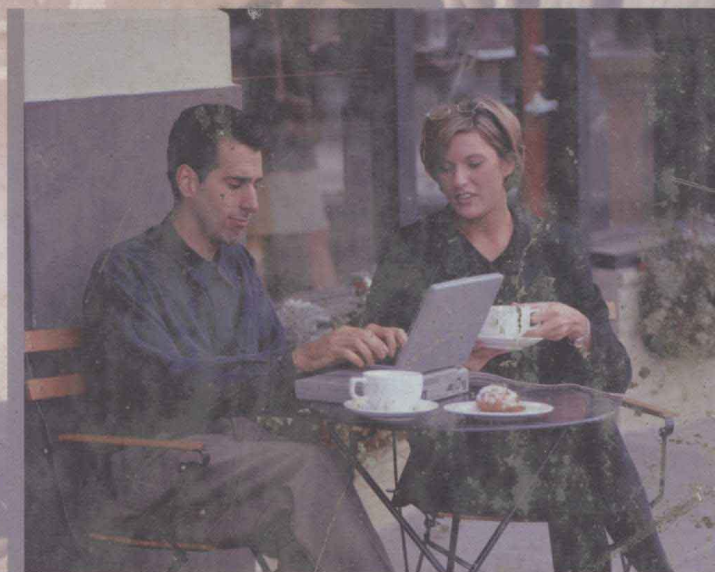


PUBLIC RELATIONS

strategies and tactics

SIXTH EDITION

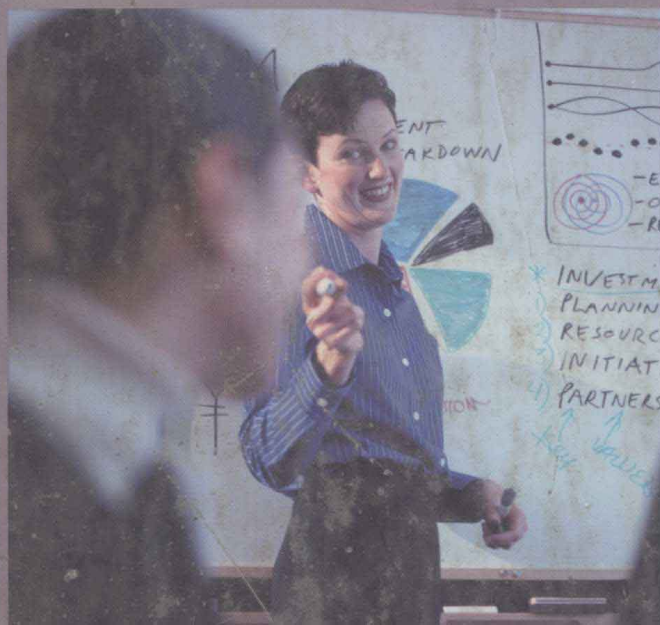


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PUBLIC RELATIONS

Strategies and Tactics

Sixth Edition

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PREFACE

This sixth edition of *Public Relations: Strategies and Tactics* takes students into the new century with fresh insights and abundant examples to prepare them for the practice of public relations in a decade full of change and opportunity.

For public relations, the first decade of the new millennium will bring global expansion, tantalizing possibilities for use of the Internet and other new technologies, and increased concern about the ethical aspects of the work. This edition focuses particular attention on these trends.

With pleasure, the three original authors of this textbook, Dr. Dennis L. Wilcox, Phillip H. Ault, and Dr. Warren K. Agee, welcome a new coauthor, Dr. Glen T. Cameron, to their group.

Dr. Cameron holds the Maxine Wilson Gregory Chair in Journalism Research and is director of the Center for Advanced Social Research at the University of Missouri-Columbia. He has received the prestigious Pathfinder Award from the Institute for Public Relations. Dr. Cameron prepared the instructor's manual and other supplementary material for the fifth edition of this textbook. His expertise in research and evaluation broadens the book's ability to show students how to determine the results of their public relations work.

NEW IN THE SIXTH EDITION

Two new series of boxes running through the chapters have been added to emphasize global and ethical aspects of public relations. One series, titled "Focus on Ethics," challenges students to make sound ethical decisions. The other, titled "Global PR," illustrates the worldwide scope of public relations. These boxes supplement Chapters 3 and 15, devoted to "Ethics and Professionalism" and "International Public Relations."

Two other series of boxes, "PR Casebook" and "PR Insights," have been fully updated. "PR Casebook" provides timely case studies concerning real public relations situations. "PR Insights" highlight interesting data, facts, and principles about public relations.

Up-to-date Coverage

This textbook has always been known for its up-to-date coverage of current events. Two case studies in this edition reinforce this reputation:

1. The Clinton impeachment trial. Our study examines the massive public relations battle that took place. It looks at the tactics used by the anti-Clinton forces in the Monica Lewinsky scandal and those employed by the White House to fight back. This study appears at the end of Chapter 1. It gives students an early opportunity to see how public relations operates in a situation of grave national significance.
2. The tobacco battle, in which state and federal governments have fought to make the tobacco industry pay the cost of treating illnesses caused by smoking and to limit its marketing powers. This study appears in Chapter 14, "Politics and Government."

This edition features the most current and up-to-date public relations case studies of any introductory text. Some of the new cases added in this revision include the following:

- Salt Lake City Olympic scandal
- High-tech promotion of popular singer Jewell's new book of poetry
- Case study of Princess Diana
- Top celebrity endorser: Bill Cosby
- 100th anniversary of Jell-O
- UConn 2000, a \$1 billion fundraiser
- Contrast in Asian and American pop idols
- Northwest Airlines commemoration of 50th anniversary of historic US-Japan flight
- Prince Charles' new image
- Universities' use of online methods to recruit prospective students

The Internet

The explosive growth of the Internet is changing public relations practice. The Internet supplements and, in growing degree, replaces many of the traditional methods of research and delivery of messages. An understanding of these constantly expanding changes is essential.

Most students entering this course have at least basic experience in using the Internet. Therefore, we have designed Chapter 20, "The Internet and Other New Technologies," to:

1. Examine the Internet as a social and communication force
2. Describe the research sources it provides
3. Discuss its role in delivering public relations and marketing messages

Two lists of websites useful for public relations practitioners have been added, a comprehensive one in the Directory of Useful websites, and one of particular value for research in Chapter 6, "Research." In addition, numerous references to the Internet and other technologies appear throughout the text.

ORGANIZATION OF THE TEXT

The basic structure of the book remains the same, although the order of presentation in Part One has been altered in order to correspond with trends in public relations practice.

The book is divided into five parts:

- Part One: Role
- Part Two: Process
- Part Three: Strategy
- Part Four: Application
- Part Five: Tactics

Part One: Role

The opening chapter, defining public relations, concludes with a case study of how public relations is used in the high-stakes battle to control the Presidency in the Clinton sex scandal. Chapter 2 describes the evolution of public relations, including a look to the future. Because of extensive concern with the issue of ethical standards, the chapter on “Ethics and Professionalism” appears early in the textbook as Chapter 3. “The Individual in Public Relations” and “Public Relations Departments and Firms” appear as Chapters 4 and 5.

Under this arrangement, students are introduced in logical sequence to the public relations field—its purpose, its history and values, and the career opportunities for individuals wishing to pursue it.

More importantly, however, the text emphasizes the increasingly important issue of diversity, both in public relations personnel and in the audiences public relations reaches. In Chapter 4 we discuss the high percentage of women in the field and the growing number of them who hold top-level positions. We also note the expanding role of ethnic groups among practitioners.

Part Two: Process

The four chapters in this part form a unified whole, taking students in sequence through the basic steps involved in a public relations program—research, planning the program, communication, and evaluation.

To explain the process, Chapters 6–8 follow the public relations programs of several organizations from conception to evaluation. Among these wide-ranging examples are the Mack Trucks campaign to increase its market share, the Turkish government’s promotion to attract tourists, Microsoft’s introduction of its Windows 95 software, and a national “election” by M&M Chocolate Candies to select an additional color for its candy bits (the winner: blue).

The challenge of crisis communication in Chapter 8 receives extensive coverage, supported by discussion of numerous cases, both classic and new, and an examination of how various organizations respond to crises.

Part Three: Strategy

This part discusses the fundamental concepts of strategy. First, we explain how public opinion is formed (Chapter 10) and the ways practitioners can use it to direct their objectives. Second, we look at the audience to which programs are directed (Chapter 11). More precisely, this covers innumerable target audiences—each with special qualities and interests—and describes the selection of media suitable for each program. Third, we describe the legal restrictions under which public relations professionals operate (Chapter 12).

Chapter 10 draws particular attention to the identification and use of opinion leaders, and it cites the importance of audience analysis. In Chapter 11, we have added the online media to the methods of reaching an audience and have examined diversity in public relations audiences. We present Bureau of Census statistics on ethnic populations in the United States and emphasize the swift growth of the Hispanic population, an important public relations audience in both English and Spanish languages. In Chapter 13, sexual harassment is included among the legal problems examined.

Part Four: Application

The next logical step is for students to learn the practical ways in which the process and strategies of public relations are applied in major areas of practice. In this part we discuss applications in the corporate, governmental, nonprofit, international, and educational areas, each with special requirements and goals.

Citing the dismissal of employees during corporate “downsizing” as an example, Chapter 13 emphasizes the need for companies to show sensitivity in dealing with customers, employees, communities, and ethnic groups. Building a reputation as a good corporate citizen is a primary public relations mission. Chapter 14, “Politics and Government,” examines the impact that lobbying and political action committees have on the operation of government. A discussion of the tobacco bill battle in Congress illustrates these forces at work.

The expansion of international public relations practice, stimulated in part by growth of the Internet’s World Wide Web, is the focus of Chapter 15, which explains the opportunities and problems existing in global practice.

The significant role of public relations in the work of membership organizations, social service and health care agencies, and educational institutions is examined in Chapters 16, 17, and 18.

The public’s fascination with celebrities has stimulated a highly personal area of public relations. We explore this development in Chapter 19 by examining promotional programs for prominent public figures ranging from Princess Diana to Mark McGwire and Kathie Lee Gifford.

Part Five: Tactics

This final part describes the techniques of day-by-day public relations practice. For the reader’s convenience, we have grouped the techniques into three categories, with a chapter on “Written Tactics” (Chapter 21), “Spoken Tactics” (Chapter 22), and “Visual Tactics” (Chapter 23).

PEDAGOGY

Every chapter includes several learning tools to (1) help students better understand and retain the principles of public relations, and (2) give students the practice they need to apply those principles in real-life situations.

Chapter opening previews. The preview defines the objectives of the chapter and lists in concise form the major topics covered.

End-of-chapter case problems. Fictionalized cases are presented as problems for students to address.

Questions for Review and Discussion. Ten to 15 end-of-chapter review questions test students on chapter concepts.

Suggested Readings. End-of-chapter readings give students additional sources with which to further explore chapter topics. Supplementing the body of the text are a glossary of public relations terms and a comprehensive bibliography at the back of the book. The addition of four-color printing gives this edition a brilliant new appearance and adds impact to the illustrations.

SUPPLEMENTS

Instructors and students have a variety of ancillary tools available to them that help make teaching and learning with *Public Relations: Strategies and Tactics* easier.

ALSO AVAILABLE

Website to accompany *Public Relations: Strategies and Tactics* This exciting website contains an unparalleled combination of resources for both students and instructors using *Public Relations: Strategies and Tactics*. The website's features complement the coverage and organization of the text, yet extend beyond the book to offer further study tools and enrichment. Features include chapter summaries, sample test questions, web links, and a variety of other rich resources to enhance your learning experience. Please visit us online at www.awlonline.com/wilcox.

Instructor's Resource Manual/Test Bank with Transparency Masters Written by Glen T. Cameron, this manual includes chapter outlines, lecture topics, sample syllabi, class activities, multiple choice and essay questions, transparency masters, and a section on using media and software in the classroom. In addition, the manual helps professors incorporate PUBLICS: PR Research Software into their lesson plans. PUBLICS is also offered with this edition of the text and is described below.

Computerized Test Generator The test bank portion of the Instructor's Resource Manual is available on our computerized testing system, TestGen-EQ 2.0. This fully networkable testing software is now available on a cross-platform CD-ROM. TestGen-EQ's friendly graphical interface enables instructors to view, edit, and add questions; transfer questions to tests; and print tests in a variety of fonts and forms. Search-and-sort features help instructors locate questions quickly and arrange them in a preferred order. QuizMaster-EQ allows instructors to create and save tests to a network so that students can take them at any networked computer terminal. Instructors can set preferences for how and when tests are administered. QuizMaster-EQ automatically grades the exams and allows instructors to view or print a variety of reports for individual students or courses.

PowerPoint Presentation CD-ROM New to this edition, the transparency masters will now be available as powerpoint presentation slides on CD-ROM.

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