Public Relations
Competencies and Practice

Edited by Carolyn Mae Kim
Contents

List of Figures, Tables, and Boxes ix
List of Professional Insights/Interviews x
List of Contributors xi
List of Professionals Interviewed xvii

1 Introduction 1
   CAROLYN MAE KIM

2 Leadership 12
   BRUCE K. BERGER

3 Diversity and Inclusion: A Core Public Relations Mandate 29
   DEAN E. MUNDY

4 Practicing Public Relations Across Cultures: The Value of Intercultural Communication Competence 43
   NILANJANA R. BARDHAN

5 Public Relations Ethics: Responsibilities and Necessary Skills 58
   MARLENE S. NEILL

6 Business Literacy: Thoughtful Awareness and Insightful Action in a Changing Workplace 70
   DOUGLAS J. SWANSON

7 Content Creation in Public Relations 82
   BURGHARDT TENDERICH

8 Legal Considerations in Public Relations 97
   KARLA K. GOWER

9 Measurement and Evaluation in Public Relations 115
   LINJUAN RITA MEN, KATY ROBINSON, AND PATRICK THELEN
Contents

10 Crisis Management
TIMOTHY COOMBS AND REBECCA COSTANTINI 129

11 Stewardship
GEAH PRESSGROVE AND VIRGINIA S. HARRISON 141

12 Social Media in Public Relations
KAREN FREBERG 155

13 Work-Life Balance
HONGMEI SHEN 167

14 Internal Communication
TINA McCORKINDALE 180

15 Health Care Communication: A Growing Area of Public Relations
BROOKE W. MCKEEVER AND MINHEE CHOI 194

16 The Challenges and Opportunities in Sports Public Relations
DUNCAN KOERBER 207

17 Entertainment Public Relations
TRAYCE BILLINGSLY LEAK AND NATALIE T. J. TINDALL 219

18 Financial Communications and Investor Relations: Speaking and Translating the Language (and Issues) of Business and Finance
MATTHEW W. RAGAS 232

19 Nonprofit Public Relations: Contributing to Social Good
CAROLYN MAE KIM 249

20 Public Relations in the Political World
CAROLYN MAE KIM AND JASON MOLLICA 261

21 Corporate and Agency Public Relations
MICHAEL B. GOODMAN 272

22 Media Relations
EMILY S. KINSKY 295

Index 311