CONTENTS

VOLUME II BUILDING RESEARCH PROGRAMMES AND OUTLINING CHALLENGES

Acknowledgements vii

Introduction 1

21 Effects of perceived economic harms and benefits on issue involvement, use of information sources, and actions: a study in risk communication 5
ROBERT L. HEATH, SHU-HUEI LIAO AND WILLIAM DOUGLAS

22 The use of counter-attack in apologetic public relations crises: the case of General Motors vs. Dateline NBC 27
KEITH MICHAEL HEARIT

23 Relationships between organizations and publics: development of a multi-dimensional organization-public relationship scale 44
STEPHEN D. BRUNING AND JOHN A. LEDINGHAM

24 Community relations and risk communication: a longitudinal study of the impact of emergency response messages 58
ROBERT L. HEATH AND MICHAEL PALENCHAR

25 OPRA: a cross-cultural, multiple-item scale for measuring organization–public relationships 89
YI-HUI HUANG

26 An extended examination of the crisis situations: a fusion of the relational management and symbolic approaches 121
W. TIMOTHY COOMBS AND SHERRY J. HOLLADAY

27 The cultural tribes of public relations 142
GREG LEICHTY
CONTENTS

28 Civil society and public relations: not so civil after all
MOHAN J. DUTTA-BERGMAN

29 “Difference” in public relations research: a case for introducing critical race theory
DONNALYN POMPPER

30 Onward into more fog: thoughts on public relations’ research directions
ROBERT L. HEATH

31 Disclosing special interests: constitutional restrictions on front groups
KATHY R. FITZPATRICK AND MICHAEL J. PALENCHAR

32 Building on Bourdieu: a sociological grasp of public relations
ØYVIND IHLEN

33 Use of scanning research in decision making: an examination of the environmental imperative and power-control perspective
MASAKO OKURA, DAVID DOZIER, BEY-LING SHA AND C. RICHARD HOFSTETTER

34 The moral development of public relations practitioners: a comparison with other professions and influences on higher quality ethical reasoning
RENITA COLEMAN AND LEE WILKINS

35 A social capital approach to improving public relations’ efficacy: diagnosing internal constraints on external communication
ERICH J. SOMMERFELDT AND MAUREEN TAYLOR

36 Power over, power with, and power to relations: critical reflections on public relations, the dominant coalition, and activism
BRUCE K. BERGER

37 Out of the fog and into the future: directions of public relations, theory building, research, and practice
STEFAN WEHMEIER

38 Understanding Ivy Lee’s declaration of principles: U.S. newspaper and magazine coverage of publicity and press agentry, 1865–1904
KAREN MILLER RUSSELL AND CARL O. BISHOP