

# Public Relations Cases

DARRELL C. HAYES • JERRY A. HENDRIX • PALLAVI D. KUMAR

**Ninth Edition**

# Public Relations Cases 9th Edition

**Don W. Stacks**



## **Public Relations Cases 9th Edition:**

*Primer of Public Relations Research, Second Edition* Don W. Stacks, 2010-07-13 This practical comprehensive work is widely regarded as the standard course text and practitioner reference on public relations research Don W Stacks explains the key role of research in all aspects of contemporary PR practice from planning a program or campaign to making strategic changes and measuring outcomes Step by step guidelines and tools are provided for using a wide range of qualitative and quantitative methods to accomplish essential research objectives The book clearly explains technical aspects of data collection and analysis for readers new to measurement and statistics Every chapter features review questions and a detailed practice problem A test bank suggested readings case studies and PowerPoint slides are available to instructors using the book in their courses see the preface for details

**Managing Public Relations** Peter M. Smudde, 2023-03-02 The second edition of *Managing Public Relations* introduces students to the key concepts and practices involved in the day to day running of a PR operation whether it is a company department an independent agency or any organized group focused on PR The book's unique approach places the PR function within the broader context of an organization equipping students with the essential business knowledge perspective and skills needed when starting out in their careers This second edition has been fully updated throughout and includes Current examples and testimonials from across the globe as well as updated Executive Viewpoints Expanded content on strategic planning budgeting and financial statements Detailed commentary on topics relevant to the modern workplace including remote management Consideration of diversity inclusion equity and access within PR Additional content on the use of analytics and measuring return on investment ROI Updated online material including an Instructor's Manual that incorporates problem based questions example assignments and activities A highly practical and comprehensive guide this textbook should be essential reading for advanced undergraduate and postgraduate students studying public relations management strategic communications and marketing management

**Strategic Planning for Public Relations** Ronald D. Smith, 2017-05-18 *Strategic Planning for Public Relations* is in its fifth edition of offering an innovative and clear approach for students looking to learn how to develop public relations campaigns It is a text intended for those serious about entering the rapidly changing professions of public relations and strategic communication Ronald Smith shows how to implement pragmatic research driven strategic campaigns used in public relations practice and draws from his years of experience as a professional in the industry and his years of teaching in the classroom The approach used in this text is a threefold pattern first readers are exposed to new ideas then see them in use before finally being showed how to apply those ideas themselves Complex problem solving and decision making processes in strategic communication and public relations are turned into a series of easy to follow steps flexible enough to be applicable to myriad situations and organizations in the real world This new fifth edition follows the same format as previous editions and includes numerous timely and real world examples of cases and current events along with classic cases that stand the test of time It

includes new research on opinions and practices within the discipline and covers several recent award winning public relations campaigns      *Strategic Planning for Public Relations, Third Edition* Ronald D. Smith, 2009-04-20 This innovative and popular text provides a clear pathway to understanding public relations campaigns and other types of strategic communication Implementing the pragmatic in depth approach of the previous editions author Ronald D Smith presents a step by step unfolding of the strategic campaign process used in public relations practice Drawing from his experience in professional practice and in the classroom Smith walks readers through the critical steps for the formative research strategic and tactical planning and plan evaluation phases of the process Offering clear explanations relevant examples and practical exercises this text identifies and discusses the decision points and options in the development of a communication program The cases and examples included here explore classic public relations situations as well as current timely events This third edition includes expanded discussions of ethics diversity and technology integrated throughout the text and has a new appendix addressing media training for clients As a classroom text or a resource for professional practice this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning It serves as an accessible and understandable guide to field tested procedures offering practical insights that apply to public relations campaigns and case studies coursework      Strategic Planning for Public Relations Deborah A. Silverman, Ronald D. Smith, 2024-03-14 The seventh edition of *Strategic Planning for Public Relations* maintains its status as a leading text to guide students in developing successful public relations campaigns Deborah Silverman and Ronald Smith bring their experience as instructors and public relations professionals to the book providing clear step by step guidance on how to plan and implement strategic communications campaigns This new edition includes diverse examples of current cases along with classic cases that stand the test of time It includes new Ethics Minutes scenarios in each step a new research step and examples of award winning public relations campaigns It also significantly increases information on social media and features a reformatting of the tactics step into four separate parts based on the PESO model paid media earned media shared media and owned media As a leader in teaching public relations strategy this text is ideal for students in upper division undergraduate and graduate courses in public relations strategy and campaigns Complementing the book are online resources for both students and instructors For students step overviews useful links to professional organizations and resources checklists for the ten steps in the planning process and two sample campaigns For instructors an instructors manual PowerPoint slides sample syllabi a critique evaluation worksheet and checklists for the ten steps in the planning process For these online resources please visit [www.routledge.com/9781032391168](http://www.routledge.com/9781032391168)      **Public Relations Research Annual** Larissa A. Grunig, James E. Grunig, 2020-07-24 The purpose of this second volume is to challenge and extend the field of research in public relations Taking a proactive approach to creating a stable yet not stagnant annual the editors directly solicited chapters on exciting and intriguing subjects Assuming some prior knowledge interests and commitment of their

readers the editors hope that each chapter's report on original research provides enough context for understanding even if the area of inquiry is new to the readers Public Relations Research Annual Volume 2 continues to advance within the discipline beyond anecdotes to practical theories and research Educators practitioners and researchers will find this annual's presentations and critiques useful in creating a systematic framework for their own endeavors **Cases in Public**

**Relations Management** Patricia Swann, 2025-04-11 This fourth edition of Cases in Public Relations Management features a combination of new and tried and tested cases that give students a practical view of how on the ground public relations is practiced today Showcasing both successes and failures in public relations management this text uses a problem based case study approach that encourages readers to put their knowledge to the test to assess what has worked and consider alternate approaches to the situations these cases explore It features questions for discussion and prompts to dig deeper into the cases at hand New to the fourth edition Fifteen new cases including Anheuser Busch InBev Dove Juul FTX Norfolk Southern Barbie and Nike Emphasis on social media sustainability ethics and social responsibility for communication management today End of chapter activities that reinforce concepts Developed for advanced students in strategic communication and public relations this book prepares them for their future careers as communication and public relations professionals The fourth edition features fully updated online resources student case guides with case supplements instructor case guides with sample answers to end of case questions in the text and PowerPoint lecture slides Please visit [www.routledge.com](http://www.routledge.com) 9781032163642

*Public Relations* Dennis L. Wilcox, Phillip H. Ault, Warren Kendall Agee, 1986 **The SAGE Handbook of Public Relations** Robert L. Heath, 2010-07-29 An unparalleled guide to the theory and practice of public relations Reflecting advances in theory research and application in the discipline since the publication of the Handbook of Public Relations in 2001 this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice Key Features Presents major theories in the words of the leading advocates for each theory Covers the full range of theory research and practice in the discipline Positions public relations as a positive force to help make society more fully functional Challenges academics and practitioners to identify best practices that can inform the work of those in the profession *Public Relations Cases* Danny Moss, Barbara DeSanto, 2022-11-11 This unique collection of contemporary international public relations PR case studies gives the reader in depth insight into effective PR practice in a range of organizational contexts The global cases demonstrate the breadth and sophistication of the public relations function both in public and private sector organizations This fully updated third edition of Public Relations Cases offers fresh perspectives on the changing face of contemporary public relations and the development of PR and communication strategies Addressing the gap in PR literature it examines political systems climate media ownership and structures as well as the social values and economic conditions which shape the role and work of PR practitioners The book follows a four part analytical model CDAO Context Decisions Actions and Outcomes to successfully identify the key points of comparison between cases to uncover how

and why particular events occur and critically identifies what key factors and actions we can learn from in future decision making Featuring updated cases from across industries and around the world including South East Asia Latin America the UK and the US this book is an invaluable resource for researchers postgraduate and executive education students studying public relations corporate communication and public affairs

**Absolute Essentials of Public Relations** Danny Moss, Barbara Desanto, 2024-10-02 Absolute Essentials of Public Relations offers a valuable quick start introduction to the many facets and forms of public relations theory and practice It explores contemporary public relations through multiple lenses by focusing on what public relations essentially comprises how it has come into existence what contexts public relations works within what tools and techniques professionals can deploy and how professionals assess and justify the outcomes of their work Divided into two parts Concepts and Theories and Applications and Specialisms the book covers the fundamental theories and concepts and their application in contemporary practice which together broadly reflect the typical syllabus content for undergraduate postgraduate and post experience introductory courses in public relations The topics covered in both sections are complemented by mini cases which showcase academic and professional insights into practice Offering a concise and approachable alternative to the mainstream more heavyweight textbooks available this book provides a comprehensive introduction to public relations theory and practice

Cases in Public Relations Strategy Burton St. John III, Diana Knott Martinelli, Robert S. Pritchard, Cylor Spaulding, 2018-08-02 Cases in Public Relations Strategy by Burton St John III Diana K Martinelli Robert S Pritchard and Cylor Spaulding draws on original real world case studies to provide you with a strategic approach to meeting the needs of a client before during and beyond a campaign Using the RACE Research Action Planning Communication and Evaluation model you will explore successful contemporary campaigns and evaluate best practices in all major areas of public relations activity This practical client oriented text shows you how to systematically evaluate and adapt to the needs of a particular client whether big or small global or local for profit or nonprofit in order to launch the most effective campaign Each case includes a brief introduction focused on fundamentals and core competencies and all cases have been carefully selected to present a wide range of client types In addition to the lessons from professionals in the case studies a section on PR consulting and an appendix on advancing your PR career give you the knowledge and skills you need for success in the field

Advertising and Public Relations Research Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel Bradley, 2015-04-16 Designed to serve as a comprehensive primary text for research methods courses in advertising and or public relations programs this book concentrates on the uses and applications of research in advertising and public relations situations The authors goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations

Understanding Corporate Communications Dmytro Oltarzhevskiy, Yevgen Zagorulko, 2025-03-05 With the aim to synthesise and simplify the core concepts of corporate communications this book offers a clear look at the history of the discipline and profession with

attention to essential principles for practice This book focuses on corporate communications as the art and craft of managing a company's behaviour and effective communication in society It examines corporate communications theoretical and applied aspects featuring reference to global research reputational cases and practical models The book's main goal is to make explicit well known global theories and the practical experiences of corporate communications professionals in an easily visualised style accessible to a wide readership This book is suited to undergraduate and introductory executive education courses in corporate communications and as a reference and guide for early career communications professionals

**The Basics of Media Writing** Scott A. Kuehn, Andrew Lingwall, 2016-12-08 The Basics of Media Writing A Strategic Approach helps readers develop the essential writing skills and professional habits needed to succeed in 21st century media careers This research driven strategy based media writing textbook digs deeply into how media professionals think and write in journalism public relations advertising and other forms of strategic communication Authors Scott A Kuehn and Andrew Lingwall have created two comprehensive writing models to help students overcome their problems in finding and developing story topics by giving them starting points to begin writing The Professional Strategy Triangle model shows students how to think critically about the audience the situation and the message before starting a news story or persuasive piece and the FAJA four point model asks students a series of questions about their story type Fact Analysis Judgment or Action to guide them to the right angle or organizational structure for their message Rooted in classical rhetorical methods this step by step technique enables readers to strategically approach each writing task no matter the format

*Press Professionalization and Propaganda*, **The Handbook of Mass Media Ethics** Lee Wilkins, Clifford G. Christians, 2008-09-17 This Handbook encapsulates the intellectual history of mass media ethics over the past twenty five years Chapters serve as a summary of existing research and thinking in the field as well as setting agenda items for future research Key features include up to date and comprehensive coverage of media ethics one of the hottest topics in the media community one stop shopping for historical and current research in media ethics experienced top tier editors advisory board and contributors It will be an essential reference on media ethics theory and research for scholars graduate students and researchers in media mass communication and journalism

**Theory and Practice of Human Ethics: Basics of Ethics in Life, Work and Law** Dr. Navin Kumar, Mr. Jay Kumar Sharma, Dr. Shweta Singh, 2025-05-20 Law ethics and human values form the cornerstone of a just and equitable legal system While the law provides a framework of rules and procedures ethics guide the moral compass of legal practitioners ensuring that justice is served not merely by the letter of the law but also by its spirit Human values such as honesty empathy fairness and respect for human dignity underpin ethical behavior in legal practice influencing both advocacy and judicial decision making Lawyers judges and all legal professionals must act with integrity uphold client confidentiality avoid conflicts of interest and promote the larger interest of justice even when legal loopholes may suggest otherwise Incorporating ethics and values in legal practice fosters public trust ensures accountability

and promotes the fair resolution of disputes Moreover in a pluralistic society understanding diverse values and applying them within the scope of the law is essential for inclusivity and social harmony Ethical lapses on the other hand can erode confidence in the legal system and hinder access to justice Therefore aligning law with ethical conduct and humanistic principles is not only a professional duty but also a moral imperative that sustains the legitimacy and nobility of the legal profession

*Sustainable Aviation* Thomas Walker, Angela Stefania Bergantino, Northrop Sprung-Much, Luisa Loiacono, 2019-10-08 This book highlights the latest research in the field of Sustainable Aviation In recent decades there have been considerable improvements in aircraft efficiency and noise reduction However with the demand for both passenger and freight transportation expected to increase significantly in future years the aviation sector is becoming a growing source of environmental problems and a major contributor to global warming Focusing on the need to address this mounting problem this book discusses important new trends and outlines likely future developments in carbon emission reduction carbon trading and the impact of emerging technologies as well as social legal and regulatory changes as they pertain to the aviation sector The book offers an invaluable reference guide for practitioners regulators academics and students alike in fields ranging from business and engineering to the social sciences It can be used as a textbook and will benefit anyone interested in the future of aviation and our planet

**Encyclopedia of Health Communication** Teresa L. Thompson, 2014-04-18 From the dynamics of interpersonal communication between health professionals and clients to global command and control during public health emergencies that cross international borders the field of health communication bridges many disciplines and involves efforts from the micro to the macro It involves navigating personal cultural and political complexities and an ability to distill complex technical science into quickly and easily understood terms for ready distribution by the mass media or to an individual patient or to the parent of an ailing child Despite an abundance of textbooks specialized monographs and academic handbooks this is the first encyclopedic reference work in this area covering the breadth of theory and research on health communication as well as their practical application Features Nearly 600 original articles are organized A to Z within a three volume set to provide comprehensive coverage of this exciting field including such topics as theories and research traditions evaluation and assessment cultural complexities high risk and special populations message design and campaigns provider patient interaction issues media issues and more All articles were specifically commissioned for this work signed and authored by key figures in the field and conclude with cross reference links and suggestions for further reading Appendices include a Resource Guide with annotated lists of classic books and articles journals associations and web sites a Glossary of specialized terms and a Chronology offering an overview and history of the field A thematic Reader s Guide groups related articles by broad topic areas as one handy search feature on the e Reference platform which also includes a comprehensive index of search terms This A to Z three volume reference is available in both print and online formats and is a must have for libraries and researchers who seek comprehensive coverage of the theory research and applications of health communication



Key Themes Community Health Issues End of Life Issues Evaluation of Health Intervention Health Education Health Communication Everyday and Family Health Communication Issues Health Campaigns Health Communication International and Diversity Issues Health Information History of Health Communication Media Content Organizational Issues and Health Policy Provider Patient Interaction Public Health Communication Specific Health Issues Providers Technology Theories Ethics Philosophy and Overriding Methodological Issues

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In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Public Relations Cases 9th Edition**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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