

Primer of Public Relations Research

SECOND EDITION



DAVID M. STOKES

Primer Of Public Relations Research Second Edition

Michael Hoelscher



Primer Of Public Relations Research Second Edition:

Primer of Public Relations Research Don W. Stacks, 2016-10-10 Thousands of public relations PR students and professionals have relied on this authoritative text to understand the key role of research in planning and evaluating PR campaigns Revised and expanded to reflect today's emphasis on standards based practice the third edition has a heightened emphasis on setting baselines creating benchmarks and assessing progress Stacks presents step by step guidelines for using a wide range of qualitative and quantitative methods to track output outtakes and outcomes and shows how to present research findings clearly to clients Every chapter features review questions and a compelling practice problem PowerPoint slides for use in teaching are provided at the companion website Instructors requesting a desk copy also receive a supplemental Instructor's Manual with a test bank suggested readings and case studies New to This Edition Chapter on standardization moving beyond the prior edition's focus on best practices Chapter on different types of data sets with attention to the advantages and disadvantages of using Big Data Addresses the strategic use of key performance indicators Covers the latest content analysis software Pedagogical Features Each chapter opens with a chapter overview and concludes with review questions End of chapter practice problems guide readers to implement what they have learned in a PR project Appendix provides a dictionary of public relations measurement and research terms Supplemental Instructor's Manual and PowerPoint slides

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

Primer of Public Relations Research, Third Edition Don W. Stacks, 2016-10-10 Thousands of public relations PR students and professionals have relied on this authoritative text to understand the key role of research in planning and evaluating PR campaigns Revised and expanded to reflect today's emphasis on standards based practice the third edition has a heightened emphasis on setting baselines creating benchmarks and assessing progress Stacks presents step by step guidelines for using a wide range of qualitative and quantitative methods to track output outtakes and outcomes and shows how to present research findings clearly to clients Every chapter features review questions and a compelling practice problem PowerPoint slides for use in teaching are provided at the companion website Instructors requesting a desk copy also receive a supplemental Instructor's Manual with a test bank suggested readings and case studies New to This Edition Chapter on standardization moving beyond the prior

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An Overview of The Public Relations Function, Second Edition Shannon A. Bowen,Brad Rawlins,Thomas R. Martin,2019-03-04 This second edition of An Overview of the Public Relations Function examines current thought to help busy managers and students master the most important concepts of management in communication quickly accessibly and with an eye to helping an organization achieve excellence through cutting edge research based strategic public relations management This book acquaints the manager with the lexicon of the field and provides research on the theory of public relations its sub functions such as research or public affairs and the ethical guideline CERT formula Credibility Ethics Relationships Trust It also examines the role of the chief communications officer CCO and leadership organizational culture structure effectiveness managing stakeholders and publics using research to create strategy and the four step process of public relations management RACE Finally the authors discuss the advanced management concepts of issues management specialization in the sectors of public relations managing values deontological ethics conducting moral analyses and counseling management They review what research found in regard to the most excellent ways to manage public relations and relationships both beginning and ending with ethics

The Handbook of Communication and Corporate Reputation Craig E. Carroll,2015-04-10 With the latest insights from the world of communication studies into the nature of corporate reputation this new addition to Wiley Blackwell s series of handbooks on communication and media reflects the growing visibility of large businesses ethical profiles and tracks the benefits that positive public attitudes can bring Serves as the definitive research collection for a fast growing field featuring contributions by key international scholars Brings together state of the art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation, Third Edition David Michaelson,Don W. Stacks,2017-01-24 Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing advertising and public relations mix to a full player To help you keep up to speed with the exciting changes and developments of publications this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research measurement and evaluation As a public relations professional this book will guide you through the effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns This third edition takes a best practices approach one that focuses on choosing the appropriate method and rigorously applying

that method to collect the data that best answers the objectives of the research It also presents an approach to public relations that emphasizes the profession s impact on the client s return on investment in the public relations function the measurement of social media and the use of standardized measures

A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation, Second Edition David Michaelson, Don W.

Stacks, 2014-05-23 Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing advertising and public relations mix to a full player To help you keep up to speed with the exciting changes and developments of publications this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research measurement and evaluation As a public relations professional this book will guide you through the effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns This second edition takes a best practices approach one that focuses on choosing the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research It also presents an approach to public relations that emphasizes the profession s impact on the client s return on investment in the public relations function

Corporate Communication Jaishri Jethwaney, 2024-02-13 Corporate Communication Concepts and Practice a comprehensive and engaging textbook helps in understanding the underlying concepts and real life strategies of communication in modern day corporate set ups One of the youngest management disciplines corporate communication is used by companies to position themselves to the outside world in a highly competitive business environment and to build a sense of being on the one hand and creating a feeling of pride in being associated with the company for various stakeholders especially the employees and investors Some of the functions of corporate communication include identifying and segmenting stakeholders articulating brand positioning selecting appropriate channels of internal and external communication and managing crises conflicts and reputations among others This revised edition offers a fresh perspective into all basic and critical aspects of corporate communication and incorporates the latest changes in governmental policies and industry trends to aid students adapt to the contemporary business environment and become industry ready This book will be of great interest to students and researchers working in the areas of corporate communication organizational communication journalism mass communication communication studies public relations and human resource management

Encyclopedia of Public Relations Robert L. Heath, 2013-08-20 When initially published in 2005 the two volume Encyclopedia of Public Relations was the first and most authoritative compilation of the subject It remains the sole reference source for any library serving patrons in business communication and journalism as it explores the evolution of the field with examples describing the events changing practices and key figures who developed and expanded the profession Reader s Guide topics include Crisis Communications Management Cyberspace Ethics Global Public Relations Groups History Jargon Management Media News Organizations Relations Reports Research and Theories Models

Led by renowned editor Robert L Heath with advisory editors and contributors from around the world the set is designed to reach a wide array of student readers who will go on to serve as opinion leaders for improving the image and ethics of the practice The Second Edition continues to explore key challenges facing the profession such as earning the trust and respect of critics and the general public Much greater emphasis and space will be placed on a theme that was just emerging when the First Edition appeared the Internet and social media as public relations tools International coverage and representation has been greatly expanded as well Finally biographies which are now widely available on the Web have been deleted to give room to areas of enhanced coverage and biographical material are included where appropriate within the context of topical entries However a long entry on women pioneers in public relations has been included as an appendix

A Practitioner's Guide to Public Relations Research, Measurement and Evaluation Don W. Stacks, 2010-07-06 This book will provide the business reader with the necessary understanding of the problems and promises of public relations research measurement and evaluation and the public relations practitioner as guide to effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns

Resources in Education, 2001-04

Communication Yearbooks Vols 6-33 Set Various, 2021-12-02 The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse state of the discipline literature reviews that advance knowledge and understanding of communication systems processes and impacts across the discipline Topics dealt with include Communication as Process Research Methodology in Communication Communication Effects Taxonomy of Communication and European Communication Theory Information Systems Division Mass Communication Research Mapping the Domain of Intercultural Communication Public Relations Feminist Scholarship Communication Law and Policy Visual Communication Communication and Cross Sex Friendships Across the Life Cycle Television Programming and Sex Stereotyping InterCultural Communication Training Leadership and Relationships Media Performance Assessment Cognitive Approaches to Communication

Sport Public Relations G. Clayton Stoldt, Stephen W. Dittmore, Scott E. Branstetter, 2012-02-14 Sport Public Relations Managing Organizational Communication Second Edition takes a comprehensive businesslike approach to the practice of public relations in sport Rather than address public relations only as a means of supporting the marketing function or leveraging the media's interest in an event or organization this text recognizes public relations as a function that is integral to many aspects of a sport organization's goals The book covers all aspects of public relations starting with the foundations of PR in sport and progressing all the way through legal and ethical issues that sport public relations professionals encounter The second edition has been reorganized to better emphasize new opportunities for sport organizations to directly engage the masses and function as their own media Following are some of the exciting updates to this edition Discussion of social media and other e technologies now permeates the entire book rather than being limited to a single chapter Updated chapters on new media corporate social responsibility and legal and ethical issues reflect areas of

growing emphasis and concern for sport organizations New Insight From a Professional and other sidebars offer readers a firsthand account of the roles of PR professionals in today's sport environment A complete set of ancillaries helps instructors incorporate e technology into their courses and prepare engaging class discussions In a clear and engaging style Sport Public Relations Second Edition expresses the roles of public relations and PR professionals as vital components to a sport organization's overall management Updated tools including sample media releases credentials letters and media guides provide students with tangible examples of the work that PR professionals produce Special elements throughout the text teach students what sport communication work is like the tasks and dilemmas practitioners face and available opportunities and careers in the industry Real life examples and historical events demonstrate how sport communication has evolved and the vital role it plays in effective sport management Chapter objectives key terms summaries and learning activities keep students focused on key topics and allow them to better prepare for course projects and class discussion Sport Public Relations Second Edition provides the theoretical basis for industry practice as well as guidance on applying those concepts Readers will learn about the history of sport public relations and how it is evolving the foundations for effective media relations in sport including information services and organization media and the critical need for a crisis communication plan and management considerations Readers will also consider the diverse forms of public relations practice encompassing media community employee investor customer donor and government relations With this text both students and professionals will understand the full range of functions in the realm of sport public relations and how to be progressive in their current and future public relations practices

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 Campaigns Regina M. Luttrell, Luke W. Capizzo, 2025-03-27 Public Relations Campaigns An Integrated Approach introduces students to the process of creating public relations campaigns using a hands on approach that emphasizes the tools students will need when working in the industry Authors Regina M Luttrell and Luke W Capizzo present real examples and current case studies to help students develop practical skills for creating more effective PR campaigns Students are given multiple opportunities to practice and build their skills throughout the book by learning how to apply the PESO model Paid media Earned media Social media and Owned media to concept cases The Third Edition emphasizes the importance of diversity initiatives and further highlights an integrated approach that encompasses aspects of social media marketing advertising and client

management for a broader view of the campaign planning process

Portfolio Entrepreneurship in Slovakia Branislav Zurik, 2014-07-17 Business in the beginning of the 21 st century faces very turbulent times as the developments on the debt crises have threatened the European market These turbulent times are characterized by doubts on financial markets the rising of state taxes and inflation which turns also in difficulties for small and medium sized enterprises Especially the group of small and medium sized enterprises which cannot benefit from economies of scale and scope and other advantages are threatened the most It requires special alertness in spotting ideas and to combine resources to overcome this entrepreneurial disaster crossing Europe Especially for small export oriented countries like Slovakia which depends on foreign trade must handle this situations very patient and carefully in order to protect their own small and medium sized enterprises and thus its employment rate Accordingly this thesis represents a complex view about portfolio entrepreneurs with special focus on a region of the Slovak Republic which is the country of analysis It delivers new insights about the personality and abilities capabilities skills and traits of portfolio entrepreneurs Thus delivers a special significance for the development of portfolio entrepreneurship which is derived from the entrepreneurship research Furthermore this diploma thesis represents a kind of forerunner in this research area for the Slovak Republic as no comparable research done on this theme could be researched during the conducting of the analysis The reader will have the chance to find out valuable information about the state of the art literature contributed by other authors in the theoretical part of this thesis This literature research has been developed from English speaking literature and is notified at the end of the diploma thesis what makes it affordable for subsequent studies Subsequently the results of this study which has been built on the grounds of extensive literature review will be presented in the results part These results have been obtained by a series of in depth interviews with researched successful portfolio entrepreneurs In consequence the results come up with new until now not researched results presented in a very user friendly kind enriched by citations of portfolio entrepreneurs expressed during the in depth interview

Excellence in Internal Communication Management Rita Linjuan Men, Shannon Bowen, 2017-01-03 This book integrates theories research insights practices as well as current issues and cases into a comprehensive guide for internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders Important topics such as engagement trust change communication new technologies leadership communication ethical decision making transparency and authenticity and measurement are discussed The book concludes with predictions of the future of internal communications research theory development and practices

Netnography Unlimited Robert V. Kozinets, Rossella Gambetti, 2020-12-29 Netnography has become an essential tool for qualitative research in the dynamic complex and conflicted worlds of contemporary technoculture Shaped by academic fields industries national contexts technologies and platforms and languages and cultures for over two decades netnography has impacted the research practices of scholars around the world In this volume 34 researchers present 19 chapters that examine how they have adapted netnography and

what those changes can teach us Positioned for students and researchers in academic and professional fields this book examines how we can better use netnographic research to understand the many ways networked technologies affect every element of contemporary business life and consumer existence Netnography Unlimited provides an unprecedented new look at netnography From COVID 19 to influencer empathy gambling and the Dark Web to public relations and the military AI and more than human netnography to video streaming and auto netnography there has never been a wider or deeper treatment of technocultural netnographic research in one volume Readers will learn what kind of work they can do with netnography and gain an up to date understanding of the most pressing issues and opportunities This book is a must read for those interested in technology research methods and contemporary culture

Public Relations: The Basics Ron

Smith,2013-08-15 Public Relations The Basics is a highly readable introduction to one of the most exciting and fast paced media industries Both the practice and profession of public relations are explored and the focus is on those issues which will be most relevant to those new to the field The four key phases of public relations campaigns research strategy tactics and evaluation History and evolution of public relations Basic concepts of the profession ethics professionalism and theoretical underpinnings Contemporary international case studies are woven throughout the text ensuring that the book is relevant to a global audience It also features a glossary and an appendix on first steps towards a career in public relations making this the book the ideal starting point for anyone new to the study of public relations

An Integrated Approach to

Communication Theory and Research Don W. Stacks,Michael B. Salwen,Kristen C. Eichhorn,2019-03-14 This new edition provides a comprehensive overview of current theory and research written by the top theorists and researchers in each area It has been updated to address the growing influence of technology changing relationships and several growing integrated approaches to communication and includes seven new chapters on Digital Media Media Effects Privacy Dark Side Applied Communication Relational Communication Instructional Communication Communication and the Law The book continues to be essential reading for students and faculty who want a thorough overview of contemporary communication theory and research

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