

# Practice Of Public Relations The 11th Edition

Long admired as the "practitioners" Public Relations text, Seitel's The Practice of Public Relations continues its tradition as the most visual, up-to-date and straightforward principles text available. For the aspiring student of public relations to the veteran professional seeking a refresher, Seitel's text leads the reader thru the evolution of the practice, the preparation and process necessary to reach a variety of "publics" and most importantly how to implement actual PR practice. Drawing on his own vast professional experience, his role as a PR commentator on major U.S television networks such as CNN, ABC and FOX, and his network of industry leaders, Public Relations faculty and generations of PR professionals, Seitel presents the industry with dynamism and relevancy.&&

Along with such traditional management tools as budgeting, HR, planning, and leadership, The Practice of Government Public Relations, Second Edition demonstrates that the 21st-century government administrator needs new tools to address the changing context of government communication. It provides public managers with an understanding of the uses of public relations as tools to advance the goals of public agencies, including media relations, an informed public, public branding, listening to the citizenry, and crisis management. While no manager can be an expert in all aspects of public administration, this book will help managers know what external communications tools are available to them for advancing the mission and results of their agencies. The authors argue that government public relations activities can serve three broad purposes: mandatory activities, which support governance; optional activities, which offer a pragmatic means of improving policy outcomes, inputs, and impacts;

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and dangerous but powerful activities, which may serve political interests. The book focuses on practitioners throughout the public sector, including the U.S. federal government, state and local governments, and public administrators outside of the U.S. Several new chapters address the use of digital communications as social media and the resultant rapid diffusion of information has transformed the responsibility, accessibility, and vulnerability of government communications. In addition, two new chapters examine the topic of branding, its growing influence in the public sector, and how it can be used to connect with citizens and increase public engagement. The Practice of Government Public Relations, Second Edition is designed to help government managers at various levels of administration looking to specialize in public relations, those assigned to communications offices, and program managers seeking innovative and cost-effective ways to implement their programmatic missions. It will also be of interest to students of publication administration who will become the government workers of the future.

Discovering Public Relations introduces students to the field of PR in a practical, applied, and hands-on way that prepares them for the modern workplace. Author Karen Freberg guides students through the evolution of contemporary PR practices with an emphasis on social media, digital communication, creativity, and diversity. Understanding that innovation alone can't create success, Freberg shows students how to use, choose, and implement evidence-based practices to guide their strategic campaigns. The text will transform today's students into tomorrow's successful PR professionals by giving them the tools to think creatively, innovate effectively, and deploy research-backed tactics for successful campaigns. Included with this title: The password-protected Instructor Resource Site (formally known as SAGE

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Edge) offers access to all text-specific resources, including a test bank and editable, chapter-specific PowerPoint® slides. Learn more.

The industry of public relations is rapidly evolving, requiring practitioners to have greater specialization than ever before. Hand in hand with the growth of the industry, educational programs have developed to address the growing need for quality preparation for future practitioners. *Public Relations: Competencies and Practice* focuses on the required competencies expected and applications of public relations into specific sectors of practice. Based on competencies identified by organizations such as the Commission on Public Relations Education and the Public Relations Society of America, *Public Relations* provides a robust examination of areas such as diversity, leadership, and ethics. The second part of the text focuses on these unique requirements for undergraduate and graduate students focused on entering sectors such as entertainment public relations, nonprofit public relations, or investor relations. The book also features online resources for instructors: Sample course syllabus Discussion questions Suggested midterm and final project *Public Relations* offers students competency- and practice-focused content from top PR experts and incorporates interviews from professionals in the field to show students how to apply competencies in specific practice sectors.

*The Practice of Public Relations, Third Edition* is a compendium of articles written by professional and expert practitioners in the field of public relations. The book serves as an introduction to the practice of public relations and as a guide to students of communication, advertising, and marketing. The collection covers a wide range of topics such as the planning and execution of a public relations campaign; the types of media used and the timing and

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handling of material; the different settings where public relations are applied, examples are industrial companies, government, and marketing firms; the law and ethics of public relations; and how to build a successful career in public relations. Marketing, advertising, and communications professionals and students will find the book very useful.

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.

*The Practice of Public Relations* Prentice Hall

Provides a structured approach to understanding public relations and corporate communications. Focus is on professional skills development and approaches that are widely recognised as 'best practice'. Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected.

Good management practice is essential if a PR department is to be highly valued and cost

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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.

In this book the author asks a big question: how did public relations develop in Britain and why? The question is answered through a broad ranging narrative which links the evolution of British public relations in the early twentieth century to key political, economic, social, and technological developments. Drawing on oral history interviews and extensive archival research the book highlights some of the sociological issues relevant to a study of public relations and foregrounds the professionalisation of the occupation in the second part of the twentieth century.

The Public Relations Strategic Toolkit provides a structured approach to understanding public relations and corporate communications. The focus is on professional skills development as well as approaches that are widely recognised as 'best practice'. Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected. Split into four parts covering the public relations profession, campaign planning, corporate communication and stakeholder engagement, this textbook covers everything involved in the critical practice of public relations in an accessible manner. Features include: definitions of key terms contemporary case studies insight from practitioners handy checklists practical activities and assignments Covering the practicalities of using traditional and social media as well as international considerations, ethics, and PR within contexts from politics to charities, this guide gives you all the critical and practical skills you need to introduce you to a career in public relations.

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In this updated edition of the successful Public Relations Handbook, a detailed introduction to the theories and practices of the public relations industry is given. Broad in scope, it; traces the history and development of public relations, explores ethical issues which affect the industry, examines its relationships with politics, lobbying organisations and journalism, assesses its professionalism and regulation, and advises on training and entry into the profession. It includes: interviews with press officers and PR agents about their working practices case studies, examples, press releases and illustrations from a range of campaigns including Railtrack, Marks and Spencer, Guinness and the Metropolitan Police specialist chapters on financial public relations, global PR, business ethics, on-line promotion and the challenges of new technology over twenty illustrations from recent PR campaigns. In this revised and updated practical text, Alison Theaker successfully combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice. Over the centuries, scholars have studied how individuals, institutions and groups have used various rhetorical stances to persuade others to pay attention to, believe in, and adopt a course of action. The emergence of public relations as an identifiable and discrete occupation in the early 20th century led scholars to describe this new iteration of persuasion as a unique, more systematized, and technical form of wielding influence, resulting in an overemphasis on practice, frequently couched within an American historical context. This volume responds to such approaches by expanding the framework for understanding public relations history, investigating broad, conceptual questions concerning the ways in which public relations rose as a practice and a field within different cultures and countries at different times in history. With its unique cultural and contextual emphasis, Pathways to Public Relations shifts the paradigm

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of public relations history away from traditional methodologies and assumptions, and provides a new and unique entry point into this complicated arena.

In the world of business, public relations affects all types of organization, however large or small, commercial or non-commercial. In this practical guide, Philip Henslowe, a public relations expert, takes the reader through the process of creating a PR campaign. He provides a valuable overview of the main areas of work involved, including: Planning and outsourcing Business writing Working with printers, photographers and designers Promotions, functions and other events Crisis management New developments in technology Assessment and evaluation This fully updated second edition now includes new information on professional advisers, spin doctors, PR in local government, financial PR, the advent of corporate social responsibility, and developments in technology. *Public Relations: A Practical Guide to the Basics* is endorsed by the Institute of Public Relations as a start-up guide to PR. Ideal too for the small or developing business, the book will serve as an indispensable reference tool for PR and non-PR professionals.

The reputation of an organization influences whether or not we buy from, work for, supply to and invest in that organization. This fourth edition of *Risk Issues and Crisis Management in Public Relations* defines reputation, explores how to value it, and provides practical guidelines for effectively managing it. 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 & Starbucks, Sony, Dell, BP, and Wal-mart, the book charts how rapidly the reputation management agenda moves and yet how slowly business learns.

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This book presents a unique overview of public relations history, tracing the development of the profession and its practices in a variety of sectors, ranging from politics, education, social movements, corporate communication, and entertainment. Author Cayce Myers examines the institutional pressures, including financial, legal, and ethical considerations, that have shaped public relations and have led to the parameters in which the practice is executed today, exploring the role underrepresented groups and sectors (both in the U.S. and internationally) played in its formation. The book presents the diversity and nuance of public relations practice while also providing a cohesive narrative that engages readers in the complex development of this influential profession. Public Relations History is an excellent resource for upper level undergraduate and graduate courses covering public relations theory, management, and administration; mass communication history; and media history.

The past 20 years have seen an influx of women into the practice of public relations, yet gender-based disparities in pay and advancement remain a troubling reality. As the field becomes feminized, moreover, female and male practitioners alike confront the prospect of dwindling salaries and prestige. This landmark book presents a comprehensive examination of the status of women in public relations and proposes concrete ways to achieve greater parity in education and practice. The authors integrate the theoretical literature of public relations and gender with results of a major longitudinal study of women in the field, along with illuminating focus group and interview data. Topics covered include factors contributing to sex discrimination; how public relations stacks up against other professions on gender-related issues; the

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challenges facing female managers and entrepreneurs; the experiences of ethnic minority professionals; the salary gap; the glass ceiling; and how to foster solutions on individual, organizational, and societal levels. This volume is an essential read for both educators and practitioners in public relations. It can be used as a course text in graduate research seminars, and also as a supplemental text in courses addressing gender issues in PR. It serves as a useful guide for young practitioners entering the profession, and provides critical insights for public relations managers.

Evaluating Public Relations advises PR practitioners at all levels how to demonstrate clearly and objectively to their clients and managers the impact that their work has. The authors draw on both their practical and academic experience to discuss a diverse range of evaluation methods and strategies, illustrating them throughout with award winning case studies and interviews. Fully revised and updated, the second edition of this book allows practitioners to more closely monitor and evaluate their campaigns and helps them develop more robust campaign strategies. This edition includes new information on: online evaluation; measuring relationships; practitioner culture, evaluation procedures and structures; payment by results; econometrics; word of mouth. Covering both theory and practice, Evaluating Public Relations is a handbook for both students and experienced practitioners.

This important volume will stimulate debate about the boundaries, definitions, functions, and effects of public relations. The editors are Lecturers in Public Relations at the

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Stirling Media Research Institute, University of Stirling, Scotland.

The public relations industry is undergoing a revolution in using data to define promotional programs, to measure influence and to address the needs of clients with more precision than ever. Applying tools that range from online surveys to social-media listening to applying big data with sophisticated algorithms, today's PR professionals are data-driven in virtually everything they do. *Data-Driven Public Relations Research* is the first book for PR students and practitioners to offer an overview of these new practices as well as a glimpse into the future of these new applications, including "big data" and some of the applications from real-world PR campaigns and strategic planning. It includes contemporary cases involving brand name companies who are blazing new trails in the use of metrics in public relations. This book presents a practical, accessible approach that requires no prior training or experience, with easy to follow, step-by-step measurement examples from existing campaigns. Using Excel, the book enables readers to export lessons from the classroom to the office, where use of statistical packages is rare and can give PR practitioners the advantage over competitors. This pragmatic approach helps readers apply metrics to PR problems such as: Finding the best target audiences Understanding audience communication needs and preferences How best to present research outcomes How to manage major projects with specialized research firms. Accompanying electronic resources for the book include sample answers to the book's discussion questions, PowerPoint lecture

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slides for instructors and sample research exercises using Excel.

International Public Relations: Negotiating Culture, Identity, and Power offers the first critical-cultural approach to international public relations theory and practice. Authors Patricia A. Curtin and T. Kenn Gaither introduce students to a cultural-economic model and accompanying practice matrix that explain public relations techniques and practices in a variety of regulatory, political, and cultural climates. offers the first critical-cultural approach to international public relations theory and practice. Authors Patricia A. Curtin and T. Kenn Gaither introduce students to a cultural-economic model and accompanying practice matrix that explain public relations techniques and practices in a variety of regulatory, political, and cultural climates.

Coverage of global markets, new technologies, and multiculturalism throughout make this dynamic text the cutting-edge choice for public relations courses. Accompanied by unique, free online video interviews of leaders in the public relations field, the text presents and explains in a personal, jargon-free style the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field. Critical changes in society and technology lend importance to the increasing emphasis in the management function of public relations. While traditional media is still the foundation of public communication, the new social media now provides a much more personal and interactive form of public relations. This book thus provides the user with the ability to create effective messages using both the new social

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media as well as traditional media.

Public Relations and Communication Management serves as a festschrift honoring the work of public relations scholars James E. Grunig and Larissa A. Grunig. Between them, the Grunigs have published 12 books and more than 330 articles, book chapters, and various academic and professional publications, and have supervised 34 doctoral dissertations and 105 master's theses. This volume recognizes the Grunig's contributions to public relations scholarship over the past four decades. To honor the Grunig's scholarship, this volume continues to expand their body of work with essays from renowned colleagues, former students, and research associates. The chapters discuss current trends in the field as well as emerging issues that drive the field forward. Sample topics include theories and future aspects of the behavioral, strategic management approach to managing public relations, and its linkages and implications to related subfields and key field issues. Contributions stimulate academic discussion and demonstrate the relevance of applied theories for the practice of public relations and communication management with up-to-date concepts, theories, and thoughts. This is your guide to the basics of public relations: where it came from, what it means and what issues the industry faces today. It takes readers from the origins of PR all the way to the newest theoretical debates, explaining along the way the changes and development of the role of the PR practitioner. With interviews and 'day in the life' examples from a wide range of professionals in the industry, students will learn what

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PR practitioners do, what they think, and how the industry really works.

In *Social Media and Public Relations: Eight New Practices for the PR Professional*, social marketing pioneer Deirdre Breakenridge teaches and demonstrates the eight new skills and mindsets PR/marketing pros need to build brands and engage customers in a social world. This concise, action-oriented book shows practitioners how to systematically expand their roles, improve their processes, and sharpen their strategies to engage with today's more sophisticated and socialized customers. Drawing on her extensive client experience, Breakenridge helps you respond to consumers who demand control over their own brand relationships... marry communications with technology more effectively, and become your organization's go-to resource on social technology decisions... reflect social media realities throughout your policies and governance... generate greater internal collaboration, eliminating silos once and for all... listen to consumers' conversations, and apply what you're learning... build communications crisis plans you can implement at a moment's notice... develop profound new insights into how consumers construct and perceive their brand relationships... practice "reputation management on steroids"... take the lead on identifying and applying metrics... and much more. For all PR, marketing, and communications executives and professionals; and for students intending to enter these fields.

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

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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.

This handbook represents the state of the public relations profession throughout the world, with contributions from the Americas, Europe, Asia, and Africa. A resource for scholars and advanced students in public relations & international business.

Providing a framework for understanding important ethical concerns in the field of public relations and corporate communications, this book helps the reader to clarify their own principles and values and acknowledges the ethical dilemmas inherent in public relations. *Public Relations Writing: Principles in Practice* is a comprehensive core text that guides students from the most basic foundations of public relations writing—research, planning, ethics, organizational culture, law, and design—through the production of actual, effective public relations materials. The Second Edition focuses on identifying and writing public relations messages and examines how public relations messages differ from other messages. Now in its third edition, this core textbook provides students with a highly engaging and accessible introduction to the world of PR, covering diverse topics such as event planning,

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press releases, crisis management, ethics, managing your own PR agency and how to use social media effectively. The author draws on over 25 years of hands-on experience as a PR practitioner and lecturer to provide cutting-edge and insightful examples and debates relating to key contemporary issues, from Twitter-storms and whistleblowing, to the Ebola crisis and media relations in the White House. With information drawn from a wide range of international experts, the book offers case studies that cross continents and cover small, local and large multinational organisations, resulting in a truly global perspective. This new third edition has been comprehensively revised and updated throughout, equipping readers with the practical skills they need to succeed as a PR professional in the twenty-first century. *Public Relations: A Practical Guide* is a must-have companion for all those studying practitioner courses on Public Relations taught and accredited by PR professional organisations. It will be also be an essential textbook for undergraduate and postgraduate students studying introductory Public Relations modules at universities.

"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

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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.

Gaining Influence in Public Relations explores how professionals can increase their influence in practice to help their organizations achieve success. This provocative book explores the largely uncharted territories of power, resistance, dissent, and activism in public relations, arguing that practitioners can increase their power and social legitimacy by developing and using a wider range of influence resources, strategies, and tactics. Authors Bruce K. Berger and Bryan H. Reber talked with hundreds of practitioners, analyzed original survey data, and examined a detailed case study to develop a theory of power relations. Ultimately, the book seeks to advance the ethical and effective practice of public relations. Intended for scholars and graduate students in public relations, it also has much to offer practitioners, as well as scholars and students in organizational communication, organizational theory, human resources, and leadership.

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Paradox in Public Relations: A Contrarian Critique of Theory and Practice is a thought-provoking exploration of public relations, aiming to promote changes in meaning and perception by creating new meta-realities for public relations. The term “Public Relations” was embraced by early practitioners primarily because it sounded more professional than the often-pejorative alternatives. This book argues for a reframing of some of the popular realities associated with modern-day public relations and uses psychological and organizational change theory to critique paradoxes in public relations theory and practice. By examining public relations through the lens of paradox, we can begin to identify the logical fallacies that have inhibited progress and innovation in public relations practice and theory. The book explores the paradoxical nature of key concepts, including public interest, relationship management, accountability, stewardship, loyalty, community, and ethics. It also recommends new conceptualizations for understanding the field. This book will be of interest to media, communication, public relations, and advertising faculty and graduate students, particularly those interested in public relations theory and ethics. Scholars from other disciplines can also use this exploration of paradox in PR as a learning tool for identifying logical fallacies and inconsistencies.

'This has always been the definitive text for PR in Australia. Public Relations: Theory and Practice is the complete companion for new and not-so-new practitioners. I'll be keeping a copy on my bookshelf.' - Tracy Jones, FPRIA former president, Public Relations Institute of Australia Public relations is a dynamic and rapidly growing field which offers a variety of career paths. Whether you're building the public image of an organisation, developing news and social media strategies, or managing issues for a company or political party, you need strong

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communication skills and a sound understanding of public relations processes. In this widely used introduction to professional practice, leading academics and practitioners outline the core principles of public relations in business, government and the third sectors. They show how to develop effective public relations strategies and explain how to research, run and evaluate a successful public relations campaign. Drawing on a range of communication and public relations theories, they discuss how to work with key publics, using all forms of media for maximum impact. It is richly illustrated with examples and case studies from Australia, New Zealand, Asia and other countries. Public Relations has been substantially revised and includes newly written chapters on social media, tactics, integrated marketing communication, risk and crisis communication, public relations history, corporate and investor public relations, and law, as well as a new glossary of theoretical terms.

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

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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. \* Features transcripts of interviews with key individuals involved in Public Relations \* Dedicated guide to the myriad strategies and techniques involved in PR today. \* New material reflecting the impact of new technology and the globalisation of media communications.

The role of the public relations practitioner is becoming ever more demanding. International in scope, and written in a practical and easy-to-follow style, this fully updated second edition is packed with expert advice, providing a sound introduction to a wide range of specialist areas. Excellence in public relations begins with excellence in education in public relations programs, and this book presents a comprehensive, cohesive, and concrete approach for effective teaching and learning in PR classes. Teaching Public Relations puts in one concise volume salient matters about effective teaching and learning of public relations, including curriculum development and course design plus guides and tools for the work PR educators must do. This book is the first textbook of its kind, and systematically synthesizes current principles and practices for effective teaching and learning and applies them to public relations education in colleges and universities. Firmly situating public relations education (PRE) in context, the book goes on to outline principles and approaches for teaching and learning in PRE. Other features of the text include example documents that will help in designing assignments, courses, or curricula, and a comprehensive list of publications, organizations, online media, and other sources for further investigation and learning. This book is a solid starting point for anyone, especially public relations professionals, wanting to begin a career as a full-time or part-time professor of public relations at a college or university. It is also recommended reading for

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current teachers and students of PR research.

Pairing Fraser Seitel's unique, humorous voice with the most up-to-date case studies, interviews, news photos, and other techniques, the Practice of Public Relations is truly an “in-your-face” Public Relations textbook. The 12th edition continues the theme of giving readers the knowledge and skills they need to know to be successful in today's world of public relations—including heavy emphasis on social media and ethics.

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