

PR IN PRACTICE SERIES

Running a Public Relations Department

Mike Beard

Second Edition

the Institute of Public Relations



Running A Public Relations Department

John Brown, Pat Gaudin, Wendy Moran



Running A Public Relations Department:

Running a Public Relations Department Mike Beard, Institute of Public Relations (Great Britain), 2001 Good management practice is essential if a PR department is to be highly valued and cost effective This updated edition aims to show business practitioners exactly how this can be achieved The result is a hands on guide offering accessible and practical advice for PR activity

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Planning and Managing Public Relations Campaigns Anne Gregory, 2000 Praise and Reviews Practical and easy to read takes the reader step by step through each crucial stage of a campaign covering all the vital areas SCOTTISH INDUSTRY 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

Pr: Running A Public Relations Department, 2/E Mike Bread, 2008-01-01

Managing Public Relations Peter M. Smudde, 2023-03-02 The second edition of Managing Public Relations introduces students to the key concepts and practices involved in the day to day running of a PR operation whether it is a company department an independent agency or any organized group focused on PR The book s unique approach places the PR function within the broader context of an organization equipping students with the essential business knowledge perspective and skills needed when starting out in their careers This second edition has been fully updated throughout and includes Current examples and testimonials from across the globe as well as updated Executive Viewpoints Expanded content on strategic planning budgeting and financial statements Detailed commentary on topics relevant to the modern workplace including remote management Consideration of diversity inclusion equity and access within PR Additional content on the use of analytics and measuring return on investment ROI Updated online material including an Instructor s Manual that incorporates problem based questions example assignments and activities A highly practical and comprehensive guide this textbook should be essential reading for advanced undergraduate and postgraduate students studying public relations management strategic communications and marketing management

The PR Professional's Handbook Caroline Black, 2014-04-03 At a time when rapid changes in communications technology such as social media are having a major impact on the way businesses choose to communicate more and more people are having to understand the principles of modern PR and how they can use it to underpin effective business management The PR Professional s Handbook offers practical advice and solutions for anyone involved in the public relations function The PR Professional s Handbook guides

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Ethics in Public Relations Patricia J Parsons, 2008-11-03 Ethical practice in any professional discipline is guided by age old philosophical perspectives but its modern parameters are continually evolving Ongoing developments in technology social media and social contexts mean that public relations and its practices in particular are constantly changing and so are the ethical questions faced by practitioners in the field Ethical questions and dilemmas are inherent to public relations and ensuring that practitioners operate ethically is fundamental to both the professionalism and credibility of the field Engaging and accessible *Ethics in Public Relations* offers a lively exploration of the key ethical concerns present in the public relations world today by way of practical tips and guidance to support those in PR and corporate communications It covers topics including the roles which lies truth and honesty play utilitarianism practising respect and morality authorship conflicts of interest PR and the corporate ethics programme moonlighting the impact of whistleblowing and more Written by a leading academic in the field this fully updated third edition of *Ethics in Public Relations* includes an entirely new chapter on the uses of ethics in social media covering topical issues such as blogger engagement and the relationship between employee social media activity and organizational reputation *Key Concepts in Public Relations* Bob Franklin, Mike Hogan, Quentin Langley, Nick Mosdell, Elliot Pill, 2009-03-05 This is a good text to accompany a core text on Public Relations It is also very useful for marketing and business students Valuable for post grads new to PR also Robbie Smyth Griffith College Dublin Offers the reader a concise and very readable tour through the many facets of PR Providing a detailed reference of just under 200 alphabetically listed entries covering a range of topics from account management to wikis destination branding and Hong Bo that one you ll have to look up yourselves each entry takes up roughly a page sometimes less is colloquial in tone and offers several recommendations for further reading making it an excellent jumping off point for further exploration Communication Director The SAGE Key Concepts series provides students with accessible and authoritative knowledge of the essential topics in a variety of disciplines Cross referenced throughout the format encourages critical evaluation through understanding Written by experienced and respected academics the books are indispensable study aids and guides to comprehension *Key Concepts in Public Relations* Provides a comprehensive easy to use overview to the field Covers over 150

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Online Public Relations David Phillips, Philip Young, 2009-05-03 The internet has totally revolutionized the practice of public relations This revolution has not only affected the way PR professionals communicate but has changed the nature of communication itself This thoroughly revised second edition of Online Public Relations shows readers how to use this potent and energizing medium intelligently and effectively David Phillips explores the growth of social media sites such as Facebook MySpace Bebo Flickr etc and of virtual environments virtual communities information sharing sites and blogs PR practitioners must now explore and experiment with new technologies and new ways of thinking to get their message across and an environment which has been made far more transparent due to social media Other topics covered include new models of information exchange commercial implications of the internet how social media impacts on PR strategy developing online PR strategies risks and opportunities and CSR This second edition is a timely and authoritative overview of the new online PR Any PR professional wanting to conduct business in the modern interconnected world will regard this book as a must

Ethics in Public Relations Patricia Houlihan Parsons, Patricia J. Parsons, 2004 Praise and Reviews This book on ethics is long overdue Thoughtful yet thoroughly practical it will help public relations professionals tussling with ethical dilemmas The ethical decision making models will be especially useful Mike Granatt FIPR Partner Luther Pendragon former Director General of the Government Information and Communications Service GICS Canada Ethical questions and dilemmas are inherent to public relations and ensuring that practitioners operate ethically is fundamental to the professionalism and credibility of the field Ethics in Public Relations gives readers the tools and knowledge to enable them to make defensible decisions and outlines the important ethical concerns in public relations and corporate communications Written in a practical and approachable style this is not another tome on ethical theory but rather a clear insight into the personal and professional issues that affect public relations practitioners It examines how an individual's sense of morality has an impact on decision making and ethical business behaviour Overall the purpose of Ethics in Public Relations is threefold to provide a framework for understanding important ethical issues in public relations and corporate communications now and in the future to help develop an attitude that supports the concept that ethics are key to professionalism and credibility in the field to assist in everyday ethical decision making Written by a leading academic in the field this practical and engaging title is a must have for any public relations practitioner or student who wants a framework that relates underlying ethical theories to everyday issues

Creativity in Public Relations Andy Green, 2009-12-03 Creative input is inevitably required of the PR practitioner and yet there is a lack of real understanding of the mechanics of the processes involved Creativity in Public Relations seeks to address this situation and explores the five Is of the creative process showing you techniques for stimulating and evaluating ideas and obstacles to

creativity This fully updated third edition also includes two new chapters on the use of social media and creativity and creativity and memes Including practical examples and research carried out by creative experts in the PR industry the reader is guided through methods of using and managing a range of techniques and tips to generate creative ideas as described by the five Is of the creative process information incubation illumination integration and illustration By clearly establishing a definition of creativity this third edition will help PR practitioners and general readers to get under the skin of the creative process and use it to greater effect in their work

Today's Public Relations Robert L. Heath, W. Timothy Coombs, 2006 Today's Public Relations works to redefine the teaching of public relations by discussing its connection to mass communication but also linking it to its rhetorical heritage

Public Relations Strategy Sandra M Oliver, 2009-11-03 This challenging book reflects the intense discussion that is taking place on the nature of public relations and how it develops and supports management strategy It links models and theories of strategic management to the PR function and discusses how globalization and the Internet are changing organizational PR strategy This new and updated version of Public Relations Strategy explains how PR lies at the heart of sound ethical corporate communication as a core strategic management function The new edition explores the following topics PR as strategic and issues management the governance role of PR within organizations attaining and maintaining reputation internal communication as PR strategy online offline media relations research matters exploration and evidence managing ethics and evaluation in PR programming Including many new international case studies this fully updated third edition of Public Relations Strategy is a useful addition to the thinking practitioner's library and an invaluable learning tool for students undertaking examinations in PR and related disciplines

Excellent Public Relations and Effective Organizations James E. Grunig, David M. Dozier, 2003-01-30 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

Risk Issues and Crisis

Management in Public Relations Michael Regester, Judy Larkin, 2008-06-03 The reputation of an organisation influences who we buy from work for supply to and invest in Intangible assets of which reputation forms an important part account for well over 50 per cent of the value of the Fortune 500 and even more in the case of the FTSE 100 This fourth edition of Risk Issues and Crisis Management in Public Relations has been completely revised and aims to define reputation explores how to value it and provides practical guidelines for effective reputation management This latest edition features new sections on the effects of recent world events Corporate Social Responsibility climate change and sustainability legal revisions and the use of the Internet in a crisis Featuring new case studies on Oxfam V Starbucks Sony Dell Ribena BP Bernard Matthews and the bird flu issue Northern Rock Walmart Celebrity Big Brother 07 the Cadbury Salmonella outbreak the Virgin train crash and the Buncefield Oil Explosion the book charts how rapidly the reputation management agenda moves and yet how slowly business learns

Using Public Relations Strategies to Promote Your Nonprofit Organization Ruth Ellen Kinzey, 2013-04-15 Learn how to strategically execute public relations assignments In *Using Public Relations Strategies to Promote Your Nonprofit Organization* you will explore an easy to follow explanation on why nonprofit groups must take a more business like approach in their communications You will also discover instructions on how to make newsletters annual reports speaker s bureaus and board selection easy yet effective As a marketing public relations or development professional you will gain effective public relations tools that are within your established budget parameters Public relations expertise is becoming extremely important to the survival of nonprofit organizations as more and more nonprofits compete for dollars *Using Public Relations Strategies to Promote Your Nonprofit Organization* recognizes that nonprofit professionals may wear many different hats and may have very limited public relations or marketing training Therefore with *Using Public Relations Strategies to Promote Your Nonprofit Organization* you will find that even a novice communicator will be able to perform marketing and public relations tasks in an effective strategic manner Some of the areas you will explore include adopting a business strategy step by step guide to creating your annual report step by step guide to creating your nonprofit newsletter how to set up an effective speaker s bureau strategically market your speaker s bureau and monitor its effectiveness in generating revenue for your nonprofit organization writing speeches to promote your nonprofit organization using audiovisual aids and nonverbal communication in your speeches selecting and organizing a board of directors board of directors job description recruiting and retention *Using Public Relations Strategies to Promote Your Nonprofit Organization* explains why you must take a more business like approach to public relations write nonprofit groups and assists the novice public relations specialist with executing basic PR tasks that are pertinent to an organization s profits You will gain step by step guidance on steering your nonprofit organization to financial success

Effective Writing Skills for Public Relations John Foster, 2008-06-03 *Effective Writing Skills for Public Relations* is a valuable reference source on the basics of style and presentation with helpful hints on making the best use of written communication It advises on how to write concisely using

jargon free language whilst avoiding overused words and phrases There is guidance on policing house style with emphasis on consistency and advice on punctuation headlines and captions As well as this there are tips on what makes a good press release and how to use effective design and layout to produce easy to read text Readers will also find help on public speaking pronunciation and the standard writing skills needed in the office This fourth edition includes new sections on website content and design legal issues in websites and emails what journalists look for in company websites meeting the needs of your target audience controlling and getting the best out of emails writing and designing ezines setting up online media centres and comparing Video News Releases with B rolls of roughly edited footage Standard proof correction marks are included together with a glossary of terms This is an essential hands on practical guide for anyone earning a living through the written or spoken word

Effective Personal Communication Skills for Public Andy Green, 2006-08-03 To be a successful public relations practitioner one has to be a great communicator at all levels This stimulating and original book shows PR people how to harness their personal powers of communication to enhance their personal brand and ensure that they get their message across Andy Green takes an essentially creative and modern approach drawing on the very latest research and thinking into the how the mind works and how ideas are communicated In particular he introduces the reader to the theory of memes A term coined by Richard Dawkins memes are contagious ideas that once communicated spread like a virus Green shows how to achieve this in the context of PR communications

PR and Communication in Local Government and Public Services John Brown, Pat Gaudin, Wendy Moran, 2013-07-03 In the UK s current climate of budget cuts and policy changes local government officials need to be aware of best practice in both broadcasting their services and responding to crises in their communities Meanwhile changes in the media from the rise of social media to web access for older consumers present new challenges for local councils about how to best convey their key messages and protect their brand Full of expert advice tools and case studies from a variety of sources PR and Communication in Local Government and Public Services is a practical reference guide to delivering professional public relations for both communications and the delivery of local services It offers a detailed analysis of the issues that are unique to this challenging and fast moving environment whilst reinforcing the importance of effective and meaningful communication to both local democracy and the planning and delivery of quality services PR and Communication in Local Government and Public Services is also supported by a range of online resources including case studies appendices and a bonus chapter on local authority publicity About the PR in Practice series Published in collaboration with the Chartered Institute of Public Relations CIPR the PR in Practice series comprises accessible practical introductions to day to day issues of public relations practice and management The series action oriented approach keeps knowledge and skills up to date

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