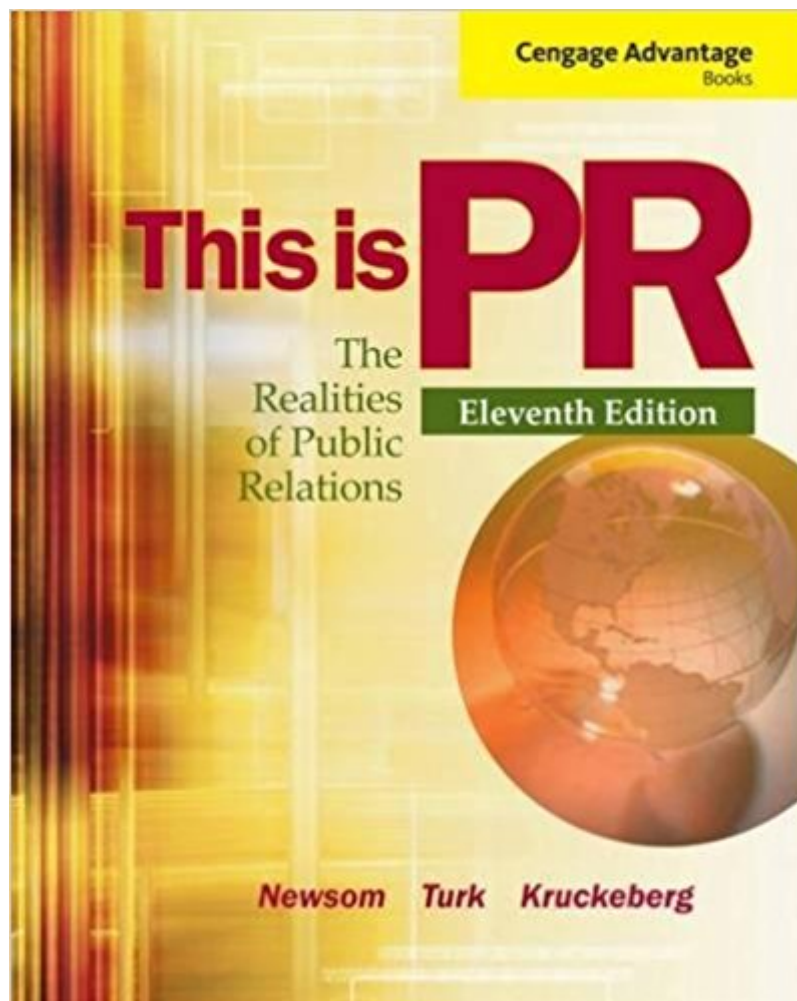


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# Cengage Advantage Books: This Is PR: The Realities Of Public Relations



## Synopsis

Ideal for the beginning student or the experienced public relations practitioner, **THIS IS PR: THE REALITIES OF PUBLIC RELATIONS**, Eleventh Edition, covers the world of public relations with a strong emphasis on fundamentals such as history and research, as well as emerging issues such as technology, ethics, and the international aspects. With numerous examples, strategies, tactics, and case studies, you'll have resources you can take away from the classroom.

## Book Information

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Doug Newsom, Ph.D., APR and Fellow Public Relations Society of America (PRSA) is a Texas Christian University professor emerita of The Schieffer School of Journalism and the senior co-author of **THIS IS PR AND PUBLIC RELATIONS WRITING**. She also is the co-author of three other books and the author of another two, as well as the author of four current book chapters. She is former member of the Commission on Public Relations Education, former chair of PRSA's

College of Fellows and is a past chair of the Accrediting Committee for the Accrediting Council on Education for Journalism and Mass Communications. She has been president of the Association for Education in Journalism and Mass Communication, Southwest Education Council for Journalism and Mass Communication, Texas Public Relations Association, and both the Dallas and Fort Worth chapters of PRSA. Dr. Newsom has been national faculty advisor to PRSSA. She has been head of the PR Division of AEJMC and served as chair of its former division heads. Awards include the Institute for Public Relations' Pathfinder, PRSA Outstanding Educator, Public Relations Foundation of Texas's Educator of the Year Award, Texas Public Relations Association's Golden Spur, the Association for Women in Communications Headliner, and in 2010 she was named to the Hall of Excellence of TCU's Schieffer School of Journalism. She has served Fulbright teaching appointments in India and Singapore; given workshops in South Africa, Hungary, Bulgaria, Poland and Vanuatu; and taught in Latvia and England. She has been chair of the Fulbright discipline committee, served 18 years on a gas research institute's advisory council and was one of the first women elected to the board of a publicly held company, she was the first woman elected to the board of ONEOK where she served 24 years until reaching mandatory retirement age. Currently, her volunteer public relations work is for Rotary International.

Judy VanSlyke Turk, professor in the School of Mass Communications at Virginia Commonwealth University, served as its director March 2002-2010. Previously, she was founding dean of the College of Communications and Media Sciences at Zayed University in the United Arab Emirates, dean of the College of Journalism and Mass Communications at the University of South Carolina, director of the journalism and mass communication program at Kent State University and a faculty member at the University of Oklahoma, Louisiana State University and Syracuse University. She is president of the Arab-U.S. Association of Communication educators and is a member of the Accrediting Committee of the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). VanSlyke Turk is past president of the Association of Schools of Journalism and Mass Communication (ASJMC) and of the Association for Education in Journalism and Mass Communication (AEJMC). In 2006, AEJMC recognized her as its Outstanding Woman in Journalism Education. She has been chair of AEJMC's teaching standards committee, Council of Divisions and the Public Relations Division. VanSlyke Turk is a member of the Arthur W. Page Society and past chair of the College of Fellows of the Public Relations Society of America's College of Fellows. She was named Outstanding Public Relations Educator of PRSA in 1992, and in 2005 she shared the Pathfinder Award from the Institute for Public Relations with THIS IS PR co-author Doug Newsom for her lifetime contributions of research. She is associate editor of Journalism Studies and member of the

editorial advisory boards of the Journal of Public Relations Research, Public Relations Journal, Public Relations Review and Journalism and Mass Communications Quarterly. In addition to this text, she is co-editor of a collection of international case studies published by the Institute for Public Relations. Dean Kruckeberg, Ph.D., APR and Fellow PRSA (Public Relations Society of America), is executive director of the Center for Global Public Relations and a professor in the Department of Communication Studies at the University of North Carolina at Charlotte. Previously, he was a public relations professor in the Department of Communication Studies at the University of Northern Iowa and coordinator of the Public Relations Degree Program and the Mass Communication Division. He is a charter member of the Commission on Global Public Relations Research and a senior fellow of the Society for New Communications Research. Since 1997, Kruckeberg has been co-chair of the Commission on Public Relations Education. For the PRSA, he served for two years on the national board, is a member of the PRSA Advocacy Advisory Board, has been chair of the Educator's Section (now Academy), was Midwest District Chair of PRSA, and was co-chair of the national Educational Affairs Committee of which he remains a member. He is former National Faculty Advisor of the Public Relations Student Society of America and former Advisor to Forum, the national newspaper of PRSSA. He is a past chair of the Public Relations Division of the International Communication Association, former Head of the Public Relations Division of the Association for Education in Journalism and Mass Communication, and former Chair of the Public Relations Division of the National Communication Association. Awards include PRSA's outstanding educator in 1995; 1997 recipient of the Pathfinder Award from the Institute for Public Relations; 1997 State of Iowa Regents Faculty Excellence Award; 1998 Wartburg College Alumni Citation; and 2006 recipient of the Jackson Jackson & Wagner Behavioral Research Prize. In addition to this text, Kruckeberg is co-author of the book PUBLIC RELATIONS AND COMMUNITY: A RECONSTRUCTED THEORY.

This book provides so much information regarding the industry of Public Relations. Previously read the numerous negative reviews regarding the publication content, but decided to proceed with registering for the course that would be using this book anyway. NOTE: Each reader must realize that numerous individuals have posted reviews regarding this publication AND the way the content was delivered by their specific professor at various educational institutions. Therefore, it is important to realize that when reading reviews, it is in the reader's best interest to always consider that the way the content and course is delivered by the designated instructor is what the comments are based upon. Hopefully, this has been the deciding factor in how the publication was well-received

(or not). Personally found the publication to be positively informative and fellow registrants in our session believed that the publication and related coursework was parallel to the information learned based upon the way that the content was delivered by our educational institution's instructor. WE BROUGHT THE BOOK TO LIFE!!COMMENT: The chapter numbers should not be in black ink with a blue background - that was HARD to read. The font of the book should be the second modification made to the next edition.

I got this book for a college-level introduction for public relations class and while I was reading through the first 4 chapters, much of the information presented is fluff. One moment the book can be talking about how to do quality research and then it goes on a page rant about how salt and sodium intake in the US is too high and never addresses its relevance. Often it seems the end of chapter summaries are poorly written and frequently miss the main points from the chapter. I would not recommend this book to anyone or to use this book as a basis of a college class.

I have to say there are good portions of this book but overall I have several issues with this textbook. First of all the print is very small. I have pretty good vision but reading this book really hurts my eyes. I absolutely love reading and have never complained about a textbook, but this book literally puts me to sleep. I feel like it literally tries to smash the reader with too much information at one time. The points are hard to follow. After reading a couple paragraphs particularly in the theories section your literally like what did I just read. The whole point of reading a textbook is to convey information not to drown the reader in as many large words as you can think of. Overall the book is poorly designed for the reader to read comfortably or to actually take much away from.

Very good for public relations.

Needed this book for a collage class, book is dry as all hell, but the book came and the quality of the book was good... But what a lame topic!

This book is well structured and covers a wide range of issues in Public Relations. This book makes me excited to start the semester!

The chapters are long... And as a text for PR, I expected a little more pizzazz. The seller was great, though.

Not my favorite book at first, but I aced this class due to it. Delivered timely

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