

SECOND EDITION



PUBLIC RELATIONS AS RELATIONSHIP MANAGEMENT

A RELATIONAL APPROACH TO THE STUDY
AND PRACTICE OF PUBLIC RELATIONS

EDITED BY EYUN-JUNG KI, JEONG-NAM KIM,
AND JOHN A. LEDINGHAM

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PUBLIC RELATIONS AS RELATIONSHIP MANAGEMENT

The emergence of relationship management as a paradigm for public relations scholarship and practice necessitates an examination of precisely what public relations achieves—its definition, function and value, and the benefits it generates. Promoting the view that the value public relations provide to organizations, publics, and societies is through relationships, *Public Relations as Relationship Management* takes an in-depth look at organization-public relationships and the strategies that can be employed to cultivate and maintain them.

Expanding on the work published in the first edition, this thoroughly up-to-date volume covers such specialized areas of public relations as non-profit organizations, shareholder relations, lobbying, employee relations, and risk management. It expands the reader's ability to understand, conceptualize, theorize, and measure public relations through the presentation of state-of-the-art research and examples of the use of the relationship paradigm. Developed for scholars, researchers, and advanced students in public relations, *Public Relations as Relationship Management* provides a contemporary perspective on the role of relationships in public relations, and encourages further research and study.

Eyun-Jung Ki is an Associate Professor in the Department of Advertising and Public Relations, The University of Alabama, USA.

Jeong-Nam Kim is an Associate Professor at the Brian Lamb School of Communication at Purdue University, USA.

John A. Ledingham is Professor Emeritus, Department of Communication, Capital University, Columbus, Ohio, USA.

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This book is dedicated to all the scholars, students, and professionals who have and will contribute to relationship research.

FIGURES

1.1	Number of Articles Published in the Past Ten Years	8
1.2	The Origin and Development of Authorship and Research Streams	10
1.3	The Findings in Existing Literature Regarding OPR in Terms of Variables of Different Natures, i.e., Dependent, Independent, and Mediating Variables	17
5.1	A Framework Linking Organization–Public Relationship Outcomes and Organizational Reputation.	117
7.1	Model of the Relationship Between Fulfillment of Volunteer Functions and Relationship Quality	151
10.1	Motivators of Employee Cyberscanning	205
12.1	The Chemyon–Communication Model	252
15.1	A Dynamic Model of Student Loyalty and University Reputation	310

TABLES

1.1	Summary of Sources of Identified Journal Articles	7
1.2	Thirteen Empirical Studies in our Data Set that have Adopted and Extended Huang's (1997) OPRA Scales and Hon and Grunig's (1999) PR Relationship Measurement Scale	12
1.3	Measures Reliabilities in Applications of Bruning and Galloway's (2003) Five-Dimensions-Based OPR Scales	15
4.1	Multiple Response Distribution of Cognitive Reponses in the Reputation of General Electric	90
4.2	Multiple Response Distribution of Cognitive Reponses in the Reputation of Microsoft	91
4.3	Multiple Response Distribution of Cognitive Reponses in the Reputation of the National Rifle Association	92
4.4	Multiple Response Distribution of Cognitive Reponses in the Reputation of the Social Security Administration	93
4.5	Multiple Response Distribution of Cognitive Reponses in the Reputation of the American Red Cross	93
4.6	Comparison of Means on Relationship Variables for Participants Who Mention Good and Bad Behaviors with Those Not Mentioning Them	95
4.7	Comparison of Means on Relationship Variables for Participants Who Mention Attributes with Those Not Mentioning Them	98

4.8	Comparison of Means on Relationship Variables for Participants Who Mention Products For General Electric and Microsoft with Those Not Mentioning Products	100
4.9	Comparison of Means on Relationship Variables for Participants Who Mention Technology and Stock for Microsoft with Those Not Mentioning Them	101
4.10	Comparison of Means on Relationship Variables for Participants who Mention Social/Political Issues and Hunting for the National Rifle Association with Those Not Mentioning Them	101
4.11	Comparison of Means on Level of Communicative Activeness and Familiarity for Participants Who Mention Good and Bad Behaviors with Those Not Mentioning Them	103
4.12	Comparison of Means on Level of Communicative Activeness and Familiarity for Participants Who Mention Product Satisfaction or Dissatisfaction for General Electric and Microsoft With Those Not Mentioning Them	105
6.1	Mean and Standard Deviation Scores of Respondent Shared Experiences, Anthropomorphism, Professional Benefit/Expectation, Community Improvement, Comparison of Alternatives, Personal Commitment, and Coming Together Attitudes	136
6.2	Regression Analysis Examining Affiliation with an Institution	136
6.3	Mean and Standard Deviation Scores for Those Who Indicated Their Experiences had Fallen Short, Met, or Exceeded Expectations	137
6.4	Structure Coefficients and Classification Function Coefficients	137
6.5	Mean and Standard Deviation Scores for Those Who Said They Would Transfer, Those Who Were Uncertain, and Those Who Would Return to the University	138
6.6	Structure Coefficients and Classification Function Coefficients	138
7.1	Teen Volunteers' Evaluation of their Relationship with Nonprofits on a 9-point Scale	150
7.2	Means of Online Scouting of the Three Two-way ANOVA Tests	153
10.1	Relationship Quality Scores of Volunteers Whose Experience Did and Did Not Meet Expectations	208
11.1	The Chinese Value Survey and English Equivalents	222
11.2	Items Loading on Eight Factors	226
11.3	Means and Standard Deviations of Relationship Cultivation Strategies	228
11.4	Multiple Regression Models for Traditional Value Orientations and Cultivation Strategies	229
12.1	Comparison Between Face and Chemyon	243

14.1	Definitions of Social Media	284
14.2	Relational Maintenance Strategies (from Kelleher, 2007, p. 68)	289
15.1	The Evolution of the University-Student Relationship	314

AUTHOR BIOGRAPHIES

Kati Tusinski Berg (Ph.D., University of Oregon, 2006) is Associate Professor of strategic communication in the Diederich College of Communication at Marquette University. Her research focuses on public relations ethics, lobbying as public relations advocacy, and social media and corporate social responsibility. Her research has been published in the *Journal of Mass Media Ethics*, *Public Relations Journal*, *Case Studies in Strategic Communication*, *PRism*, and in different edited books. She is a past chair of the Media Ethics Division of the Association for Education in Journalism and Mass Communication. Her professional experience includes work in nonprofit and agency public relations.

Denise Sevick Bortree, Associate Professor at Pennsylvania State University, researches and writes on nonprofit communication and sustainability. Her co-edited book titled *Talking Green: Exploring Contemporary Issues in Environmental Communications* was published in 2012. She has authored more than 25 peer-reviewed journal articles that have been published in such journals as *Journalism and Mass Communication Quarterly*, *Journal of Public Relations Research*, *Nonprofit Management, and Leadership*, and *Public Relations Review*. She was selected by the United Nations Volunteers to write a background paper for its 10-year report, *The State of the World's Volunteerism*. Bortree has guest-edited issues of the *Journal of Public Relations Research* and *PRism* on nonprofit public relations topics.

Stephen D. Bruning, Ph.D., is a Professor of Communication and Director of Athletics at Capital University. Dr. Bruning has achieved local, regional, national, and international recognition for his scholarship in public relations. He serves on three editorial boards and has published articles in *Public Relations Review*, *The Journal of Public Relations Research*, *Communication Studies*, *Southern Communication Journal*, *The Journal of Promotion Management*, *Communication Quarterly*, and *Communication Research Reports*. Bruning has served as a consultant

for a variety of profit and nonprofit organizations by moderating focus groups, providing research design expertise, and helping organizations understand quantitative and qualitative research findings.

Heewon Cha (Ph.D., Ewha Womans University, 2001), Associate Professor in the Division of Communication and Media at Ewha Womans University, South Korea. She was a visiting scholar in the Newhouse School of Public Communications at Syracuse University. Dr. Cha practiced public relations for 5 years at KorCom PorterNovelli and in the marketing research field at A.C. Nielson (Korea) Limited. She has won professional and academic awards for Korean Corporate Reputation Index from Korea Public Relations Association and a presidential medal for her contribution in 2005. Her articles have been published in *Journal of Public Relations Research*, *Public Relations Review*, *Journal of Journalism & Communication Studies* (Korean), *Advertising Research* (Korean), *Journal of Public Relations Research* (Korean), and *Journal of Communication & Information* (Korean). She has served on the editorial boards of *Journal of Journalism & Communication Studies* (Korean) and *Journal of Public Relations Research* (Korean). Her current research focuses on issues in public relations, country reputation, corporate reputation, corporate communication, and health communication.

Yi-Ru Regina Chen is an Assistant Professor in the School of Communication at the Hong Kong Baptist University. She won the 2006 Bob Heath Top Paper Award at the International Communication Association (ICA) for her top public relations division paper. Her scholarship has received other best paper awards given by the ICA and the International Academy of Business Disciplines. Her research focuses include strategic MNC-government affairs in China, issues management, and corporate social responsibility governance and communication, online rumor management, and digital public relations. She has served on the editorial board for Communication Research Reports and Interest Group and Advocacy.

Marcia W. DiStaso (Ph.D., University of Miami, 2007) is an Assistant Professor of public relations in the College of Communications at Pennsylvania State University. Her research focuses on social media and financial communications and has been published in such journals as *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal*, *Journalism Studies*, *Mass Communication & Society*, many different books, and through the Institute for Public Relations. She is a Senior Research Fellow with the Arthur W. Page Center and Chair-Elect of the Public Relations Society of America Educators Academy. She is Chair of the Public Relations Society of America Financial Communications Section, Co-Chair of the Public Relations Society of America National Research Committee, member of the Public Relations Society of America Speakers Bureau, a board member for the International Public Relations Research Conference, and an associate editor for the Social Science of Social Media Research Center.

Mohan J. Dutta is a Professor and Head of the Department of Communications and New Media at the National University of Singapore. He is the Founding Director of the Center for Culture-Centered Approach to Research and Evaluation (CARE). His research examines activism, communication for social change, communication inequalities, and resistance.

James E. Grunig is a Professor Emeritus in the Department of Communication at the University of Maryland College Park. He is the co-author of five books and editor of a sixth. Grunig has written more than 250 other publications, such as book chapters, journal articles, reports, and papers. He has won six major awards in public relations, and the most prestigious lifetime award of the Association for Education in Journalism and Mass Communication (AEJMC), the Paul J. Deutschmann Award for Excellence in Research. He was the founding co-editor of the *Journal of Public Relations Research*. He has been awarded honorary doctorates by universities in Peru, Romania, Turkey, and Canada.

Yi-Hui Christine Huang is Professor of the School of Journalism and Communication at The Chinese University of Hong Kong (CUHK). She received her Ph.D. in mass communication from the University of Maryland, USA. Before joining CUHK, she had taught at the School of Communications in National Chengchi University in Taiwan and served as a Visiting Professor in the Program on Negotiation at the Law School of Harvard University, USA. Dr. Huang's research interests include public relations management, crisis communication, conflict and negotiation, and cross-cultural communications and relationship. Her research awards include the Best Article Award in Public Relations Scholarship awarded by the National Communication Association, USA, the Distinguished Research Award given by the National Science Council, R.O.C and Top Paper awards given by the International Communication Association and AEJMC. She has served on the editorial board for *Journal of Communication*, *Communication Theory*, *Public Relations Review*, *Journal of Public Relations Research*, *Asian Journal of Communication*, *Communication Studies*, *Journal of Business Ethics*, and *International Journal of Strategic Communication*. She recently received Exemplary Teaching Awards of Vice-Chancellor and Exemplary Teaching Awards of Faculty of Social Science at CUHK.

Chun-ju Flora Hung-Baesecke is Senior Lecturer in the School of Communication, Journalism, and Marketing at Massey University, New Zealand. She was the Associate Director of the Center for Media and Communication Research and Assistant Professor of the Public Relations & Advertising Option in the Department of Communication Studies at Hong Kong Baptist University. Her research interests are relationship management, strategic management, corporate social responsibility, reputation management, crisis communication, and conflict resolution. Dr. Hung published her research in book chapters and in international refereed journals, e.g. *Journal of Public Relations Research*, *Journal of Communication Management*, *Public Relations Review*, *Communication Research Reports*, and *International*

Journal of Strategic Communication, and has presented research papers in international academic public relations conferences. She is a member of the Academic Committee in China International Public Relations Association and was named Top 100 PR People in China in 2009.

Tom Kelleher is Professor and Chair of the Department of Advertising at the University of Florida College of Journalism and Communications. Kelleher joined the UF faculty in 2014. He had been a member of the faculty at the University of Hawaii and served as Chairman of the School of Communications from 2010–2013. He also served on the faculty at the School of Journalism and Communications at the University of North Carolina at Chapel Hill from 2004–2006. He served as guest editor for *Journal of Public Relations Research* for a 2010 special issue on social media. His book, *Public Relations Online: Lasting Concepts for Changing Media*, released by SAGE in 2006, was the first scholarly textbook in public relations to focus on the implications of social media and “web 2.0” technologies for theory and practice.

Eyun-Jung Ki (Ph.D., University of Florida) is an Associate Professor at The University of Alabama. Her research interests focus on: developing measurement scales; testing models linking crisis, relationship, attitudes, and behaviors; examining new technologies in public relations; evaluating ethics in the public relations; and organization sustainability communication. Her works appear in *Journal of Communication*, *Journal of Public Relations Research*, *Journalism & Mass Communication Quarterly*, *Journal of Business Ethics*, and *Public Relations Review* among many others.

Jeong-Nam Kim, Associate Professor at the Brian Lamb School of Communication at Purdue University, USA. He received his doctorate in Communication (Public Relations) from the University of Maryland, College Park, in 2006 and joined the faculty at Purdue in 2007. His specialties are communication theory, strategic management of public relations, public behavior and its social consequences, information behaviors, and problem solving. He has constructed a communication theory called the situational theory of problem solving with James E. Grunig, which explains causes and processes of information behaviors in problematic life situations. The situational theory has been applied to public relations, public diplomacy, health communication, risk communication, science communication, and employee communication. Another area of his research is the integration of causes and processes of organizational relationships, reputation, and brand through the Behavioral, Strategic Management Paradigm in communication management. He has published about 35 journal articles and 10 book chapters, and is working on a few books, including a forthcoming book on the situational theory, *Situational theory of problem solving: Communicative, cognitive, and perceptive bases*.

Yungwook Kim (Ph.D., University of Florida, 1999) is a Professor at Ewha Womans University, where he teaches crisis management and conflict resolution.

His current research focuses on the role of communication and culture in the context of conflict resolution, crisis management, and risk communication. He taught at Illinois State University prior to the current position. He also was a Fulbright Scholar at Program on Negotiation at Harvard Law School. His research appears in *Journal of Public Relations Research*, *Public Relations Review*, *Journalism and Mass Communication Quarterly*, *Journal of Broadcasting and Electronic Media*, *Journal of Business Ethics*, and many other English and Korean scholarly journals. He wrote Korean books titled, "Public Relations Communication: Systems, Rhetorical and Critical Approaches," "Risk, Crisis, and Communication: Interpreting and Coping with Risks, Crises and Conflicts in Modern Society," and other books and chapters.

Arunima Krishna is a Doctoral student at the Brian Lamb School of Communication at Purdue University. Her areas of research include strategic management of public relations and crisis communication, with a specific interest in the management of organizational crises. Her recent projects include an examination of an organization's informal social networks and how those contribute to organization-employee relationships, as well as a study of the linkages between risk-related issues and how the risk perceptions held by publics may transfer between risks.

Dean Kruckeberg (Ph.D., University of Iowa, 1985) is a Professor in the Department of Communication Studies at the University of North Carolina at Charlotte, where he was executive director of the Center for Global Public Relations from 2008 to 2013. He is co-author of the book, *Public Relations and Community: A Reconstructed Theory*, which won the first annual PRIDE Award from the PR Division of NCA in 1989, and is co-author of *This is PR: The Realities of Public Relations*, a major public relations textbook. Dr. Kruckeberg is author and co-author of many book chapters, articles and papers dealing with international public relations and international public relations ethics. He was the recipient of the Public Relations Society of America's 2013 "Atlas Award for Lifetime Achievement in International Public Relations," was PRSA's "National Outstanding Educator" in 1995, was presented the 1997 Pathfinder Award by the Institute for Public Relations, and was given the Jackson Jackson & Wagner Behavioral Research Prize in 2006.

Rati Kumar is an Assistant Professor of public relations and health communication at the Central Connecticut State University. She conducts research on relationship management theory in the context of activism, and volunteering for social change. She also engages in community-academy partnership building in minority communities for effective health communication interventions, having previously conducted communication research within the African American community in the city of Indianapolis, and the Bhutanese and Burmese refugees resettled in the various parts of the United States. Her research interests combine

her communication and legal training, converging on issues of policy and communicative gaps in the enactment of social and structural relationships.

John A. Ledingham (Ph.D. The Ohio State University, 1980) is Professor Emeritus, Department of Communication, Capital University, Columbus, Ohio. Dr. Ledingham's research interest is relationship management. He is a leading theorist and prolific contributor to annuals, anthologies, scholarly journals, and encyclopedic publications, including *Communication Yearbook*, *Business Yearbook Annual*, *Public Relations Theory II*, *Political Public Relations*, *The Journal of Advertising Research*, *Public Relations Review*, *The Journal of Public Relations Research*, *The Journal of Promotional Management*, the *Public Relations Handbook*, the *Encyclopedia of Public Relations*, and others. As a management consultant, Dr. Ledingham has assisted major domestic and foreign-based clients with development of data-based strategic planning.

Alessandro Lovari (Ph.D.) is an Assistant Professor of Sociology of Culture and Communication at the University of Sassari, Italy, where he teaches Public Communication, Corporate Communication and Social Media for Public Administrations. He has been a visiting scholar at the Brian Lamb School of Communication, Purdue University (USA), and at the Department of Communication, University of Cincinnati (USA). His main research interests are public sector communication, university communication, public relations and the relationships between organizations, media and citizens, focusing on the impact of digital technologies and social media. His works have been published in several books and national and international journals such as *Public Relations Review* and *International Journal of Strategic Communication*.

Valentina Martino (Ph.D.) is Assistant Professor in the Department of Communication and Social Research at Sapienza University of Rome, Italy, where she teaches Corporate Communication and coordinates a seminar on scientific writing. Her primary research interests and publications focus on corporate communication and public relation theory, university innovation and communication, analysis of cultural consumptions. In particular, her scientific activity presently revolves around the role of culture and historical heritage in the communication strategies of organizations and university institutions. She is author and editor of several books and her researches are published in national and international journals.

Alessandra Mazzei is Associate Professor of Corporate Communication and Public Relations at IULM University, Milan, Italy. She is the Co-Director at IULM University of the Master in Intercultural Communication organized by the Geert Hofstede Consortium and a member of the Faculty of the Doctoral School in Economics, Management and Communication for Creativity at IULM University. She has been Visiting Researcher at the Department of Communication Studies,

Baruch College/CUNY and Visiting Professor at the Centre for Corporate Communication, Aarhus School of Business and Social Sciences, University of Aarhus, Denmark. She serves as a member of the Editorial Advisory Board of the academic journal *Corporate Communications: An International Journal* and Vice-Chair of the Temporary Working Group on “Crisis Communication” at the European Communication Research and Education Association (ECREA). She is associated to CCI (Corporate Communication International), ECREA (European Communication Research and Education Association), ICA (International Communication Association), and SIM (Società Italiana di Marketing). Her primary research interests and publications focus on internal communication, internal crisis communication, corporate communication, reputation management, communication for credence goods, and communication planning and evaluation. Her works have appeared in *Corporate Communications: An International Journal*, *International Journal of Strategic Communication*, *Journal of Communication Management*, and *The Total Quality Management Journal*.

Soo Park is a program coordinator for MESA (Mathematics, Engineering, Science Achievement) at Washington State University Tri-Cities. She earned her master’s degree in Public Relations with an emphasis on internal communication from the Brian Lamb School of Communication at Purdue University in 2013. She won the 2013 Top Paper Award for her top public relations division paper of the National Communication Association and the 2014 Grunig and Grunig Outstanding Thesis Award from the International Communication Association on employees’ communicative behaviors and their strategic values. Her thesis examined antecedents and consequences of organization–employee relationships and the causal relationship between employees’ entrepreneurship and scouting communicative behaviors.

Jae-Hwa Shin, Ph.D., MPH, is Associate Professor in the School of Mass Communication and Journalism, University of Southern Mississippi. Jae-Hwa Shin earned her Ph.D. in Journalism at the University of Missouri–Columbia. Her research areas are public relations theories, strategic conflict management, agenda-building process, and public health communication. She is an active presenter at national and international conferences and has published her studies in peer-reviewed journals such as *Public Relations Review*, *Journal of Public Relations Research*, *Journalism & Mass Communication Quarterly*, *Science Communication Journal* and *Journal of Communication in HealthCare*. She recently co-authored *Public Relations Today: Managing Competition and Conflict* and *Think Public Relations*. She teaches undergraduate and graduate courses in public relations, conflict/issue/crisis/risk management, campaigns, theories, and research methods. Prior to pursuing her doctoral degree, she worked as Public Relations Director for Korea Economic Research Institute and Center for Free Enterprise of the Federation of Korea Industries, whose members include such major international companies as Samsung, Hyundai, LG and SK.