

PR IN PRACTICE SERIES

Risk Issues and Crisis Management in Public Relations

A Casebook of Best Practice

Fourth Edition



Michael Regester
& Judy Larkin



Risk Issues And Crisis Management In Public Relations

Michael Regester, Judy Larkin



Risk Issues And Crisis Management In Public Relations:

Risk Issues and Crisis Management in Public Relations Michael Regester, Judy Larkin, 2008 First published in 1997 as Risk Issues and Crisis Management 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 **Risk Issues and Crisis Management in Public Relations** Michael Regester, Judy Larkin, 2008 Risk Issues and Crisis Management Michael Regester, Judy Larkin, 2002 Packed with examples and case studies this guide shows in a clear and practical way how issues and crises can be handled successfully and effectively with the minimum of damage Risk Issues and Crisis Management in Public Relations Michael Regester, 2008 *Risk Issues and Crisis Management* Michael Regester, 1997 *The Public Relations Handbook* Alison Theaker, 2013-03 The Public Relations Handbook is a comprehensive and detailed introduction to the theories and practices of the public relations industry It traces the history and development of public relations explores ethical issues which affect the industry examines its relationship with politics lobbying organizations and journalism assesses its professionalism and regulation and advises on training and entry into the profession The Public Relations Handbook combines theoretical and organizational frameworks for studying public relations with examples of how the industry works in practice It draws on a range of promotional strategies and campaigns from businesses public and non profit organizations including the AA Airbus BT Northamptonshire County Council Cuprinol and Action for Children The Fourth Edition includes case studies examples and illustrations from a range of campaigns from small and multinational corporations local government and charities a companion website with new international case studies updated quarterly specialist chapters on financial public relations internal communications and marketing public relations strategic overviews of corporate identity globalisation and evaluation a thorough examination of ethics and professionalism more than fifty illustrations from recent PR campaigns a completely revised chapter on corporate social responsibility a new chapter on risk issues and crisis management **The Public Relations Strategic Toolkit** Alison Theaker, Heather Yaxley, 2017-10-12 The Public Relations Strategic Toolkit presents guidance to instruct and educate students and professionals of public relations

and corporate communications Alison Theaker and Heather Yaxley cover every aspect of critical practice including definitions of public relations key theoretical concepts and both original and established methodological approaches Case studies and interviews are featured to provide real world context and advice for professional development The new edition is fully revised with brand new case studies and updated content which reflect significant developments in theory and contemporary practice It puts particular emphasis on the use of technology including automation and social media in current public relations planning corporate communications and stakeholder engagement The book is divided into four parts covering the profession public relations planning corporate communication and stakeholder engagement Features include definitions of key terms contemporary case studies interviews with practitioners handy checklists practical activities and assignments By combining theory and practice with an invaluable insight from experts in the field this guide will introduce readers to all the professional skills needed for a career in public relations

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 practitioners in preparing and evaluating campaigns In addition to providing a full breakdown on the individual skills required in briefing writing and presenting projects of different shapes and sizes the book covers the role and importance of public relations and communications in organizations addressing in full key theories for PR skills and disciplines channels and creativity 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

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 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 Writing Skills for Public Relations John Foster,2012-10-03 Writing Skills for Public Relations is filled with helpful pointers and useful examples for public relations practitioners at all levels who need to make the best use of written communication Covering both style and presentation it addresses the dos and don ts of English grammar including jargon and clich s as well as important legal considerations Along with guidance on editing policing house style writing for the press public speaking pronunciation and good text design and layout this fifth edition provides valuable advice on writing for online and social media This is an essential hands on practical guide for anyone earning a living through the written or spoken word **Public Relations Strategy** Sandra Oliver,2001 This volume reflects the intense discussion that is taking place on the nature of public relations and its role in developing and supporting management strategy It is aimed at seasoned PR practitioners and students who struggle with questions concerning overall management strategy CIM Post-grad Diploma BPP Learning Media,2012-06 A core text book for the CIM Qualification Cybersecurity And Legal-regulatory Aspects Gabi Siboni,Limor Ezioni,2021-01-04 Cyberspace has become a critical part of our lives and as a result is an important academic research topic It is a multifaceted and dynamic domain that is largely driven by the business civilian sector with influential impacts on national security This book presents current and diverse matters related to regulation and jurisdictive activity within the cybersecurity context Each section includes a collection of scholarly articles providing an analysis of questions research directions and methods within the field The interdisciplinary book is an authoritative and comprehensive reference to the overall discipline of cybersecurity The coverage of the book will reflect the most advanced discourse on related 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

Planning and Managing Public Relations

Campaigns Anne Gregory,2010-06-03 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

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

Digital Disruption in Marketing and Communications Edoardo Magnotta,2019-10-18 This book sets out the new frontier of marketing and communication through real case histories Companies must rethink their traditional approaches to successfully face the upcoming challenges They must learn how to innovate and change things when they go well New

emerging technologies such as AI and IoT are the new frontiers of the digital transformation that are radically changing the way consumers and companies communicate and engage with each other Marketing makes a company a change maker while communications tell the story to engage customers and stakeholders The book introduces brand positioning to match brand values and consumers attributes and brand as human being to raise trust loyalty and engagement among customers and stakeholders through Enel X and its partnership with Formula E in the e mobility case and the PMI case its disruptive effect on tobacco industry After a deep analysis of the disruptive effects on business models of the digital transformation the book explores digital communications through the Pietro Coricelli case how a well designed digital strategy can raise reputation and sales The book also provides a new holistic approach and identifies a future leader through the H FARM case how to disrupt business models and education The book is aimed at researchers students and practitioners and provides an improved understanding of marketing and communications and the evolution of the strategic organisational and behavioural model

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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