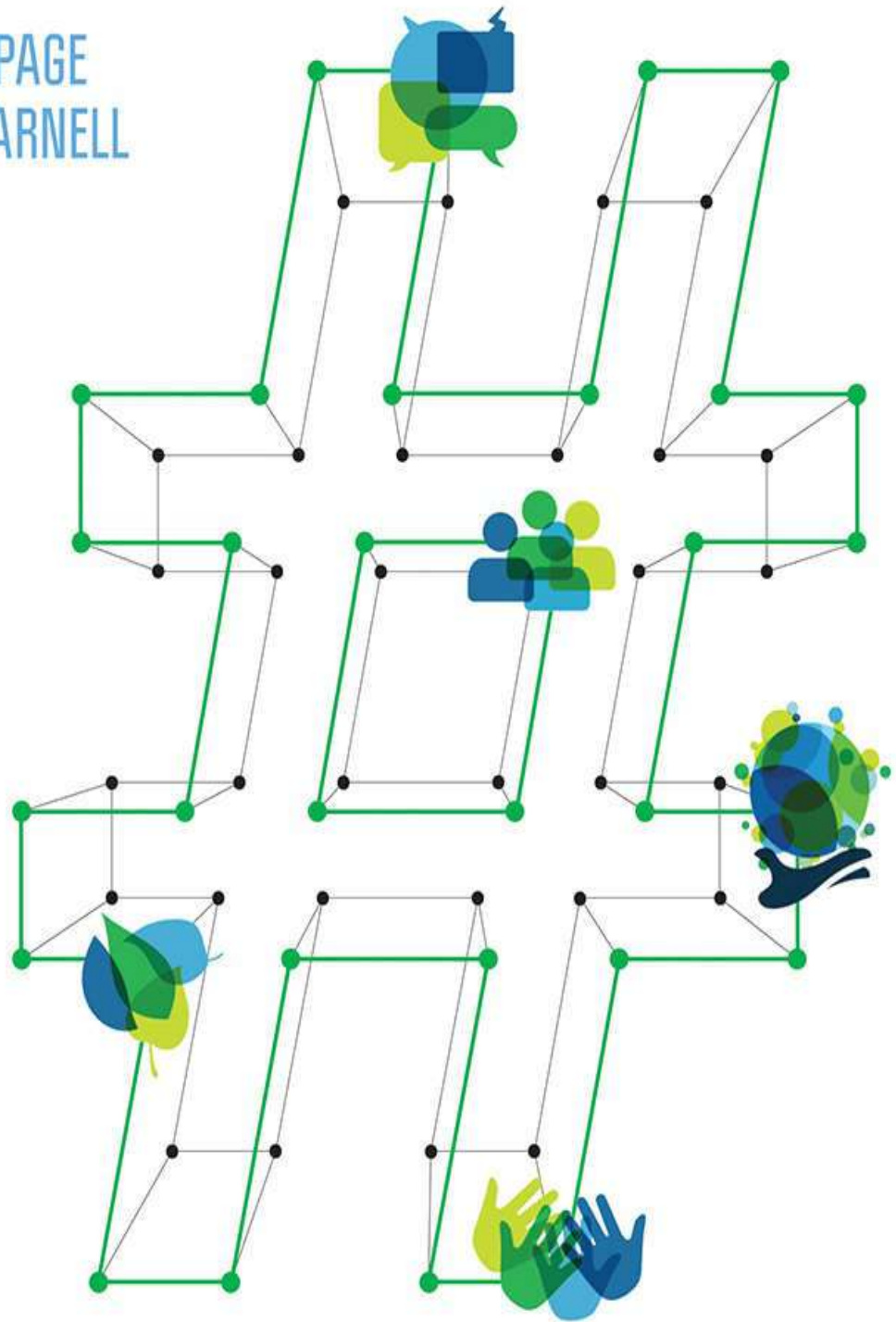


JANIS TERUGGI PAGE
LAWRENCE J. PARNELL



INTRODUCTION TO STRATEGIC PUBLIC RELATIONS

Digital, Global, and Socially Responsible Communication



Brief Contents

[Preface](#)

[Acknowledgments](#)

[About the Authors](#)

[Section One: Understanding Public Relations: Unit One: Public Relations' Role and Function in Society](#)

[Chapter 1: Strategic Public Relations: A Constantly Evolving Discipline](#)

[Chapter 2: The History of Modern Public Relations: From Barnum to Lee, Bernays to Page, and Other Public Relations Pioneers](#)

[Chapter 3: Ethics and Law in Public Relations](#)

[Chapter 4: Foundations of Public Relations: Research and Theory](#)

[Chapter 5: Implementing Your Strategic Communications Plan](#)

[Section Two: Practicing Public Relations in a Socially Responsible World: Unit Two: Public Relations Tactics](#)

[Chapter 6: Public Relations Writing: Persuasive and Audience Focused](#)

[Chapter 7: Media Relations in a Digital World](#)

[Chapter 8: Social Media and Emerging Technologies](#)

[Unit Three: General Practice Areas](#)

[Chapter 9: Corporate Social Responsibility and Community Relations](#)

[Chapter 10: Employee Relations, Corporate Culture, and Social Responsibility](#)

[Chapter 11: Corporate Communication and Reputation Management](#)

[Chapter 12: Issues Management and Crisis Communication](#)

[Unit four: Specialty Practice Areas](#)

[Chapter 13: Sports, Tourism, and Entertainment](#)

[Chapter 14: Nonprofit, Health, Education, and Grassroots Organizations](#)

[Chapter 15: Public Affairs, Government Relations, and Political Communications](#)

[Chapter 16: International Public Relations and Public Diplomacy](#)

[Glossary](#)

[References](#)

[Index](#)

Detailed Contents

[Preface](#)

[Acknowledgments](#)

[About the Authors](#)

[Section One: Understanding Public Relations: Unit One: Public Relations' Role and Function in Society](#)

[Chapter 1: Strategic Public Relations: A Constantly Evolving Discipline](#)

[Learning Objectives](#)

- [Scenario: IBM Employees Celebrate 100 Years of Service](#)

[The Image of Public Relations in Popular Culture](#)

[Defining Public Relations: What's in a Name?](#)

[A Crowd-Sourced Definition From the Public Relations Society of America](#)

[Public Relations Scholars Weigh In](#)

- [Insights: What Is Public Relations?](#)

[Public Relations Versus Advertising: Understanding the Difference](#)

- [Insights: Public Relations or Advertisement?](#)

[Defining Corporate Social Responsibility and Sustainability Communications: Doing Well by Doing Good, or Is It More Complex?](#)

[Evolution of Corporate Philanthropy Into Corporate Social Responsibility](#)

- [Social Responsibility in Action: Arguments in Favor of Corporate Social Responsibility](#)

[Value of Corporate Social Responsibility to Corporate Reputation](#)

[Growth of Public Relations Into a Global Industry](#)

- [Social Responsibility in Action: Gap Year Leads to Global Stage for Nongovernmental Organizations](#)

[Digital and Social Media Key to Growth](#)

[Global Public Relations Spending Trends](#)

[Emerging and Developing Nations](#)

[Roles and Functions for Public Relations Pros](#)

[Roles](#)

[Writer](#)

[Strategic Advisor](#)

[Marketing Communications Expert](#)

[Crisis Manager](#)

[The Public Relations Tool Kit](#)

[Media Relations](#)

[Employee Communications](#)

[Research and Strategic Planning](#)

Social Media

Career Paths for Public Relations Professionals: Which Way Is Right for You?

Agency

- PR PERSONALITY: How I Started and Built My Career in Public Relations and Corporate Social Responsibility

Corporate

Government

Nonprofit and/or Association Public Relations

Scenario Outcome

Wrap Up

Key Terms

Think About It

Write Like a Pro

Social Responsibility Case Study: Allstate Purple Purse: Raising Awareness and Funds for Victims

Social Responsibility Case Study: The Nature Conservancy: Connecting City Water Supplies With Nature

Chapter 2: The History of Modern Public Relations: From Barnum to Lee, Bernays to Page, and Other Public Relations Pioneers

Learning Objectives

- Scenario: Breaking Ground in Crisis Management—Ivy Lee and the Pennsylvania Railroad

A History of Public Relations in the Modern Era

Public Relations and Press Agency: The Era of the 1800s

Railroads Drive Public Relations' Development

Public Relations' Transformation

Pioneers of Modern Public Relations

Ivy Lee

Edward L. Bernays

Arthur W. Page

- PR PERSONALITY: Paving the Way for Corporate Public Relations—Arthur W. Page and AT&T

Other Innovators of Modern Public Relations

Growth of the Public Relations Agency

Harold Burson

Daniel J. Edelman

- Insights: African American and Women Pioneers in the Agency Field

- Insights: Public Relations' Focus Differs by Organization

John W. Hill

Public Relations Comes of Age

Origins, Definitions, and Driving Forces of Corporate Social Responsibility

- Social Responsibility in Action: PR News Award for Best Corporate Social Responsibility Annual Report

The Future of Public Relations

Growth and Impact of Digital Media

Increased Emphasis on Measurement and Return on Investment (ROI)

Integration of Public Relations and Marketing

Intersection of Public Relations and Corporate Social Responsibility

- Social Responsibility in Action: U.S. Secretary of State's Award for Corporate Excellence

Improve Diversity and Inclusion

Globalization

Scenario Outcome

Wrap Up

Key Terms

Think About It

Write Like a Pro

Social Responsibility Case Study: Edward Bernays and Light's Golden Jubilee

Social Responsibility Case Study: Johnson & Johnson's Tylenol Crisis

Chapter 3: Ethics and Law in Public Relations

Learning Objectives

- Scenario: "Doing Good" in the Face of Cultural Norms

Ethics in Public Relations

Public Relations Mix-Ups and Ethical Deficits

Contemporary Public Relations Serves the Public Good

- Social Responsibility in Action: Social Movement Organizations and Ethics

What Ethical Guidelines Should Be Used in Public Relations?

How to Apply Utilitarianism

How to Apply Absolutism

How to Apply Virtue Ethics

- Insights: A Personal Framework for Ethical Reasoning in Public Relations

Stay Informed, Be Vigilant, Develop Personal Ethics

Public Relations Leadership on Social Responsibility Ethics

Individual Ethics

Visual Communication and Ethics

- PR PERSONALITY: Does Public Relations Mean Lying?

How Does Law Affect Public Relations?

Free Speech

Defamation

- Insights: The Ethical Implications of Citizens United

[Disclosure](#)

- [Social Responsibility in Action: Nike and Sweatshop Labor](#)

[Copyright and Fair Use](#)

[Privacy](#)

[Working for the Law: Litigation Public Relations](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: Coca-Cola's Fight Against Obesity](#)

[Social Responsibility Case Study: Burson-Marsteller's "Whisper Campaign"](#)

[Chapter 4: Foundations of Public Relations: Research and Theory](#)

[Learning Objectives](#)

- [Scenario: The "Biggest Healthy Snacking Brand in the World"?](#)

[How to Begin](#)

[Research: First Step in the Public Relations Process](#)

[Organizational Background](#)

[Communications Analysis](#)

[Issue Analysis](#)

[Target Publics and Public Opinion](#)

[Primary Research Methods](#)

- [Insights: Dos and Don'ts: Research Ethics](#)

[Quantitative Methods](#)

[Survey](#)

[Content Analysis](#)

[Digital Analytics](#)

[Qualitative Methods](#)

[Depth Interview](#)

- [PR PERSONALITY: Ask, Answer, Recommend—Using Research to Understand](#)

[Business Goals and Develop Innovative Public Relations Strategies](#)

[Focus Group](#)

[Participant Observation](#)

[The Big Ideas Behind Public Relations Strategies](#)

[Media and Mass Communication](#)

[Agenda-Setting Theory](#)

- [Insights: The How and the Why of Theory](#)

- [Social Responsibility in Action: TOMS "One Day Without Shoes"](#)

[Two-Step Flow](#)

[Spiral of Silence](#)

[• Social Responsibility in Action: How Merck Communicated With AIDS Activists](#)

[Diffusion of Innovations](#)

[Uses and Gratifications Theory](#)

[Persuasion](#)

[Elaboration Likelihood Model](#)

[Principles of Influence](#)

[Inoculation](#)

[Management Models](#)

[Excellence Theory](#)

[Image Restoration Theory](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: Allstate Reality Rides™ Combats Distractions With a Virtual Driving Simulator](#)

[Social Responsibility Case Study: The Monster-Free Mouths Movement: AAPD Makes a Big Deal About the Importance of Little Teeth](#)

[Chapter 5: Implementing Your Strategic Communications Plan](#)

[Learning Objectives](#)

[• Scenario: Creating Awareness of Skin Cancer Among African Americans](#)

[Foundations of Strategic Planning in Strategic Public Relations](#)

[Situation Analysis](#)

[• Social Responsibility in Action: Starting a Corporate Philanthropy Program](#)

[Objectives](#)

[Informational Objectives](#)

[Motivational Objectives](#)

[Reputational Objectives](#)

[• PR PERSONALITY: Planning for Growth: How Public Relations Planning and Implementation Can Drive Social Change](#)

[Programming](#)

[Target Audience](#)

[Strategy](#)

[Key Messages](#)

[• Insights: Social Responsibility Planning: A Competitive Advantage?](#)

[Tactics](#)

[• Insights: Strategic Public Relations Planning: A GPS for Success](#)

[Timetable and Budget](#)

[Evaluation, Ongoing Research, and Stewardship](#)

[Evaluation](#)

[Ongoing Research](#)

[• Social Responsibility in Action: Moving From Charity to Strategic Philanthropy—](#)

[SAP Leads the Way](#)

[Stewardship to Maintain Momentum](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: TuDinero con TD: Empowering the U.S. Hispanic](#)

[Community Through Financial Education](#)

[Social Responsibility Case Study: Be the Match: Inspiring the African American](#)

[Community to Step Up and Save Lives](#)

[Section Two: Practicing Public Relations in a Socially Responsible World: Unit Two: Public Relations](#)

[Tactics](#)

[Chapter 6: Public Relations Writing: Persuasive and Audience Focused](#)

[Learning Objectives](#)

[• Scenario: What Do Taylor Swift, Jason Mraz, and David Mayfield Have in Common?](#)

[For a Public Relations Career, You Had Better Become a Good Writer](#)

[Understanding Communication](#)

[Schramm's Model of Mass Communication](#)

[Public Relations Writing Strategy and Style](#)

[Always Approach Writing Strategically](#)

[Recipe for Success](#)

[• Insights: AP Style "Cheat Sheet"](#)

[The Curse of Knowledge](#)

[Beyond Strategy: Form](#)

[Generating Content: Public Relations Writing Essentials](#)

[That First Job](#)

[• Social Responsibility in Action: Nespresso in South Sudan](#)

[The News Release](#)

[Inverted Pyramid](#)

[The Format, Step by Step](#)

[It's Digital! And That's Good](#)

[• Insights: The Appeal of Multimedia](#)

[Multimedia News Releases](#)

[Fact Sheet](#)

[Backgrounder](#)

[The One-on-One Pitch](#)

[News Features and Op-Eds](#)

[Features](#)

[Op-Eds](#)

[• Social Responsibility in Action: When Children Benefit, So Does the Entire](#)

[Community](#)

[Media Kit](#)

[Speechwriting](#)

[• PR PERSONALITY: I Love What Public Relations Is All About](#)

[Writing for Organizational Media and Digital Environments](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: Whirlpool: Care Counts™](#)

[Social Responsibility Case Study: How Can Video Storytelling Support Social](#)

[Responsibility Efforts?](#)

[Chapter 7: Media Relations in a Digital World](#)

[Learning Objectives](#)

[• Scenario: Real Warriors Campaign: You Are Not Alone](#)

[The State of the News Media Today](#)

[Research on the Media](#)

[Current Practice of Media Relations](#)

[Monitor the Media for Best Results](#)

[• Social Responsibility in Action: Hyundai Motors Introduces Drivers to the Future](#)

[• Insights: How to Be Pitch Perfect With Corporate Social Responsibility Stories](#)

[• PR PERSONALITY: Media Relations—It's All About Building Relationships](#)

[Media Relations in Political Communications](#)

[Media Relations in Crisis Situations](#)

[Bloggers](#)

[Trade and Professional Media](#)

[Communications Theory and Media Relations](#)

[Gatekeeping](#)

[Agenda Setting](#)

[Framing](#)

[Measuring News Coverage](#)

[Advertising Value Equivalence](#)

[• Social Responsibility in Action: MoneyWi\\$e: A Consumer Action and Capital One](#)

[Partnership](#)

[Impressions—Better but Not Good Enough](#)

[Guidelines for Measuring Media Coverage Impact](#)

[Positive, Negative, and Neutral Analysis and Key Message Visibility](#)

[Message Testing](#)

[Global Media Relations Trends and Tactics](#)

[• Insights: Effective Global Public Relations Requires Specific Knowledge and Strategy](#)

[Excellence Theory and Global Applications](#)

[Ethical Standards in Global Media Relations](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: Deepwater Wind: Launching America's First Offshore Wind Farm](#)

[Social Responsibility Case Study: World Wildlife Fund's Campaign to Stop Wildlife Crime](#)

[Chapter 8: Social Media and Emerging Technologies](#)

[Learning Objectives](#)

[• Scenario: Owning a VW Is Like Being in Love](#)

[Social Media](#)

[Historical Context](#)

[A Big Embrace: Social and Emerging Media Use](#)

[The Value and Strategies of Social Media](#)

[Social Network Theory](#)

[Public Relations Embraces Social Media](#)

[Driver of Public Relations Growth](#)

[Media Relations](#)

[The Dark Side](#)

[Using Social Media to Build Credibility](#)

[• PR PERSONALITY: Why a Public Relations Campaign Is Only as Good as Its Social Media Strategy](#)

[A Showcase of Public Relations Practices With Social Networks](#)

[Facebook](#)

[Twitter](#)

[• Social Responsibility in Action: Children's Specialized Hospital—#Fightface](#)

[LinkedIn](#)

[YouTube](#)

[Instagram](#)

[Pinterest](#)

[• Insights: How Can a Small Brand Use Google Analytics . . . and a Blog . . . to Grow?](#)

[Blogs](#)

[Periscope](#)

[Facebook Live](#)

[Snapchat](#)

[Fourth Screen Technology](#)

[Gamification](#)

[Evaluating Social Media and Looking to the Future](#)

[Value of Measurement in Public Relations](#)

[• Insights: Trending: A Speedway Into the Future](#)

[• Social Responsibility in Action: The American Foundation for Suicide Prevention's Fight to Stop Suicide](#)

[Social Media and Crises](#)

[Social Media and Corporate Social Responsibility](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: M&M'S Red Nose Day Raises Money for Children](#)

[Living in Poverty](#)

[Social Responsibility Case Study: Giving Tuesday: The Day the World Gave Back](#)

Unit Three: General Practice Areas

[Chapter 9: Corporate Social Responsibility and Community Relations](#)

[Learning Objectives](#)

[• Scenario: How Do Smaller U.S. Businesses Practice and Communicate Their Corporate Social Responsibility?](#)

[Social Responsibility and the Essential Role of Public Relations](#)

[Social Responsibility Is Foundational in Public Relations Today](#)

[Ever-Changing Demands of Stakeholders](#)

[Who Is a Stakeholder?](#)

[Prioritizing Stakeholders](#)

[Strategic Benefits of Social Responsibility](#)

[Six Practice Areas of Corporate Social Responsibility](#)

[Successful Corporate Social Responsibility Flows From Business Culture and Builds](#)

[Reputation](#)

[• Insights: The New Heroes: Social Entrepreneurs](#)

[Key Building Blocks of Corporate Social Responsibility](#)

[• Social Responsibility in Action: Rumi Spice: Peace Through Trade](#)

[More Corporate Social Responsibility Building Blocks](#)

[Positive Impact on Reputation](#)

[Corporate Social Responsibility Communication Is Essential](#)

[CEOs Take Stances on Social Issues](#)

[CEO Activism Influences Purchase Intent](#)

[Americans Unsure of Motivations](#)

[• Social Responsibility in Action: Most Socially Responsible Company in the World](#)

[Millennials More Likely to Give Thumbs-Up](#)

[Communicating Corporate Social Responsibility: Opportunities and Challenges](#)

[• PR PERSONALITY: The Art of Being More in a World of Change](#)

[What Is Corporate Social Responsibility Communications?](#)

[Best Practices in Corporate Social Responsibility Communications](#)

[A Good Starting Point](#)

[How to Talk “Corporate Social Responsibility”](#)

[S-T-R-E-T-C-H the Annual Report Into Multimedia](#)

[• Insights: When Corporate Social Responsibility and News Reports Collide](#)

[Community Relations and Corporate Social Responsibility](#)

[Earning Trust](#)

[Community Relations in Action](#)

[Businesses Earn Trust as Good Citizens](#)

[Public Relations With Diverse Communities](#)

[Latinos in the United States: One in Four by 2050](#)

[Asian American Community: Breaking the Silence](#)

[Young, Black, and Online](#)

[Profiles of Community Corporate Social Responsibility Successes and Challenges](#)

[Target](#)

[H&M](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: Comcast Cares Day Engages Employees, Their Families, Friends, and Community](#)

[Social Responsibility Case Study: Dollywood Foundation Launches “My People Fund”](#)

[Relief Effort](#)

[Chapter 10: Employee Relations, Corporate Culture, and Social Responsibility](#)

[Learning Objectives](#)

[• Scenario: How Do You Bring Together 100,000 Employees to Talk About Your Brand?](#)

[Employee Relations and Healthy Organizations](#)

[Internal Communication](#)

[Corporate Culture](#)

[Leadership](#)

[Public Relations and Employee Engagement](#)

[• Insights: Public Relations Supports Five Characteristics of a Healthy Organization](#)

[Traits a Corporate Culture Should Exhibit](#)

[Constructive Relationships](#)

[Empowerment](#)

[Morality and Honesty](#)

[Diversity](#)

[Social Consciousness](#)

[Employee Advocacy](#)

[• Social Responsibility in Action: GE, From Villain to Hero](#)

[Mergers and Acquisitions](#)

[A Growing Trend](#)

[Yoga Rooms Versus Boardrooms](#)

[• Insights: M&As Can Often Disappoint](#)

[Public Relations Strategy](#)

[Communication Challenges and Opportunities](#)

[Need for Organizational Clarity](#)

[Public Relations Communication Tactics](#)

[Intranet](#)

[• Social Responsibility in Action: Canon: Living and Working for the Common Good](#)

[Video Storytelling](#)

[Employee Programs](#)

[Evaluating Employee Communication](#)

[Employee Relations and Corporate Social Responsibility](#)

[Corporate Social Responsibility Engages Employees](#)

[• PR PERSONALITY: Why Simplicity Is Beautiful in Employee Communication](#)

[Strategy](#)

[Corporate Social Responsibility Aids Employee Recruitment and Retention](#)

[Examples of Excellence](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: IBM's Corporate Service Corps Develops the Leaders of the Future](#)

[Social Responsibility Case Study: Ben & Jerry's Ice Cream Gives Back to Vermont](#)

[Chapter 11: Corporate Communication and Reputation Management](#)

[Learning Objectives](#)

- [Scenario: Starbucks "Race Together"](#)

[The Modern Corporation—Meeting the Challenge](#)

[Companies Are Multifaceted](#)

[The Issue of Trust](#)

[Critical Role for Corporate Public Relations](#)

[Communications' Place in the Company](#)

[Core Competencies of Corporate Communications](#)

[Corporate Media Relations](#)

[Digital Media Relations](#)

[A 24-Hour-a-Day Job](#)

[Fundamental Practices Remain](#)

[On the Job in Media Relations](#)

- [Insights: How the Excellence Theory Is Helping Practitioners Manage Media Relations](#)

[Crisis Media Relations](#)

[Corporate Branding and Reputation](#)

[Special Events and Sponsorships](#)

- [Insights: Corporate Branding](#)

- [PR PERSONALITY: Authenticity Is Key to Lesbian Gay Bisexual Transgender Public Relations](#)

[Internal Communications](#)

- [Social Responsibility in Action: Booz Allen Hamilton's 100th Anniversary](#)

[Campaign: Celebrating a Tradition of Community Service and Market Leadership](#)

- [Social Responsibility in Action: Navistar Enlists Employees for Turnaround](#)

[Corporate Communications and Corporate Social Responsibility](#)

[Communicating Corporate Social Responsibility](#)

[Employee Volunteering and Social Responsibility](#)

[Financial Communications, Media Relations, and Investor Relationships](#)

[Financial Communications](#)

[Going Public](#)

[Business, Financial, and Consumer Media](#)

[Investor Relations](#)

[Socially Responsible Investing](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: Hertz Hits the Road—Being a Good Neighbor in Florida](#)

[Social Responsibility Case Study: Snap Inc—From Dad’s Garage to a \\$33 Billion Initial Public Offering](#)

[Chapter 12: Issues Management and Crisis Communication](#)

[Learning Objectives](#)

- [Scenario: Wells Fargo’s Cross-Selling Cross Up](#)

[Issues Management](#)

[The Benefits of Issues Management](#)

[Issue Life Cycle](#)

[Crisis Communications](#)

[The Organizational Crisis](#)

[Problem Versus a Crisis](#)

[Product Crisis](#)

- [PR PERSONALITY: Emotional Intelligence and Ethics—Keys to Crisis](#)

[Management](#)

- [Social Responsibility in Action: Samsung Employees Participate in a Nationwide](#)

[Day of Service](#)

[Litigation Crisis](#)

[Prepare for and Manage a Crisis](#)

- [Insights: Restoring a Company’s Image Using Benoit’s Five Categories of Image Restoration](#)

[Precrisis Plan Development](#)

[Prepare a Crisis Checklist](#)

[Crisis Stage](#)

- [Social Responsibility in Action: Habitat for Humanity and Wells Fargo Team Up With Veterans to Improve 100 Homes](#)

[Crisis Recovery](#)

[Crisis and Social Media](#)

[Infamous Examples](#)

[Volume, Velocity, and Variety](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: Hertz Moves Its Corporate Headquarters](#)

[Social Responsibility Case Study: Under Armour and the Sochi Winter Olympics:](#)

[Protecting the Brand Against Unfair Criticism](#)

[Unit four: Specialty Practice Areas](#)

Chapter 13: Sports, Tourism, and Entertainment

Learning Objectives

- Scenario: Being the Best While Doing Serious Good: Micato Safaris

Opportunities and Challenges of Sports Public Relations

Public Relations Plays a Strategic Part in Sports

Social Media's Winning Game

Public Relations Careers for Sports Lovers

Publicizing the Good, Dealing With the Bad

The Right Way to Handle Wrongs

Tales of Three Sports Stars

- Social Responsibility in Action: Being Good Sports: How Athletes and Teams Give Back to Their Community

What's in a Name?

Corporations Name Stadiums

Huge Investments of Millions Each Year

Public Relations Values and Risks

- Insights: How One University's Athletes Give Back

Tourism—More Than Sightseeing

The Role of Public Relations

Public Relations Plan for a Music Festival

Sustainability and Social Responsibility Practices

Hotels

Ecotourism

Threats and Crises

Most Unforeseen, Few Preventable

- Insights: ECOTOURS and Outdoor Leadership

Aggressive Public Relations Response to BP Oil Spill

Spotlight on Mexico and Greece

Small Town Festivals Draw Big Crowds

Midwestern Traditions

Good Training Grounds for Public Relations

Entertainment Public Relations—Publicity and Much More

Publicists and Celebrities

The Broader Field

Entertainment Public Relations and Social Causes

Agencies—A Short List

Personalities—A Short List

- PR PERSONALITY: Celebrity Public Relations

- Social Responsibility in Action: NBC Keeps Edible Food Out of the Trash Can

Foundations and Corporations

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: #askmpls Provides Virtual Concierges During Major League Baseball All-Star Week](#)

[Social Responsibility Case Study: Stronger Than the Storm—Ribbon Cutting Marks Recovery From Superstorm Sandy](#)

[Chapter 14: Nonprofit, Health, Education, and Grassroots Organizations](#)

[Learning Objectives](#)

- [Scenario: How Can We Keep Kids Safe in a World Filled With Risks?](#)

[Nonprofits: Size, Impact, and Opportunity for Public Relations Practitioners](#)

[The World of Nonprofits](#)

[Fund-Raising, Development, and Recruiting](#)

[Job Growth in Public Relations](#)

[Nongovernmental Organizations](#)

- [PR PERSONALITY: A Career in Service to Others](#)

[Facebook “Friends” Nonprofits](#)

[The Good](#)

[The Bad](#)

[Health Communication](#)

[Health Communications in Organizations](#)

[Health Communication Public Relations Agencies](#)

- [Insights: Health-Care Public Relations: A Higher Calling](#)

[Health Communication Strategies](#)

- [Social Responsibility in Action: One Woman Makes Her Mark](#)

[Public Relations Support of Educational Institutions](#)

[The Role of Public Relations in Higher Education](#)

- [Insights: Multicultural America, Multicultural Health-Care Public Relations](#)

[Social Media Strategies](#)

[Align Social Media Goals With Institutional Goals](#)

[Match Platform\(s\) With Audience\(s\)](#)

[Define Your Institution’s Authentic Social Media Voice](#)

[Audit the Institution’s Social Media Profiles](#)

[K–12 Education](#)

[Public Relations in Grassroots Organizations](#)

[Public Relations Tactics](#)

- [Social Responsibility in Action: It Gets Better](#)

[Digital Adds Muscle: Women’s March on Washington](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: GlobalGiving: Crowdfunding Gives to People and Companies Around the World](#)

[Social Responsibility Case Study: Two Bostonians Campaign to Stop the Olympics From Coming to Their Hometown](#)

[Chapter 15: Public Affairs, Government Relations, and Political Communications](#)

[Learning Objectives](#)

- [Scenario: Ebola on the Doorstep of America](#)

[Public Affairs, Government Relations, and Political Communications](#)

[An Overview of Public Affairs, Government Relations, and Political Communication](#)

[Public Affairs](#)

[Government Relations](#)

[Political Communication](#)

[Public Affairs in Relationship to Public Relations](#)

[Why Does the Government Call It Public Affairs?](#)

[Communications Spending Is Still an Ongoing Battle](#)

[Crisis Management in Governmental Public Affairs](#)

• [Insights: The U.S. Department of Agriculture Confronts “Pink Slime”: A Case of Transparency, Safety, Nutrition, and Outrage](#)

[Military Public Affairs](#)

• [Insights: A Military Base Works to Repair Community Relations in Louisiana](#)

[Government Relations and Lobbying](#)

[When Government Relations Is Called Public Affairs](#)

• [Social Responsibility in Action: “Keep What You’ve Earned”](#)

[Why Do They Call It Lobbying?](#)

[Political Communication: Applying Public Relations Strategy to Campaigns and Elections](#)

• [Social Responsibility in Action: Humana’s Campaign for a Healthy Mississippi Fundamental to Politics](#)

[Game of Leapfrog](#)

[Negative Versus Positive](#)

[Social Media: 2016 and Beyond](#)

• [PR PERSONALITY: An Interview With Former White House Press Secretaries](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: CCPHA Serves Up the Bitter Truth About Sugary Drinks](#)

[Social Responsibility Case Study: The First Ladies Health Initiative: Walgreens Supports HIV/AIDS Screenings in Urban Churches](#)

[Chapter 16: International Public Relations and Public Diplomacy](#)

[Learning Objectives](#)

- [Scenario: “Like a Girl”—Positive and Confident](#)

[An Overview of Global Communications](#)

[Storytelling and Global Public Relations](#)

[The Halo Effect](#)

[Crisis Considerations](#)

- [Social Responsibility in Action: Coca-Cola Creates Brand Loyalty Through Sustainability Efforts in India](#)

[Cultural Intelligence](#)

[CEO Activism and Global Public Relations/Corporate Social Responsibility](#)

[Working Internationally to Develop Global Public Relations Skills](#)

[Global Public Relations in Different Settings](#)

[Corporate](#)

[Nonprofits](#)

- [PR PERSONALITY: A Manager’s Journal: Working Internationally for a Global Corporation](#)

- [Insights: Changing Perceptions of a Global Brand](#)

[Government](#)

[Public Diplomacy, Strategic Public Relations, and Social Responsibility](#)

- [Social Responsibility in Action: Creating Business Opportunities Through Sustainability](#)

[Public Diplomacy and Public Relations](#)

- [Insights: How Is International Public Opinion Shaped?](#)

[Scenario Outcome](#)

[Wrap Up](#)

[Key Terms](#)

[Think About It](#)

[Write Like a Pro](#)

[Social Responsibility Case Study: Dell Women’s Entrepreneurial Network Creates Opportunities for Women](#)

[Social Responsibility Case Study: “Blue Corridor” Natural Gas Vehicle Rally](#)

[Glossary](#)

[References](#)

[Index](#)