

Reader's Guide



CRISIS COMMUNICATION AND MANAGEMENT

Crisis and crisis management
Crisis communication
Crisis communications and the Tylenol poisonings
Exxon and the *Valdez* crisis
Race and crisis communication

CYBERSPACE

Agenda Online
Commercial online service
Communication technologies
Digital Age/digitization
EDGAR Online
Home page
Multimedia
Online public relations
PR Newswire
PR Watch
ProfNet
Search engine
Web site

ETHICS

Codes of ethics
Ethics of public relations
Situation ethics

GLOBAL PUBLIC RELATIONS

Africa, practice of public relations in
Asia, practice of public relations in

Australia and New Zealand, practice of public relations in
Canada, practice of public relations in
Confederation Europeenne des Relations Publiques (CERP)
Europe, practice of public relations in
Institute of Public Relations (IPR)
International Public Relations Association
South Africa, practice of public relations in
Sweden, practice of public relations in
United Kingdom, practice of public relations in

GROUPS

Citizens advisory committees/panels
Community relations
Environmental groups
Political action committees (PACs)
Strategic partnerships

HISTORY

Age of deference (end of)
Ailes, Roger Eugene
Antecedents of modern public relations
Baker, Joseph Varney
Barkelew, Ann H.
Barnum, P. T.
Battle of the currents
Baxter, Leone, and Whitaker, Clem
Beeman, Alice L.
Berlowe, Phyllis
Bernays, Edward

Black, Sam
Block, Ed
Bogart, Judith S.
Boulwarism
Burson, Harold
Byoir, Carl
Chase, W. Howard
Colorado Coal Strike
Committee on Public Information
Crisis communications and the Tylenol poisonings
Cutlip, Scott M.
Davis, Elmer, and the Office of War Information
Deontology
Drobis, David
Druckenmiller, Robert T.
Dudley, Pendleton
Ellsworth, James Drummond
Epley, Joe
Exxon and the *Valdez* crisis
Fleischman, Doris Elsa
Four-Minute Men
Frede, Ralph E.
Golin, Al
Gregg, Dorothy
Griswold, Denny
Hammond, George
Hill, John Wiley
Hood, Caroline
Hoog, Thomas W.
Howlett, E. Roxie
Hunter, Barbara W.
Industrial barons (of the 1870s–1920s)
Insull, Samuel
Jaffe, Lee K.
Kaiser, Inez Y.

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- Kassewitz, Ruth B.
Kendrix, Moss
Laurie, Marilyn
Lee, Ivy
Lesly, Phillip
Lobsenz, Amelia
Lucky Strike Green Campaign
Muckrakers (and the age of
progressivism)
Newsom, Earl
Oeckl, Albert
Page, Arthur W.
Parke, Isobel
Parker, George
Penney, Pat
Perjury
Plank, Betsy
Propaganda
Railroad industry in the
19th century
Regulated monopolies
Roberts, Rosalee A.
Ross, Thomas J. "Tommy"
Schoonover, Jean
Smith, Rea
Sonnenberg, Ben
Spin
Traverse-Healy, Tim
Vail, Theodore Newton
- JARGON**
- Actuality
Advance
Backgrounder
Beat
Benchmarking
Bio
Bridge
Byline
Campaign
Caption/cutline
Chat
Clip (news clip) and clipping
services
Collateral
Communitarianism
Control
Co-optation
Copy
Credits
Culture
Deadline
- De-positioning
Dialogue
Differentiation
Direct mail
Discussion board
Doublespeak
Editing
Editorial
Endorsement
Environmental scanning
Event
Fact sheet
FAQs
Feature
Flack
Flame
Flier
Focus group
Font
Frame
Freelance writers
Fundraising
Gatekeepers
Ghostwriting
Goals
Goodwill
Graphics
Gross impressions
Hearing
Hold and Hold for release
Home page
Hotline
Human interest
Hyperlink
Identification
Image
Impressions
Infomercial
Internship
Issues management
Layout
Legitimacy and legitimacy gap
Lobbying
Localize
Logo
Market share
Mean and median
Measuring/measures
Media calls
Media conferences
Media effects
Media relations
Media release
Mentoring
- Mission and vision statement
Multimedia
Narrowcasting/broadcasting
News and newsworthy
News services
News story
Newsletter
Op-ed
Openness
Opportunity and threat
Parent/student newsletter
Perjury
Philanthropy
Photo-op
Pitch letter
Political speech
Portfolio
Position and positioning
Practice
Press agency
Press kit
Privatizing public opinion (and
"publicizing" private opinion)
Proactivity and reactivity
Professional and professionalism
Promotion
Propaganda
Psychographics
Psychological processing
Public affairs
Public interest
Public opinion and opinion leaders
Public relations department
Public sector
Public service announcements
(PSAs)
Publicist
Publicity
Publics
Puffery
Pyramid style
Reach
Reliability
Reputation management
Return on investment
Risk communication
Sampling
Scales
Search engine
Segmentation
Society
Sound bite
Spin
Stakes

Straight news
 Strain
 Strategies
 Stylebook
 Survey
 Symmetry
 Tactics
 Tag
 Target
 Third-party endorsement
 Trade associations (and Hill & Knowlton's role in)
 Trust
 Two-way and one-way communication
 Validity
 Wire service

MANAGEMENT

Account manager/account management
 Chase issue management cycles
 Communication management
 Crisis and crisis management
 Executive management
 Impression management theory
 Issue Management Council
 Issues management
 Management theory
 Matrixing/matrix management
 Relationship management theory
 Reputation management

MEDIA

Media calls
 Media conferences
 Media effects
 Media mix strategies
 Media networks
 Media relations
 Media release
 Multimedia

NEWS

Clip (news clip) and clipping services
 Follower/member newsletter
 News and newsworthy
 News services
 News story

Newsletter
 Parent/student newsletter
 PR Newswire
 Straight news
 Wire service

ORGANIZATIONS

Agenda Online
 Business Wire
 Committee on Public Information
 Confederation Europeenne des Relations Publiques (CERP)
 Davis, Elmer, and the Office of War Information
 EDGAR Online
 Editor and publisher
 Federal Communications Commission
 Federal Trade Commission
 Institute for Public Relations (IPR)
 International Association of Business Communicators (IABC)
 International Public Relations Association
 Issue Management Council
 National Black Public Relations Society (NBPRS)
 National Investor Relations Institute
 PR Newswire
 PR Watch
 ProfNet
 Public Affairs Council
 Public Relations Society of America
 Public Relations Student Society of America
 Securities and Exchange Commission

PRACTITIONERS

Ailes, Roger Eugene
 Baker, Joseph Varney
 Barkelew, Ann H.
 Barnum, P. T.
 Baxter, Leone, and Whitaker, Clem
 Beeman, Alice L.
 Berlowe, Phyllis
 Bernays, Edward
 Black, Sam
 Block, Ed
 Bogart, Judith S.

Burson, Harold
 Byoir, Carl
 Chase, W. Howard
 Cutlip, Scott M.
 Davis, Elmer, and the Office of War Information
 Drobis, David
 Druckenmiller, Robert T.
 Dudley, Pendleton
 Ellsworth, James Drummond
 Epley, Joe
 Fleischman, Doris Elsa
 Frede, Ralph E.
 Golin, Al
 Gregg, Dorothy
 Griswold, Denny
 Hammond, George
 Hill, John Wiley
 Hood, Caroline
 Hoog, Thomas W.
 Howlett, E. Roxie
 Hunter, Barbara W.
 Insull, Samuel
 Jaffe, Lee K.
 Kaiser, Inez Y.
 Kassewitz, Ruth B.
 Kendrix, Moss
 Laurie, Marilyn
 Lee, Ivy
 Lesly, Phillip
 Lobsenz, Amelia
 Newsom, Earl
 Oeckl, Albert
 Page, Arthur W.
 Parke, Isobel
 Parker, George
 Penney, Pat
 Plank, Betsy
 Roberts, Rosalee A.
 Ross, Thomas J. "Tommy"
 Schoonover, Jean
 Smith, Rea
 Sonnenberg, Ben
 Traverse-Healy, Tim
 Vail, Theodore Newton

RELATIONS

Africa, practice of public relations in
 Alumni relations
 Annual community reports
 Antecedents of modern public relations
 Asia, practice of public relations in

Australia and New Zealand, practice of public relations in
 Canada, practice of public relations in
 Codes of public relations practice
 College and university public relations
 Community relations
 Confederation Europeenne des Relations Publiques (CERP)
 Consumer/customer relations
 Europe, practice of public relations in
 Functions of public relations
 Government relations
 Institute of Public Relations (IPR)
 International Public Relations Association
 Investor relations
 Labor union public relations
 Managing the corporate public relations department
 Media relations
 Minorities in public relations
 National Black Public Relations Society (NBPRS)
 Online public relations
 Postcolonialism theory and public relations
 Public relations
 Public relations agency
 Public relations department
 Public Relations Field Dynamics (PRFD)
 Public relations research
 Public Relations Society of America
 Public Relations Student Society of America
 South Africa, practice of public relations in
 Sweden, practice of public relations in
 Travel and tourism public relations
 United Kingdom, practice of public relations in
 United States government and public relations
 Voter and constituent relations
 Warfare and public relations
 Women in public relations

REPORTS

Annual community reports
 Annual financial report
 Annual health, safety, and environment (HSE) reports

RESEARCH AND ANALYSIS

Benchmarking
 Case study
 Content analysis
 Experiment/experimental methods
 Fantasy theme analysis theory
 Focus group
 Formative research
 Interview as a research tool
 Process research
 Public relations research
 Qualitative research
 Quantitative research
 Reliability
 Research goals
 Sampling
 Scales
 Situation analysis
 Statistical analysis
 Survey
 Validity

THEORIES AND MODELS

Accommodation: contingency theory
 Agenda-setting theory
 Apologia theory
 Attribution theory
 Chaos and complexity theory
 Co-orientation theory
 Communitarianism
 Constructionism theory
 Contingency theory
 Co-creation of meaning theory
 Critical theory
 Cultivation theory
 Decision theory
 Diffusion of innovations theory
 Discourse theory

Dramatism and dramatism theory
 Encroachment theory
 Excellence theory
 Fantasy theme analysis theory
 Feminization theory
 Framing theory
 Game theory
 Health Belief Model
 Image restoration theory
 Impression management theory
 Information integration theory
 Intercultural communication theory
 Interpersonal communication theory
 Learning theory
 Management theory
 Motivation theory
 Narrative theory
 Network theory
 Perspectivism theory
 Persuasion theory
 Postcolonialism theory and public relations
 Power resource management theory
 Reinforcement theory
 Relationship management theory
 Rhetorical theory
 Rules theory
 Semiotics theory
 Situational theory of publics
 Social construction of reality theory
 Social exchange theory
 Social movement theory
 Spiral of silence theory
 Stakeholder theory
 Subjective expected utilities theory
 Symbolic interactionism theory
 Systems theory
 Theory of reasoned action
 Theory-based practice
 Transtheoretical model of behavior change
 Two-step flow theory
 Uncertainty reduction theory
 Uses and gratifications theory