need in public relations. A new section on crisis communication has been added to the list of pressing issues in public relations. The chapter also examines social media's use for public relations and its possibilities for the future. A new mini-case on lead in Chinese imported toys highlights both the global and crisis issues. Global and organizational issues are also examined.

Appendix 1 and Appendix 2

Two appendixes provide additional help for students with two basic public relations skills: writing and speaking.

- The **Student DVD-ROM** that accompanies the text offers students a variety of resources and activities. These are integrated with the text through the use of DVD icons in the end-of-chapter material that notify students which DVD tool to use. They include the following:

- *Video*: The video includes clips of 15 interviews with public relations practitioners, including Harold Burson, John Graham, and Cheryl Proctor-Rogers.
- *Self-Quizzes*: Students can assess their comprehension of the chapter concepts by taking practice tests that provide feedback for each answer.
- **Online Learning Center** (www.mhhe.com/lattimore3e) provides resources for students and instructors. Icons in the text direct students to interactive test questions and glossary crossword puzzles.
- **Instructor's Resource CD** includes PowerPoint lectures with video clips developed by Dan Lattimore; links to Internet material; a Test Bank; an Instructor's Resource Manual with chapter summaries, objectives, and media resources; and additional activities.
- **Video: Interviews with Public Relations Professionals**: The 15 original video interviews conducted by the book's authors are part of the Student DVD-ROM and are also available in VHS format. Instructors can use the clips as lecture launchers or discussion starters. Summary and discussion questions appear with each segment.

SUPPLEMENTS FOR STUDENTS AND INSTRUCTORS

The following academics reviewed our manuscript and helped us to make it as useful as possible for students and professors:

ACKNOWLEDGMENTS

Coy Callison
Texas Tech University

Todd Chambers
Texas Tech University

Scott Dickmeyer
University of Wisconsin

Shearlean Duke
Western Washington University

Dina Gavrilos
Walter Cronkite School, Arizona State University

Judith A. Linville
University of Missouri–St. Louis

Kenneth Plowman
Brigham Young University

Christine Russell
East Carolina University

Andi Stein
Cal State Fullerton

We deeply appreciate those who distilled from their professional or teaching experiences the cases and spotlights that appear in each chapter and on the DVD-ROM. Our appreciation also goes to our universities for their support, services, and resources. Finally, we give our sincere thanks to the professionals at McGraw-Hill Publishing who worked so hard and long assisting us in putting the project together.

Dan Lattimore, *University of Memphis*

Otis Baskin, *Pepperdine University*

Suzette Heiman, *University of Missouri–Columbia*

Elizabeth Toth, *University of Maryland*