CONTENTS

Preface xiii

Robert L. Heath

SECTION 1: Defining the Discipline

Shifting Foundations: Public Relations as Relationship Building 1

ROBERT L. HEATH

1. Two-Way Symmetrical Public Relations: Past, Present, and Future 11

James E. Grunig

2. A Rhetorical Enactment Rationale for Public Relations: The Good Organization Communicating Well 31

Robert L. Heath

3. Public Relations and Community: A Reconstructed Theory Revisited 51

Kenneth Starck and Dean Kruckeberg

4. Cultural Topoi: Implications for Public Relations 61

Greg Leichty and Ede Warner


David McKie
6. In Search of a Metatheory for Public Relations:  
   An Argument for Communitarianism  
   Roy Leeper  
   93

7. Interpersonal Communication and Public Relations  
   W. Timothy Coombs  
   105

8. Public Relations Field Dynamics  
   Jeffrey K. Springston and Joann Keyton  
   115

   Shirley Leitch and David Neilson  
   127

10. Research Perspectives on "the Public"  
    Gabriel M. Vasquez and Maureen Taylor  
    139

11. Public Relations and Crisis Communication:  
    Organizing and Chaos  
    Matthew W. Seeger, Timothy L. Sellnow, and Robert R. Ulmer  
    155

    George Cheney and Lars Thoger Christensen  
    167

SECTION 2: Defining the Practice

The Dynamics of Change in Public Relations Practice  
   ROBERT L. HEATH  
   183

DYNAMICS OF CHANGE

    Fritz Cropp and J. David Pincus  
    189

14. Defining the Relationship Between Public Relations and Marketing: Public Relations’ Most Important Challenge  
    James G. Hutton  
    205
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Extending Strategic Planning to Communication Tactics</td>
<td>215</td>
</tr>
<tr>
<td></td>
<td>Laurie J. Wilson</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Public Relations and the Question of Professionalism</td>
<td>223</td>
</tr>
<tr>
<td></td>
<td>Magda Pieczka and Jacquie L’Etang</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>How Feminist Theory Advanced the Practice of Public Relations</td>
<td>237</td>
</tr>
<tr>
<td></td>
<td>Elizabeth L. Toth</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Public Relations Law</td>
<td>247</td>
</tr>
<tr>
<td></td>
<td>Michael G. Parkinson, Daradirek Ekachai, and Laurel Traynowicz Hetherington</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Integrating Planning and Evaluation: Evaluating the Public Relations Practice and Public Relations Programs</td>
<td>259</td>
</tr>
<tr>
<td></td>
<td>Tom Watson</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Media Effects Research for Public Relations Practitioners</td>
<td>269</td>
</tr>
<tr>
<td></td>
<td>Beth Olson</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Stewardship: The Fifth Step in the Public Relations Process</td>
<td>279</td>
</tr>
<tr>
<td></td>
<td>Kathleen S. Kelly</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Activism</td>
<td>291</td>
</tr>
<tr>
<td></td>
<td>Michael F. Smith and Denise P. Ferguson</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Public Relations and Conflict Resolution</td>
<td>301</td>
</tr>
<tr>
<td></td>
<td>Kenneth D. Plowman, William G. Briggs, and Yi-Hui Huang</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>ORGANIZATIONAL LEGITIMACY</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Public Relations and the Ecology of Organizational Change</td>
<td>311</td>
</tr>
<tr>
<td></td>
<td>James L. Everett</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>The Centrality of Organizational Legitimacy to Public Relations Practice</td>
<td>321</td>
</tr>
<tr>
<td></td>
<td>Maribeth S. Metzler</td>
<td></td>
</tr>
</tbody>
</table>
26. Issues Management: The Paradox of the 40-Year U.S. Tobacco Wars
   Cornelius B. Pratt

27. Using the Collapse Model of Corporate Image for Campaign Message Design
   Mary Anne Moffitt

EDUCATING PRACTITIONERS

   Gayle M. Pohl and Dee Vandeventer

29. Accreditation: Is There Access to the Process for All Public Relations Academic Programs—If Desired?
   Bonita Dostal Neff

30. Case Studies and Their Use in Public Relations
   John J. Pauly and Liese L. Hutchison

PUBLIC RELATIONS ETHICS

31. Public Relations and Social Responsibility
   Emma L. Daugherty

32. Public Relations Ethics: An Overview and Discussion of Issues for the 21st Century
   Kenneth D. Day, Qingwen Dong, and Clark Robins

33. Ethics in Public Relations: Theory and Practice
   Patricia A. Curtin and Lois A. Boynton

34. Public Relations Between Universality and Particularity: Toward a Moral-Philosophical Conception of Public Relations Ethics
   Tanni Haas

35. The Measurement of Ethics: Instruments Applicable to Public Relations
   Kathie A. Leeper
• SECTION 3: In Search of Best Practices

Learning Best Practices
From Experience and Research 441

ROBERT L. HEATH

BEST PRACTICES IN PLANNING AND ORGANIZATION

36. A New Order for Public Relations: Goodbye Cost Center, Hello Profit Center 445

Я. R. Hutchins


Catherine L. Hinrichsen

38. Strategic Media Planning: Toward an Integrated Public Relations Media Model 461

Kirk Hallahan

39. Improving Corporate and Organization Communications: A New Look at Developing and Implementing the Communication Audit 471

Dean Kazoleas and Alan Wright

BEST PRACTICES IN CRISIS COMMUNICATION

40. Crisis Communication: A Review of Some Best Practices 479

Kathleen Fearn-Banks

41. Anticipatory Model of Crisis Management: A Vigilant Response to Technological Crises 487

Bolanle A. Olaniran and David E. Williams

42. Corporate Apologia: When an Organization Speaks in Defense of Itself 501

Keith Michael Hearit

43. Race and Reputation: Restoring Image Beyond the Crisis 513

Gail R. Baker
BEST PRACTICES IN RELATIONSHIP BUILDING

44. Relationships Within Communities: Public Relations for the New Century
    Laurie J. Wilson

45. Managing Community Relationships to Maximize Mutual Benefit: Doing Well by Doing Good
    John A. Ledingham and Stephen D. Bruning

BEST PRACTICES IN EDUCATIONAL PUBLIC RELATIONS

46. Educational Public Relations
    Julie Kay Henderson

47. Strength in Diversity: The Place of Public Relations in Higher Education Institutions
    Barbara J. DeSanto and R. Brooks Garner

48. Sports Information Directing: A Plea for Helping an Unknown Field
    Nicholas C. Neupauer

BEST PRACTICES IN CONTEXT

49. Political Power Through Public Relations
    Lori Melton McKinnon, John C. Tedesco, and Tracy Lauder

50. Labor and Public Relations: The Unwritten Roles
    Tricia Hansen-Horn

51. Public Relations in the Health Care Industry
    Laurel Traynowicz Hetherington, Daradirek Ekachai, and Michael G. Parkinson

SECTION 4: Public Relations in Cyberspace

The Frontier of New Communication Technologies
    ROBERT L. HEATH
52. Cyberspin: The Use of New Technologies in Public Relations 583
   Edward J. Lordan

53. On-Line Research Techniques for the Public Relations Practitioner 591
   Susanne Elizabeth Gaddis

54. Public Relations and New Media Technology: The Impact of the Internet 603
   Jeffrey K. Springston

55. The Development of a Structuration Analysis of New Publics in an Electronic Environment 615
   Zoraida R. Cozier and Diane F. Witmer

SECTION 5: Globalizing Public Relations

Globalization—The Frontier of Multinationalism and Cultural Diversity 625
   ROBERT L. HEATH

56. International Public Relations: Opportunities and Challenges for the 21st Century 629
   Maureen Taylor

57. Effective Public Relations in the Multinational Organization 639
   Robert I, Wakefield

58. International Public Relations: A Focus on Pedagogy 649
   Doug Newsom, Judy VanSlyke Turk, and Dean Kruckeberg

59. New Zealand Perspectives on Public Relations 659
   Judy Motion and Shirley Leitch

60. The Development of Public Relations in China, Russia, and the United States 665
   Mark McElreath, Ni Chen, Lyudmila Azarova, and Valeria Shadrova

61. The Changing Shape of Public Relations in the European Union 675
   David Miller and Philip Schlesinger