CONTENTS

Preface xiii

Robert L. Heath

SECTION 1: Defining the Discipline

Shifting Foundations: Public Relations as Relationship Building 1

ROBERT L. HEATH

1. Two-Way Symmetrical Public Relations: Past, Present, and Future 11

James E. Grunig

2. A Rhetorical Enactment Rationale for Public Relations: The Good Organization Communicating Well 31

Robert L. Heath

3. Public Relations and Community: A Reconstructed Theory Revisited 51

Kenneth Starck and Dean Kruckeberg

4. Cultural Topoi: Implications for Public Relations 61

Greg Leichty and Ede Warner


David McKie
6. In Search of a Metatheory for Public Relations: An Argument for Communitarianism  
Roy Leeper

7. Interpersonal Communication and Public Relations  
W. Timothy Coombs

8. Public Relations Field Dynamics  
Jeffrey K. Springston and Joann Keyton

Shirley Leitch and David Neilson

10. Research Perspectives on “the Public”  
Gabriel M. Vasquez and Maureen Taylor

11. Public Relations and Crisis Communication: Organizing and Chaos  
Matthew W. Seeger, Timothy L. Sellnow, and Robert R. Ulmer

George Cheney and Lars Thøger Christensen

SECTION 2: Defining the Practice

The Dynamics of Change in Public Relations Practice  
Robert L. Heath

DYNAMICS OF CHANGE

Fritz Cropp and J. David Pincus

14. Defining the Relationship Between Public Relations and Marketing: Public Relations’ Most Important Challenge  
James G. Hutton
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.</td>
<td>Extending Strategic Planning to Communication Tactics</td>
<td>215</td>
</tr>
<tr>
<td></td>
<td><em>Laurie J. Wilson</em></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Public Relations and the Question of Professionalism</td>
<td>223</td>
</tr>
<tr>
<td></td>
<td><em>Magda Pieczka and Jacquie L'Etang</em></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>How Feminist Theory Advanced the Practice of Public Relations</td>
<td>237</td>
</tr>
<tr>
<td></td>
<td><em>Elizabeth L. Toth</em></td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Public Relations Law</td>
<td>247</td>
</tr>
<tr>
<td></td>
<td><em>Michael G. Parkinson, Daradirek Ekachai, and Laurel Traynowicz Hetherington</em></td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Integrating Planning and Evaluation: Evaluating the Public Relations Practice and Public Relations Programs</td>
<td>259</td>
</tr>
<tr>
<td></td>
<td><em>Tom Watson</em></td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>Media Effects Research for Public Relations Practitionans</td>
<td>269</td>
</tr>
<tr>
<td></td>
<td><em>Beth Olson</em></td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>Stewardship: The Fifth Step in the Public Relations Process</td>
<td>279</td>
</tr>
<tr>
<td></td>
<td><em>Kathleen S. Kelly</em></td>
<td></td>
</tr>
<tr>
<td>22.</td>
<td>Activism</td>
<td>291</td>
</tr>
<tr>
<td></td>
<td><em>Michael F. Smith and Denise P. Ferguson</em></td>
<td></td>
</tr>
<tr>
<td>23.</td>
<td>Public Relations and Conflict Resolution</td>
<td>301</td>
</tr>
<tr>
<td></td>
<td><em>Kenneth D. Plowman, William G. Briggs, and Yi-Hui Huang</em></td>
<td></td>
</tr>
<tr>
<td><strong>ORGANIZATIONAL LEGITIMACY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24.</td>
<td>Public Relations and the Ecology of Organizational Change</td>
<td>311</td>
</tr>
<tr>
<td></td>
<td><em>James L. Everett</em></td>
<td></td>
</tr>
<tr>
<td>25.</td>
<td>The Centrality of Organizational Legitimacy to Public Relations Practice</td>
<td>321</td>
</tr>
<tr>
<td></td>
<td><em>Maribeth S. Metzler</em></td>
<td></td>
</tr>
</tbody>
</table>
26. Issues Management: The Paradox of the 40-Year U.S. Tobacco Wars 335
   Cornelius B. Pratt

27. Using the Collapse Model of Corporate Image for Campaign Message Design 347
   Mary Anne Moffitt

EDUCATING PRACTITIONERS

   Gayle M. Pohl and Dee Vandeventer

   Bonita Dostal Neff

30. Case Studies and Their Use in Public Relations 381
   John J. Pauly and Liese L. Hutchison

PUBLIC RELATIONS ETHICS

31. Public Relations and Social Responsibility 389
   Emma L. Daugherty

32. Public Relations Ethics: An Overview and Discussion of Issues for the 21st Century 403
   Kenneth D. Day, Qingwen Dong, and Clark Robins

33. Ethics in Public Relations: Theory and Practice 411
   Patricia A. Curtin and Lois A. Boynton

34. Public Relations Between Universality and Particularity: Toward a Moral-Philosophical Conception of Public Relations Ethics 423
   Tanni Haas

35. The Measurement of Ethics: Instruments Applicable to Public Relations 435
   Kathie A. Leeper
SECTION 3: In Search of Best Practices

Learning Best Practices
From Experience and Research

ROBERT L. HEATH

BEST PRACTICES IN PLANNING AND ORGANIZATION

36. A New Order for Public Relations: Goodbye Cost Center, Hello Profit Center

H. R. Hutchins

37. Best Practices in the Public Relations Agency Business

Catherine L. Hinrichsen

38. Strategic Media Planning: Toward an Integrated Public Relations Media Model

Kirk Hallahan

39. Improving Corporate and Organization Communications: A New Look at Developing and Implementing the Communication Audit

Dean Kazoleas and Alan Wright

BEST PRACTICES IN CRISIS COMMUNICATION

40. Crisis Communication: A Review of Some Best Practices

Kathleen Fearn-Banks

41. Anticipatory Model of Crisis Management: A Vigilant Response to Technological Crises

Bolanle A. Olaniran and David E. Williams

42. Corporate Apologia: When an Organization Speaks in Defense of Itself

Keith Michael Hearit

43. Race and Reputation: Restoring Image Beyond the Crisis

Gail F. Baker
BEST PRACTICES IN RELATIONSHIP BUILDING

44. Relationships Within Communities: Public Relations for the New Century
   Laurie J. Wilson
   521

45. Managing Community Relationships to Maximize Mutual Benefit: Doing Well by Doing Good
   John A. Ledingham and Stephen D. Bruning
   527

BEST PRACTICES IN EDUCATIONAL PUBLIC RELATIONS

46. Educational Public Relations
   Julie Kay Henderson
   535

47. Strength in Diversity: The Place of Public Relations in Higher Education Institutions
   Barbara J. DeSanto and R. Brooks Garner
   543

48. Sports Information Directing: A Plea for Helping an Unknown Field
   Nicholas C. Neupauer
   551

BEST PRACTICES IN CONTEXT

49. Political Power Through Public Relations
   Lori Melton McKinnon, John C. Tedesco, and Tracy Lauder
   557

50. Labor and Public Relations: The Unwritten Roles
   Tricia Hansen-Horn
   565

51. Public Relations in the Health Care Industry
   Laurel Traynowicz Hetherington, Daradirek Ekachai, and Michael G. Parkinson
   571

SECTION 4: Public Relations in Cyberspace

The Frontier of New Communication Technologies
   Robert L. Heath
   579
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>Cyberspin: The Use of New Technologies in Public Relations</td>
<td>Edward J. Lordan</td>
<td>583</td>
</tr>
<tr>
<td>53</td>
<td>On-Line Research Techniques for the Public Relations Practitioner</td>
<td>Susanne Elizabeth Gaddis</td>
<td>591</td>
</tr>
<tr>
<td>54</td>
<td>Public Relations and New Media Technology: The Impact of the Internet</td>
<td>Jeffrey K. Springston</td>
<td>603</td>
</tr>
<tr>
<td>55</td>
<td>The Development of a Structuration Analysis of New Publics in an Electronic Environment</td>
<td>Zoraida R. Cozier and Diane F. Witmer</td>
<td>615</td>
</tr>
<tr>
<td>56</td>
<td>SECTION 5: Globalizing Public Relations</td>
<td></td>
<td>625</td>
</tr>
<tr>
<td>57</td>
<td>Globalization—The Frontier of Multinationalism and Cultural Diversity</td>
<td>ROBERT L. HEATH</td>
<td>629</td>
</tr>
<tr>
<td>58</td>
<td>International Public Relations: Opportunities and Challenges for the 21st Century</td>
<td>Maureen Taylor</td>
<td>639</td>
</tr>
<tr>
<td>59</td>
<td>Effective Public Relations in the Multinational Organization</td>
<td>Robert I. Wakefield</td>
<td>649</td>
</tr>
<tr>
<td>60</td>
<td>International Public Relations: A Focus on Pedagogy</td>
<td>Doug Newsom, Judy VanSlyke Turk, and Dean Kruckeberg</td>
<td>659</td>
</tr>
<tr>
<td>61</td>
<td>New Zealand Perspectives on Public Relations</td>
<td>Judy Motion and Shirley Leitch</td>
<td>665</td>
</tr>
<tr>
<td>62</td>
<td>The Development of Public Relations in China, Russia, and the United States</td>
<td>Mark McElreath, Ni Chen, Lyudmila Azarova, and Valeria Shadrova</td>
<td>675</td>
</tr>
<tr>
<td>63</td>
<td>The Changing Shape of Public Relations in the European Union</td>
<td>David Miller and Philip Schlesinger</td>
<td></td>
</tr>
</tbody>
</table>
62. Middle East Public Relations: A New Frontier in the United States

Risë Jane Samra

References

Index

About the Contributors