



Managing Public Relations

James E. Grunig
Todd Hunt

Managing Public Relations

John Foster



Managing Public Relations:

Managing Public Relations James E. Grunig, Todd Hunt, 1984-01-01 Unifies social science research and management theory with public relations techniques to provide a solid theoretical foundation Covers the management as well as the techniques of public relations emphasising decision making and evaluation *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 *Managing Public Relations* Peter M. Smudde, 2014-11-01 Focusing on the day to day matters of running a PR operation *Managing Public Relations* is the first book to balance both corporate and agency needs while addressing the management of a public relations function Its unique approach stresses the function of PR within the larger scope of business showing students how to think like their future bosses and colleagues and making them more competitive in today s job market Features Gives students the business know how they need in order to succeed in public relations Directly applies current foundational research to the day to day management concerns of public relations operations allowing students to connect theory to practice in a demanding environment Balances coverage of both agency and corporate for profit non profit non governmental and governmental organizations public relations operations Executive Viewpoints first person testimonials from actual PR executives bring concepts methods and tools to life for readers as they realize how senior managers work and why Rich pedagogy in each chapter assists students in their reading A Companion Website offers resources for students and instructors and an Instructor s Manual is available to adopters please see the preface for details *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 *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

Planning and Managing Public Relations Campaigns, 3rd Edition Anne Gregory, 2010 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 third 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 *Planning and Managing Public Relations Campaigns* Anne Gregory, 2020-12-03 Taking a PR campaign from planning to implementation can seem overwhelming This book provides a blueprint for success and is widely regarded as one of the best how to guides available Digestible and easy to read this fifth edition of *Planning and Managing Public Relations Campaigns* presents a 12 point plan for ensuring success of campaigns of all sizes covering vital areas including the role of public relations in organizations the importance of context research and analysis setting objectives strategy and tactics timescales and resources evaluation and review With discussion

of new developments in the industry from the gig economy and online influencers to disruptive models this fully updated new edition addresses the need for agile planning and draws on fresh case studies to provide up to date examples of best practice Supported by a suite of online resources Planning and Managing Public Relations Campaigns is an invaluable guide for students and practitioners alike Online resources include extended case studies lecture slides discussion questions and assessment tasks

Managing Public Relations and Brand Image through Social Media Singh, Anurag, Duhan, Punita, 2016-05-16 Each consumer now has the power to be a journalist reviewer and whistle blower The prevalence of social media has made it possible to alter a brand's reputation with a single viral post or spark a political movement with a hashtag This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions Participation in social media is mandatory for a brand's success in this highly competitive online era Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation This publication targets policy makers website developers students and educators of public relations PR and advertising professionals and organizations who wish to better understand the effects of social media

Strategic Public Relations Management Erica Weintraub Austin, Bruce E Pinkleton, Bruce E. Pinkleton, 2006-11-06 This second edition of Erica Weintraub Austin and Bruce E Pinkleton's popular text Strategic Public Relations Management helps readers move from a tactical public relations approach to a strategic management style Building on the first edition it demonstrates skillful use of research and planning techniques providing updated research methods that make use of the Internet and programs aiding data entry and analysis This version also expands its focus to communication program planning more broadly Chapters in the book cover such critical topics as creating a framework for planning identifying the elements of a campaign determining research needs and developing the research plan gathering useful data for strategic guidance making research decisions and applying theory to professional practice This book is valuable as a text in public relations management and communication campaigns courses while also serving as a reference for practitioners It introduces readers to the tools necessary for developing and presenting comprehensive effective and accountable public relations plans ensuring they are well prepared for managing and executing communication campaigns

Planning & Managing a Public Relations Campaign Anne Gregory, 1996 This text contains a ten point model for planning and managing successful public relations campaigns The book stresses the importance of planning and management in ensuring that the practitioner has overall control of the campaign and in ensuring its overall success This step by step guide covers the areas of research and analysis objective setting identifying publics defining messages devising strategy deciding on and implementing tactics setting timescales allocating resources and undertaking evaluation and strategic review In addition this book is illustrated with examples and

case studies

The Public Relations Handbook Alison Theaker, 2020-10-26 The Public Relations Handbook 6th edition provides an engaging in depth exploration of the dynamic and ever evolving public relations industry Split into four parts exploring key conceptual themes in public relations the book offers an overview of topics including strategic public relations politics and the media media relations in the social media age strategic communication management public relations engagement in the not for profit sector activism and public relations and the effects of globalisation and technology on the field Featuring wide ranging contributions from key figures in the PR profession this new edition presents fresh views on corporate social responsibility public relations and politics corporate communication globalisation not for profit financial and public sector public relations The book also includes a discussion of key critical themes in public relations research and exploratory case studies of PR strategies in a variety of institutions including Extinction Rebellion Queen Margaret University Mettis Aerospace and Battersea Cats and Dogs Home Containing student friendly features including clear chapter aims analytical discussion questions and key further reading throughout the text The Public Relations Handbook is an ideal resource for students of public relations corporate and strategic communications and media studies

The Global Public Relations Handbook Krishnamurthy Sriramesh, Dejan Verčič, 2003 Starting with a theoretical framework for global public relations research and practice this book presents contributions that examine PR practice as it takes place around the world Each chapter covers the history development and status of public relations within a specified country

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 central concepts in PR Paves the way for students to tackle primary texts Grounds students in both practice and theory Takes it further with recommended reading Bob Franklin Mike Hogan Quentin Langley Nick Mosdell and Elliot Pill all teach at the Cardiff School of Journalism Media and Cultural Studies

Public Relations Jacquie L'Etang, 2007-11-21 An excellent text for encouraging students to think critically about key public relations issues Not only does it help students to develop a deeper appreciation of public relations it also helps them to develop valuable

learning skills Amanda Coady The Hague University A typically excellent piece of work from Jacquie L Etang Critical of every basic concept and provocative to all students Ideal for second and final year undergraduates plus MA students Chris Rushton Sunderland University Extending beyond the usual bounds of insularity this text is designed to encourage critical thought in students and improve practice in workplaces A refreshing read that is consistently inventive enough to attain both aims David McKie Waikato Management School At long last fills a void in the landscape of text books on public relations theory and practice it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study Julia Jahansoozi University of Central Lancashire This book introduces students to the key concepts in Public Relations with 12 chapters providing clear and careful explanations of concepts such as Reputation Risk Impression management Celebrity Ethics Persuasion and propaganda Emotional and spiritual dimensions of management Promotional culture and globalization Drawing on a wide range of interdisciplinary sources Jacquie L Etang also encourages students to think critically about public relations as an occupation Student exercises critical reflections vignettes and discipline boxes help students to widen their intellectual perspective on the subject and to really engage the thinking that has shaped both the discipline and practice of public relations 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 Global Public Relations Handbook, Revised and Expanded Edition Krishnamurthy Sriramesh, Dejan Vercic, 2009-01-13 Expanding on the theoretical framework for studying and practicing public relations around the world The Global Public Relations Handbook Revised and Expanded Edition extends the discussion in the first volume on the history development and current status of the public relations industry from a global perspective This revised edition offers twenty new chapters in addition to the original contents It includes fourteen additional country or regionally focused chapters exploring public relations practice in Africa Asia Europe and the Americas Contributors use a theoretical framework to

present information on the public relations industry in their countries and regions They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics Each country specific chapter includes a case study typifying public relations practice in that country Additional new chapters discuss political economy activism international public relations and United Nations public affairs *Public Relations Theory* Jae-Hwa Shin,Robert L. Heath,2020-12-07 Winner of the 2021 National Communication Association PRIDE award in the Outstanding Textbook category Explore a wide range of theoretical frameworks and themes for public relations in this comprehensive and authoritative work Public Relations Theory Capabilities and Competencies is a comprehensive overview of the major theoretical perspectives in public relations considering the evolution diversification and merger of approaches that have been spurred by rapid changes in society cultural boundaries technology and media environments Authors Jae Hwa Shin and Robert Heath explain both organizational and social theories of public relations including cases and challenges to help students bring theory and research to bear on solving the daily challenges of public relations practice Rather than advocate in favor of a particular theoretical view or position Public Relations Theory Capabilities and Competencies covers a broad range of theoretical perspectives and themes in public relations including An examination of excellence theory contingency theory rhetorical theory and critical theory as these perspectives apply to public relations Issues management crisis management risk management and conflict management with respect to public relations Combining theory and practice for conceptualization and strategic execution of robust public relations programs and campaigns The importance of public relations ethics to serve the public good How to define the public or relationships in the field of public relations The book closes with discussion of emerging topics and the recent transformation of public relations theory to take diversity technology and global identity into account and offers insight into future direction This book is perfect for upper level undergraduate and graduate students of public relations in journalism and communication It will also be useful for public relations practitioners who hope to improve their understanding of the theoretical background and principles of their work and serve as an excellent reference for doctoral students and researchers in the area **A Handbook of Corporate Communication and Public Relations** Sandra Oliver,2004-04-22 A bold addition to existing literature this book provides an excellent overview of corporate communication Taking a refreshing interdisciplinary approach it is an essential reference offering in depth analysis and contemporary case studies *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 in Global Cultural Contexts** Nilanjana Bardhan, C. Kay Weaver, 2011-01-31 This volume emphasizes theories and concepts that highlight global interconnectedness through a range of interpretative and critical approaches to understanding the global significance and impacts of public relations

Enjoying the Beat of Expression: An Emotional Symphony within **Managing Public Relations**

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