

Public Relations Case Studies From Around The World Preface By Larissa A Grunig And James E Grunigbr Foreword By Anne Gregory

"International and Intercultural Public Relations" provides a format for analyzing public relations campaigns and then applies it in 19 case studies written by public relations scholars. This text uses both the case method and an analysis of public relations campaigns to help students learn to apply concepts of planning, research, and international or intercultural communication to the field of public relations. It is appropriate for general public relations campaigns courses as well as those specifically focused on intercultural or international public relations. Features 19 real-life international or intercultural cases, complete with critiques, providing a diverse selection of successful and unsuccessful campaigns for students to learn from and analyze. Begins with detailed descriptions of case development techniques, supplying students with a framework for analysis of the cases in the text. Describes and demonstrates the "ROSTE model," a system that can be used to critique or develop any public relations campaign, so students can apply their knowledge outside the text or classroom. Includes both mass communication and speech communication theories, making them applicable to courses in journalism, public relations, or communication programs. Incorporates instructions for case development and critique as well as class discussion and analysis, helping instructors to encourage critical thinking in the classroom. Provides suggested readings and bibliographies to facilitate student research projects and reports. Praise for "International and Intercultural Public Relations" "This is an exciting text that I would include in my library and use. It is cutting edge and hits all of the targeted marks that I look for in a text." "Eric Brown, Canyon College" "This manuscript utilizes a unique concept, ROSTE, to produce national and international campaigns. It has up-to-date national and international cases illustrating the intricacies of successful and unsuccessful campaigns. . . ." "Deborah Menger, University of Texas at San Antonio"

From the pages of PR News - the world's most widely-read public relations weekly - comes this collection of 1000 case studies covering major PR campaigns and events from the publication's nearly 50-year history. Based on personal interviews conducted by PR News founder and former publisher Denny Griswold, each case study analyzes how the most important businesses, government agencies and other organizations from around the world have handled such diverse issues as anniversaries, boycotts, downsizing, industrial achievements, minority relations, new product introductions, plant closings, product tampering, stockholder relations, and many others.

This edited collection explores the practical applications of diverse types of emerging media technologies in a variety of industries and in many different regions of the world.

This volume demonstrates a range of possibilities for creative thinking about public relations management and collaboration in different settings and with different purposes. The chapters hint at opportunities, point towards innovation, and challenge our thinking about the power of creativity.

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.

Financial Public Relations tackles the areas of concerns in the practice of financial communications. The book is comprised of 13 chapters; each chapter deals with the issues faced by public relations professionals. The coverage of the text includes the company's relationship to various parties (media, investors, and employees); the ethical concerns of the financial services industry; and the implications of the internationalization of financial markets. The book also discusses the pros and cons of an in-house public relations staff and consultants. Case studies of four different companies that encountered a public relations issue are also included. The book will be most useful to the practitioners of public relations from different industries. Other readers will find great insight in the text regarding the inner working of financial public relations.

This book is the final product of the "excellence project"--a comprehensive research effort commissioned by the International Association of Business Communicators (IABC) Research Foundation. Going well beyond any of the previously published reports on the Excellence study, this book contains many new statistical analyses of the survey data and more details from the case studies. Discussing theory and data related to several ongoing discussions in the communication profession, this book answers the following questions: *How can we show the value of public relations? *What is the value of relationships? *How do relationships affect reputation? *What does it mean to practice communication strategically? *How can we measure and evaluate the effects of public relations programs? *Should communication programs be integrated? *How does the new female majority in the profession affect communication Excellence? This book, as well as the research it reports, is the product of symmetrical communication and collaboration. As such, it is intended for scholars, applied researchers, students, and informed professionals who understand the value of research in developing a profession, such as public relations. Knowledge of quantitative and qualitative research methods will make it easier to understand the book; however, the results are interpreted in a way that makes the analyses understandable even to those with little or no knowledge of statistics and research methods.

Cases in Public Relations presents the diversity of public relations practice in today's complex world. Containing cases written specifically for this course by faculty of research and practice nationwide, this book offers the most contemporary and diverse set of cases available. While clearly illustrating the functions and contexts of public relations practice, each case also challenges students to consider and discuss real-world ethical dimensions of public relations.

International Public Relations: Negotiating Culture, Identity, and Power offers 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

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Developed for advanced students in public relations, *Cases in Public Relations Management* uses recent cases in public relations that had outcomes varying from expected to unsuccessful. The text challenges students to think analytically, strategically, and practically. Each case is based on real events, and is designed to encourage discussion, debate, and exploration of the options available to today's strategic public relations manager. Key features of this text include coverage of the latest controversies in current events, discussion of the ethical issues that have made headlines in recent years, and strategies used by public relations practitioners. Each case has extensive supplemental materials taken directly from the case for students' further investigation and discussion. The case study approach encourages readers to assess what they know about communication theory, the public relations process, and management practices, and prepares them for their future careers as PR practitioners. New to the second edition are: 27 new case studies, including coverage of social media and social responsibility elements New chapters on corporate social responsibility (CSR) and activism End-of-chapter exercises Embedded hyperlinks in eBook Fully enhanced companion website that includes: Instructor resources: PowerPoint presentations, Case Supplements, Instructor Guides Student resources: Quizzes, Glossary, Case Supplements

A Practical Guide to Ethics in Public Relations is designed for courses in contemporary studies of public relations and communications. This text highlights the delicate balance required to navigate the values and demands implicit to the field of public relations and those that underlie society as a whole. Students are encouraged to examine their own values and compare them to those commonly encountered in a professional setting. *A Practical Guide to Ethics in Public Relations* is the ideal text for students grappling with the inevitable ethical dilemmas that arise in professional public relations.

The case studies in this book, many of which have won national or international awards, represent an impressive scope of public relations practice - from public diplomacy to corporate social responsibility to community relations to tourism to fundraising. As edited by a public relations educator recognized as Educator of the Year and two former chairs of the Global Alliance for Public Relations and Communication Management, these chapters take a significant step toward overcoming the dearth of published case studies in public relations beyond North America. They include -best practices- of multinational corporations, non-governmental organizations and governmental agencies in Poland, Iran, South Africa, Japan, New Zealand, Costa Rica, Malaysia, the United Arab Emirates, Slovenia, and Finland. Written by established scholars and professionals who had access to some of the world's most intriguing and influential cases of organizational communication, these studies will be of tremendous interest to all who teach, study, and practice public relations around the world."

Primarily using PUBLIC RELATIONS Society of America award-winning cases, *PUBLIC RELATIONS CASES*, Ninth Edition, presents a clear theoretical grounding in the major areas of public relations. Using the ROPE process model (Research, Objectives, Programming, and Evaluation), the authors keep students focused on the strategic elements of exemplary communications campaigns. The case studies provide glimpses into best practices for public relations campaigns as recognized by professionals in the field. The cases all use a strategic communications model, where clearly defined objectives are based on sound research and good audience analysis, followed by creative tactics that are evaluated for their effectiveness. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Written by two of the most respected individuals in the field, *Public Relations Practices* presents timeless case studies to help future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer.

Applied Public Relations provides readers with the opportunity to observe and analyze how contemporary businesses and organizations interact with key groups and influences. Through the presentation of cases covering a wide variety of industries, locations, and settings, authors Kathy Brittain McKee and Larry F. Lamb examine how real organizations develop and maintain their relationships, offering valuable insights into contemporary business and organizational management practices. McKee and Lamb place special emphasis on public relations as a strategic management function that must coordinate its planning and activities with key organizational units - human resources, marketing, legal counsel, finance, and operations, among others. A commitment to the ethical practice of public relations underlies the book, and students are challenged not only to assess the effectiveness of the practices outlined, but also to understand the ethical implications of those choices. This second edition includes the following key features: New and updated cases Additional Professional Insight commentaries Expanded use of charts and photos An appendix with the PRSA Member Code of Ethics and the IABC Code of Ethics for Professional Communicators A companion website with resources for the student and the instructor. With its practical orientation and scope, *Applied Public Relations* is a useful text for courses on public relations management, public relations cases and campaigns, and integrated communication management.

First published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

International Public Relations: Perspectives from deeply divided societies is positioned at the intersection of public relations (PR) practice with socio-political environments in divided, conflict and post-conflict societies. While most studies of PR focus on the activity as it is practiced within stable democratic societies, this book explores perspectives

from contexts that have tended to be marginalized or uncharted. Presenting research from a diverse range of societies still deeply divided along racial, ethnic, religious or linguistic lines, this collection engages with a variety of questions including how PR practice in these societies may contribute to our understanding of PR theory building. Importantly, it highlights the role of communication strategies for actors that still deploy political violence to achieve their goals, as well as those that use it in building peace, resolving conflict, and assisting in the development of civil society. Featuring a uniquely wide range of original empirical research, including studies from Israel/Palestine, Mozambique, Northern Ireland, former Yugoslavia, former Czechoslovakia, Spain, Malaysia and Turkey, this groundbreaking book will be of interest not only to scholars of public relations, but also political communication, international relations, and peace and conflict studies. With a Foreword by Krishnamurthy Sriramesh, Editor of The Global Public Relations Handbook

Institutions attempt to influence their environments--politically, socially, economically, psychologically--and that influence occurs in part through rhetoric in the practice of public relations. This volume examines that process of influence--the theoretical bases and practical effects of public relations campaigns.

Developed for advanced students in public relations, *Cases in Public Relations Management* uses recent cases in public relations that had outcomes varying from expected to unsuccessful. The text challenges students to think analytically, strategically, and practically. Each case is based on real events, and is designed to encourage discussion, debate, and exploration of the options available to today's strategic public relations manager. Key features of this text include coverage of the latest controversies in current events, discussion of the ethical issues that have made headlines in recent years, and strategies used by public relations practitioners. Each case has extensive supplemental materials taken directly from the case for students' further investigation and discussion. The case study approach encourages readers to assess what they know about communication theory, the public relations process, and management practices, and prepares them for their future careers as PR practitioners. New to the second edition are: 27 new case studies, including coverage of social media and social responsibility elements New chapters on corporate social responsibility (CSR) and activism End-of-chapter exercises Embedded hyperlinks in eBook Fully enhanced companion website that includes: Instructor resources: PowerPoint presentations, Video Clips, Case Supplements, Instructor Guides Student resources: Quizzes, Glossary, Case Supplements

This unique collection of contemporary international public relations case studies gives the reader in-depth insight into effective public relations practice in a range of organizational contexts. The cases demonstrate the breadth of modern public relations practice and the increasing importance and sophistication of this function both in public and private sector organizations. This second edition of *Public Relations Cases* builds on the success of the previous edition to offer new insights into the changing face of contemporary public relations and the development of PR and communication strategies. The book also examines: The use of social media and blogging as a communications medium The growing importance of corporate social responsibility programmes Local authority identity change High profile international charitable fundraising Sports sponsorship Property sector PR. Featuring cases from around the world, including the UK, India, Korea, Denmark, Croatia and the US, this book is an invaluable resource for teachers, researchers and students working in public relations, corporate communication and public affairs.

"Provide your students with a reasoning process that leads to good decision making in the fast paced world of public relations....Students engaged in case analysis learn to think, analyze, react and evaluate so that they develop transferable critical, analytical, problem focused skills that can be used in all workplace settings and life in general. The process enables students to apply theories and concepts that they are learning in an immediately applicable fashion. This maximizes retention. *Casing Public Relations* features more than thirty intriguing fictional case study scenarios that all levels of decision makers in our media and social media saturated world may face. *Casing Public Relations: Is an invaluable supplementary book for in-person or online undergraduate/entry level graduate public relations and communication courses; Uses the "safe distance case method of study" to analyze scenarios. This approach to teaching and learning is most notably used in the legendary Harvard Law School; Brings issues to life by featuring case studies written by a diverse collection of public relations scholars and practitioners; Does not limit the reader with potential solutions and best solutions to a problem. This enables a class to apply the concepts of a PR course to the case itself and come up with a decision on their own.*" -- Publisher's description.

Cases in Public Relations Strategy draws on original, real-world case studies to provide students with a strategic approach to meeting the needs of a client before, during, and beyond a campaign. Using the RACE (Research, Action Planning, Communication, and Evaluation) model, students explore successful contemporary campaigns and evaluate best practices in all major areas of public relations activity. This practical, client-oriented text shows students how to systematically evaluate and adapt to the needs of a particular client—whether big or small, global or local, for-profit or nonprofit—in order to launch the most effective campaign. Each case includes a brief introduction focused on fundamentals and core competencies, and all cases have been carefully selected to present a wide range of client types. In addition to the lessons from professionals in the case studies, a section on PR consulting and an appendix on advancing your PR career give students the knowledge and skills they need for success in the field. Give your students the SAGE edge! SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Learn more at edge.sagepub.com/stjohn.

As competition between companies increases, the need for effective public relations and advertising campaigns becomes imperative to the success of the business. However, with the introduction of new media, the nature of these campaigns has changed. Today's consumers have more awareness and diversified ways to obtain knowledge, and

through new media, they can provide feedback. An understanding of how to utilize new media to promote and sustain the reputation of an organization is vital for its continued success. The Handbook of Research on New Media Applications in Public Relations and Advertising is a pivotal reference source that provides vital research on the application of new media tools for running successful public relations and advertising campaigns. While highlighting topics such as digital advertising, online behavior, and social networking, this book is ideally designed for public relations officers, advertisers, marketers, brand managers, communication directors, social media managers, IT consultants, researchers, academicians, students, and industry practitioners.

Case Studies in Sport Communication: You Make the Call goes beyond the box scores by offering readers the opportunity to evaluate popular and diverse issues in sport; including management, crisis, health, ethics, gender, race, and social media. Each chapter incorporates theory and communication principles as well as topical background information, and concludes with discussion questions and engaging assignments. This volume presents real-life, provocative sports cases that bring contemporary headlines into perspective and inspire critical thinking. Each chapter features scholarly evidence that will keep the conversation lively, thoughtful, and informative. Students are encouraged to challenge the ethical implications of what they have read and to "make the call." This is an invaluable resource for upper-level undergraduate and graduate students of sport communication and sport management.

Adventures in Public Relations engages students in the practice of public relations with exciting, timely, representative cases combined with a strong focus on critical thinking and problem solving. This text conveys the excitement and challenge of public relations by presenting students with a real-world portrait of the profession. Students will learn from the successes and failures of the public relations campaigns examined in the text. The book's focus on critical thinking helps students develop the problem-solving skills essential to success in public relations. As with the authors' successful introductory text, Public Relations: A Values-Driven Approach, this text also encourages readers to identify, refine, and test their own values systems.

This volume provides a critical look at public relations practice, utilizing case studies from public relations, advertising, and marketing to illustrate the deconstruction and analysis of public relations campaigns. Author Thomas J. Mickey uses a cultural studies approach and demonstrates how it can be used as a critical theory for public relations practice, offering real-world examples to support his argument. Through the interpretive act of deconstruction, this book serves to challenge the myth of public relations as an objective "science," allowing the social importance of public relations to be redefined and encouraging public relations to take a fuller place in the interdisciplinary study of text and knowledge. Intended for public relations scholars and students in public relations cases/campaigns, public relations criticism, and media studies courses, Deconstructing Public Relations: Public Relations Criticism demystifies the act of deconstruction and shows how it can give insight into the theory and practice of public relations.

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.

Non-profit organizations (NPOs) across the world are facing criticism alongside approbation. In order for NPOs to effectively support their causes, they require public trust. The editors of this book have persuaded PR experts from the UK and around the world, from a variety of PR specialisms operating across different organizational forms, to share their knowledge and experience. These contributions are scaffolded with authoritative academic and practical advice, as well as solutions. The book starts with foundations that underpin communications for causes. These include arguments that support the importance of non-profits in civil society; lessons in corporate governance; and a new approach to issues management. PR planning subjects tailored, or specific, to the sector include: strategic global communications planning, agile digital communications; branding internal communications and the securing of meaningful outcomes. Corporate partnerships are examined with a new 'Fit to Partner Test' and consideration of the mandated corporate social responsibility (CSR) in India, corporate volunteering in Brazil, and CSR in South Africa. Relations between governments and non-profits are also considered, both generally and with a particular focus on China. Communicating Causes looks at effective strategy and practice of PR in the modern non-profit. Including forewords by both John Grounds and Jon Snow, the expert perspectives offered in this book provide valuable support to current and future communicators.

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/

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Written by two of the most respected individuals in the field, "Public Relations Practices" presents timeless case studies to help future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer.

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, Social 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.

Public Relations CasesCengage Learning

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 planning, 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 the 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 in Action boxes feature short, specific social responsibility cases—such as Universals’ #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.

Thousands of public relations (PR) students and professionals have relied on this authoritative text to understand the key role of research in planning and evaluating PR campaigns. Revised and expanded to reflect today’s emphasis on standards-based practice, the third edition has a heightened emphasis on setting baselines, creating benchmarks, and assessing progress. Stacks presents step-by-step guidelines for using a wide range of qualitative and quantitative methods to track output, outtakes, and outcomes, and shows how to present research findings clearly to clients. Every chapter features review questions and a compelling practice problem. PowerPoint slides for use in teaching are provided at the companion website. Instructors requesting a desk copy also receive a supplemental Instructor’s Manual with a test bank, suggested readings, and case studies. New to This Edition: *Chapter on standardization, moving beyond the prior edition’s focus on best practices. *Chapter on different types of data sets, with attention to the advantages and disadvantages of using Big Data. *Addresses the strategic use of key performance indicators. *Covers the latest content analysis software. Pedagogical Features: *Each chapter opens with a chapter overview and concludes with review questions. *End-of-chapter practice problems guide readers to implement what they have learned in a PR project. *Appendix provides a dictionary of public relations measurement and research terms. *Supplemental Instructor’s Manual and PowerPoint slides.

Getting a public relations campaign or programme off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated second edition of Planning and Managing Public Relations Campaigns provides a blueprint for all practitioners. It describes how to initiate and manage the ongoing development of a programme in a structured way to benefit both the organization and its clients. Practical and easy to read, the book takes the form of a step-by-step guide, covering many vital areas including: the public relations function; starting the planning process; research and analysis; setting objectives; strategy and tactics; timescales and resources; evaluation and review. Packed with numerous case studies, the book demonstrates a 10-point plan for ensuring successful campaigns and programmes. By using the techniques presented here, public relations practitioners will be able to drive events instead of being driven by them. Endorsed by the Institute of Public Relations, Planning and Managing Public Relations Campaigns is vital reading for students, practitioners or managers who want a definitive guide to the planning and management process.

While public relations practitioners have long focused on the relationship between organizations and their stakeholders, there has never been a time when that relationship was so dominated by public participation. The new model of multiple messages originating from multiple publics at varying levels of engagement is widely acknowledged, but not widely explored in scholarly texts. The established model of one-way communication and message control no longer exists. Social media and an increasingly participatory culture means that fans are taking a more active role in the production and co-creation of messages, communication, and meaning. These fans have significant power in the relationship dynamic between the message, the communicator, and the larger audience, yet they have not been defined using current theory and discourse. Our existing conceptions fail to identify these active and engaged publics, let alone understand virtual communities who are highly motivated to communicate with organizations and brands. This innovative and original research collection attempts to address this deficit by exploring these interactive, engaged publics, and open up the complexities of establishing and maintaining relationships in fan-created communities.

Health and Medical Public Relations takes a fresh look at media relations and news values. It examines how information about medical research from the academic, pharmaceutical and charitable sectors is disseminated to target audiences through a variety of PR techniques. Scrutinising a wide range of health-related public relations activities, the book combines a critical, analytical and cultural overview of these methods with helpful guidance on their practical application. Key features include: Advice on how to write and place effective press releases, plan and budget for campaigns, and anticipate responses from different sectors and the wider public Coverage of different types of communication and consultancy, including the controversial areas of lobbying and access to influential policy makers Case studies on the way in which experienced journalists and public relations practitioners gain coverage for their work, with plentiful examples drawn from both recent media scares and long-running issues A survey of the way challenging public relations issues have been perceived in the past, analysing the attitudes of both legislators and the public A user-friendly format designed to reinforce learning, including handy tips, definition boxes explaining key words and concepts, and exercises and reflection points to stimulate group discussion and reflection on specific examples of science and medical PR practice. Wide-ranging

and highly accessible, this book will be an essential resource for undergraduates, postgraduates and professionals learning to specialise in health public relations.

Two commissions within the Public Relations Society of America have recently defined courses in case-study analysis, research methods, and behavioral-science theory as central to an acceptable public relations curriculum. To date, these three "streams" within PR education have run independently of each other. The authors produced this volume because they believe that there is a growing demand for an integrative "applied theory" approach to the study of public relations cases. The need for PR professionals to study the social, political, and economic contexts of public relations carefully had been apparent for some time as issues management and environment scanning emerged as focal points of modern public relations. Yet there was no systematic framework for such study. This volume, however, with its strong foundation in theory, provides just that framework and is highly suitable for graduate-level courses in public relations.

This book explores the definition, nature and context of public relations crises; it also examines and defines the main elements of public relations crises and positions it in the context of the current communication sphere. *Public Relations Crisis Communication: A New Model* investigates existing group communication theories, including organizational culture, critical theory of organizations, media ecology, public rhetoric, and cross-cultural communication theory to establish their relevance in the context of the new model of public relations crisis. Key concepts from existing public relations crisis theory are also discussed and validated in order to establish prevailing thought. Through a case study of Malaysia Airlines MH370, involving a textual analyses of press communications on the Malaysia Airlines website, this book scrutinises prevailing theory and definitions. Most valuably, this book proposes a new definition and model of public relations crisis, alongside a suggested extension to existing crisis communication theory in the form of a hierarchy of publics to be addressed during crises. This will help to address divergent publics with differing priorities in public relations crisis communication. This book is of interest to students, teachers, researchers and practitioners of public relations, communication, media and marketing, as well as professionals in the aviation industry and international relations.

Case Studies in Crisis Communication: International Perspectives on Hits and Misses was created to fill the gap for a much-needed textbook in case studies in crisis communication from international perspectives. The events of September 11, 2001, other major world crises, and the ongoing macroeconomic challenges of financial institutions, justify the need for this book. While existing textbooks on the subject focus on U.S. corporate cases, they may not appeal equally to students and practitioners in other countries, hence the need to analyze cases from the United States and from other world regions. The variety and the international focus of the cases, be they environmental, health or management successes or failures, makes this book more appealing to a wider audience. These cases examine socio-cultural issues associated with responding to a variety of crises.

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