

Preface

The *profession* of public relations continues to emerge as a major force in the global society. The *practice* of public relations has undergone evolutionary changes in the past few years thanks to Internet-driven technology. This major information source provides, for the first time, a way for organizations to communicate directly with a variety of audiences, often throughout the world, instantly. Globalization of worldwide markets and organizational restructuring are two more powerful influences on the practice of public relations.

These critical changes in globalization, technology, and organizational structure lend increasing importance to the management function of public relations. Practitioners are no longer mere technicians who shape and transmit messages from their organizations. They are professionals who shape the relationships an organization has with its various constituencies. Public relations practitioners must possess the communications expertise and social sensitivity necessary to enable organizations to adapt to the changing environment.

Public relations practitioners must bring not only all of the traditional communications skills to their broadened role, but must now bring the ability to research and understand problems, to plan public relations programs, to create effective messages, using the latest technologies, and to evaluate the effectiveness of these programs. The goal of this edition is to provide the tools for public relations practice while also establishing a historical context, a theoretical foundation, and legal and ethical frameworks for the profession.

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, 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

APPROACH OF THE TEXT

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 AND CONTENT

This edition has retained the four-part organization of earlier editions: the profession, the process, the publics, and the practice. Part One describes the current public relations situation, its historical roots, theories, and ethical and legal concerns. Part Two examines the core issues of the process that underlie public relations, whereas Part Three focuses on the publics that are the object of these efforts. Finally, Part Four 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.

Every chapter has been completely updated, while the classic material has been retained. The content truly reflects the direction of public relations in the 21st century.

PEDAGOGY

- Each chapter opens with a *preview* that engages the student in a real-life public relations situation.
- Two new appendices have been added—one with tips for writing and the other with tips for effective oral presentations.
- *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 with definitions, focus on terms that are particular to the profession.

WHAT’S NEW IN EACH CHAPTER

Chapter One: Introduction

This chapter introduces the reader to the changing nature of public relations campaigns and the increasing technological demands constantly placed on the public relations practitioner. Management and leadership functions are emphasized.

Chapter Two: History of Public Relations

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

Chapter Three: A Theoretical Basis for Public Relations

Persuasion and social influence theories are illustrated through a new 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.

Chapter Four: Law and Ethics

The developing legal consideration of the Internet is considered in depth in this chapter. The chapter has a new focus on financial law with application to the Martha Stewart case. Sarbanes-Oxley and the Patriot Act are also introduced in this chapter.

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 a new look at Internet, library, and database resources.

Chapter Six: 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.

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.

New evaluation software, an examination of Ketchum's Extranet efforts, and additional measurement strategies are included in this chapter.

Chapter Nine: Media Relation

A spotlight on blogging (the art of Web conversation) and a case study on Katrina response by United Way highlight the additions to this chapter, along with increased emphasis on the role of new technologies in media relations.

Chapter Ten: Employee Communications

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 new case on maintaining employee relationships during a tragedy.

Chapter Eleven: Community Relations

This chapter provides new information about two areas of increasing importance in community relations: cause marketing and community activism. Two new cases highlight additions to this chapter.

Chapter Twelve: Marketing and Consumer Relations

New to this chapter is an expanded discussion of how public relations works with marketing to achieve results. There is also an enhanced section on integrating public relations disciplines with technology.

Chapter Thirteen: Investor Relations

New to this chapter is the WorldCom case, along with discussion of such influences on investor relations as the Sarbanes-Oxley Act.

Chapter Fourteen: Public Affairs: Relations with Government

A new case involving payment of a journalist to air comments supportive of the No Child Left Behind Act is presented.

Chapter Fifteen: Nonprofit Public Relations

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 a branded news site is provided.

Chapter Sixteen: Corporate Public Relations

The role of the CEO in corporate public relations has been expanded, citing recent scandals including Enron, WorldCom, Halliburton, and Arthur Anderson. 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 new section on technology and corporate public relations discusses two new channels of communication: corporate blogs and RSS feeds.

Chapter Seventeen: Technological, Global and Organizational Issues in Public Relations

This chapter prepares future practitioners for the most pressing globalization, technology, and corporate social responsibility changes in the field. The Napster case study shows how the Internet can be used as a public relations tool.

Appendix One and Appendix Two

New appendices provide additional help for students with two basic public relations skills, writing and speaking.

SUPPLEMENTS FOR STUDENTS AND INSTRUCTORS

- 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:
 - 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.
 - Audio Flash Cards:* Students can use these digital flash cards to hear how key terms are pronounced and to study for exams.
- 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, 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.

- **Online Learning Center** (www.mhhe.com.lattimore2) provides resources for students and instructors and includes PowerPoint slides, and downloadable supplements, interactive test questions, and glossary crossword puzzles. Icons in the text direct students to relevant resources on this Web site.

Our thanks go to many people: colleagues with whom we have worked in public relations education, our public relations mentors, leading practitioners who have been willing for us to interview them, and public relations firms and organizations that have provided many of the materials and examples. They are too numerous to name, but they all have our gratitude.

ACKNOWLEDGMENTS

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

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

Christine Russell
East Carolina University

Kenneth Plowman
Brigham Young University

Andi Stein
Cal State Fullerton

William R. Sykes
Central Michigan University

Christine Russell
East Carolina University

We are deeply appreciative of 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 goes to our universities for their support, services, and resources. Finally, we give our sincere thanks to the professionals at McGraw-Hill Publishing, particularly our editor, Jennie Katsaros, and our senior project manager, Becky Komro, 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*

