

Public Relations Techniques

- Be comforting
- Be a “can-do” problem-solver
- Accentuate the positive
- Give only relevant information as requested
- Be a pleaser
- Be businesslike



Public Relations Techniques

Dennis L. Wilcox, Bryan H. Reber



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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

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Public Relations Paul Baines, John Egan, Frank Jefkins, 2007-06-07 Public Relations contemporary issues and techniques offers a definitive guide to public relations management It provides comprehensive analysis and explanation of a full range of modern PR techniques spanning

both inhouse and agency practice The text has involved fundamental restructuring and updating of existing material and the incorporation of the new techniques and strategies for instance The use of multimedia techniques in PR Overseas media and the globalization of media communications The latest case examples notably New Labour s rebranding and media management since 1997 government PR during the 2001 war against Afghanistan and the 2002 football World Cup The book presents the core strategies for successful PR combining this with indepth advice on implementation and the everyday techniques that every PR person needs to grasp With a range of new user friendly textual features the book s practical how to focus wedded to firm theoretical analysis makes it the ideal text for those studying for professionally accredited examinations such as the IPR CAM and LCCI awards It is also a useful aide memoire for all practising PR professionals

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Handbook of Public Relations Robert L.

Heath, Gabriel M. Vasquez, 2001 This is a comprehensive and detailed examination of the field which reviews current scholarly literature This contributed volume stresses the role PR plays in building relationships between organizations markets audiences and the public

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