



Contents

Preface xv

About the Authors xix

SECTION I: Foundations of Public Relations

Chapter 1

What Is Public Relations?

1

**Public Relations: Separating Fact
from Fiction 2**

The Search for a Definition 3

Public Relations Defined 5

QuickBreak 1.1

PRSA'S VIEW OF THE PROFESSION 7

Theory versus Reality 8

The Hunt–Grunig Models
of Public Relations 8

Public Relations and Marketing 9

Why a Public Relations Career? 10

QuickBreak 1.2

A PROFESSION OR A TRADE? 11

A Profile of Practitioners 11

Values Statement 1.1

J.C. PENNEY COMPANY 12

The Public Relations Process 13

The Traditional Four-Step Model
of the Public Relations Process 13

The Dynamic Model of the Public
Relations Process 14

The Role of Values in Public Relations 15

Actions Speak Louder Than
Words—Part I 16

Values-Driven Public Relations 16

Actions Speak Louder Than
Words—Part II 17

Whose Values Should You Follow? 18

Values Statement 1.2

JOHNSON & JOHNSON 19

QuickBreak 1.3

HOW ORGANIZATIONS ESTABLISH
THEIR VALUES 20

SUMMARY 21

DISCUSSION QUESTIONS 22

Memo from the Field

SAMUEL L. WALTZ JR., APR, SAM WALTZ
& ASSOCIATES 22

Case Study 1.1

THUMBS UP, ASHLAND INC.; THUMBS DOWN, EXXON:
A TALE OF TWO OIL SPILLS 24

It's Your Turn

THE QUESTION 26

KEY TERMS 26

NOTES 27

Chapter 2

Jobs in Public Relations

29

Where the Jobs Are 30

Corporations 30

Nonprofit Organizations and
Trade Associations 34

Values Statement 2.1

BEN & JERRY'S HOMEMADE, INC. 35

SECTION II: **The Public Relations Process**

Chapter 7

Research and Evaluation	191
The Value of Research and Evaluation	192
<i>QuickBreak 7.1</i>	
RESEARCH, EVALUATION, AND TOBACCO	193
The Many Uses of Research and Evaluation	194
Developing a Research Strategy: What Do I Want to Know?	196
Client Research	197
Stakeholder Research	197
Problem–Opportunity Research	197
<i>QuickBreak 7.2</i>	
ISSUES MANAGEMENT AND THE AIDS EPIDEMIC	199
<i>Values Statement 7.1</i>	
BUREAU OF LABOR STATISTICS	200
Evaluation Research	200
Developing a Research Strategy: How Will I Gather Information?	200
Secondary (Library) Research	202
Feedback Research	203
The Communication Audit	204
Focus Groups	205
Survey Research	208
The Survey Sample	209
<i>QuickBreak 7.3</i>	
WHAT DO SURVEY RESULTS REALLY MEAN?	209
The Survey Instrument	215
<i>QuickBreak 7.4</i>	
FIVE WAYS TO ASK QUESTIONS	216
Analyzing Survey Results	217
Back to City Hospital	219
SUMMARY	220

DISCUSSION QUESTIONS 220*Memo from the Field*

WALTER K. LINDENMANN, KETCHUM PUBLIC
RELATIONS WORLDWIDE 221

*Case Study 7.1*

THE BATTLE OVER CLEAN AIR REGULATIONS 222

*Case Study 7.2*

PRESIDENT LANDON AND PRESIDENT DEWEY 224

It's Your Turn

TINKER, EVERS & CHANCE 226

KEY TERMS 226**NOTES 227****Chapter 8**

Planning: The Strategies of Public Relations

228**The Basics of Values-Driven Planning 230****Different Kinds of Public
Relations Plans 231**

Ad Hoc Plans 231

Standing Plans 231

Contingency Plans 232

QuickBreak 8.1

PLANNING FOR THE ENTIRE ORGANIZATION 233

Why Do We Plan? 234

To Keep Our Actions in Line
with Our Organization's
Values-Based Mission 234

To Help Us Control Our Destiny 234

To Help Us Better Understand and Focus
Our Research 235

To Help Us Achieve Consensus 235

To Allow Effective Management
of Resources 235

Values Statement 8.1

BOEING COMPANY 236

How Do We Plan? 236

Writing and Presentation Skills 297

- The Importance of Writing and Presentation Skills 298**
- A Context for Public Relations Writing 299**
- The Writing Process 299**
- Credibility: Stage One
 of the Writing Process 302
- QuickBreak 10.1 _____
 WRITING FOR DIVERSE PUBLICS: TIPS
 FOR INCLUSIVE LANGUAGE 303
- Research: Stage Two
 of the Writing Process 304
- Organization: Stage Three
 of the Writing Process 306
- Writing: Stage Four of the Writing
 Process 309
- Revision: Stage Five
 of the Writing Process 311
- QuickBreak 10.2 _____
 TEN TIPS FOR WRITING BETTER SENTENCES 312
- Macroediting: Stage Six
 of the Writing Process 313
- Microediting: Stage Seven
 of the Writing Process 314
- Approval: Stage Eight
 of the Writing Process 316
- Distribution: Stage Nine
 of the Writing Process 318
- Evaluation: Stage Ten
 of the Writing Process 318
- Writing for the Ear 319**
- QuickBreak 10.3 _____
 GRAMMAR ON THE WEB 320
- The Process of Successful Presentations 323**
- Researching Your Presentation 323
- Values Statement 10.1 _____
 KELLOGG COMPANY 324

Planning Your Presentation 324

Making Your Presentation 328

QuickBreak 10.4 _____

CONQUERING THE PRESENTATION JITTERS 329


Evaluating Your Presentation 330

SUMMARY 331


DISCUSSION QUESTIONS 331

Memo from the Field _____

KERRY TUCKER AND ADAM BEHAR, NUFFER,
SMITH, TUCKER 332

 *Case Study 10.1* _____

LETTER FROM BIRMINGHAM JAIL 335

 *Case Study 10.2* _____

POISON POSTCARDS IN KANSAS 337

It's Your Turn _____

ELAYNE ANDERSON'S SPEECH 339

KEY TERMS 339

NOTES 340

Chapter 11

New Communications Technology 341

The Growth of New Technology 342

Is the Medium the Message? 344

The Role of Values in Message and
Medium Selection 344

The Digital Revolution 346

Convergence and Hypermedia 347

QuickBreak 11.1 _____

PUBLIC RELATIONS AND THE EVOLUTION OF TV 348

Convergence Issues 349

Virtual Public Relations 351

Computer Technology 351


The Internet 352


Values Statement 11.1 _____

MOTOROLA, INC. 353

Integrated Marketing Communications

415

- The Decline of Mass Marketing** 416
 An Alternative: Integrated Marketing Communications 416
 IMC: Public Relations, Advertising, and Marketing 417
- The Impact of IMC on Public Relations** 418
QuickBreak 13.1 _____
 DIRECT MAIL: ALSO KNOWN AS JUNK MAIL 419
 The Impact of Public Relations on IMC 419
Values Statement 13.1 _____
 THE J.M. SMUCKER COMPANY 420
 Differences between Public Relations and IMC 420
- A Closer Look at Marketing** 421
 Marketing Public Relations 422
- A Closer Look at IMC** 424
 Focusing on Individual Customers 424
 Sending One Clear Message 424
QuickBreak 13.2 _____
 IMC ON THE WORLD WIDE WEB 425
- How IMC Works** 428
 Creating an IMC Campaign 428
QuickBreak 13.3 _____
 THE VIPS OF IMC 431
 Applying IMC 431
- Problems with IMC** 433
- SUMMARY** 434
- DISCUSSION QUESTIONS** 435
Memo from the Field _____
 VIN CIPOLLA, PAMET RIVER INC. 435
-  *Case Study 13.1* _____
 HAL RINEY LAUNCHES SATURN INTO ORBIT 437

 Case Study 13.2
REEBOK AND THE INCUBUS 438

It's Your Turn
MAKING THE PITCH 440

KEY TERMS 441

NOTES 441

Chapter 14

Cross-Cultural Communication 442

**Cultures: Definitions and
Characteristics 443**

Attitudes about Time 445

Attitudes about Formality 446

Values Statement 14.1

SPECIAL OLYMPICS 447

Attitudes about Individualism 447

Attitudes about Rank and Hierarchy 447

QuickBreak 14.1

THE MELTING-POT MYTH 448

Attitudes about Religion 448

Attitudes about Taste and Diet 449

Attitudes about Colors, Numbers,
and Symbols 449

Attitudes about Assimilation
and Acculturation 449

**Cross-Cultural Communication:
Definitions and Dangers 450**

Encoding and Decoding 451

Gestures and Clothing 452

Stereotyping 452

QuickBreak 14.2

LOST IN TRANSLATION: PART ONE 453

**Achieving Successful Cross-Cultural
Communication: A Process 454**

Sensitivity 454

QuickBreak 14.3

LOST IN TRANSLATION: PART TWO 456

- A New Century with New Challenges** 513
- Public Relations' Mixed Legacy 513
- Social Forces and Public Relations** 514
- The Global Spread of Democracy 514
 - QuickBreak 16.1* _____
 - PUBLIC RELATIONS IN THE NEW RUSSIA 514
 - Interconnectedness 516
 - The Changing Face of the United States 517
 - QuickBreak 16.2* _____
 - THE GROWING HISPANIC MARKET 518
 - The Growth in World Population 520
 - QuickBreak 16.3* _____
 - THE GREENING OF PUBLIC RELATIONS 522
 - Feminization of the Workplace 524
 - Values Statement 16.1* _____
 - LEAGUE OF WOMEN VOTERS OF THE UNITED STATES 526
 - QuickBreak 16.4* _____
 - SEXUAL HARASSMENT 527
- Where Public Relations Is Headed** 528
- QuickBreak 16.5* _____
 - VIRTUAL PUBLIC RELATIONS 532
- Your Future in Public Relations** 533
- The Future of Values-Driven Public Relations 535

SUMMARY 537

DISCUSSION QUESTIONS 537

Memo from the Field

KENT LANDERS, 1998–99 PRSSA NATIONAL
PRESIDENT 538

Case Study 16.1

THUMBS UP, ABBOTT LABORATORIES;
THUMBS DOWN, NESTLÉ 539

It's Your Turn

BATTLING BAMBI 541

KEY TERMS 542

NOTES 542

Appendix A

**Code of Professional Standards for the
Practice of Public Relations, Public
Relations Society of America 545**

Appendix B



**Code of Ethics for Professional
Communicators, International Association
of Business Communicators 553**

Glossary 556

Index 569

The Publics in Public Relations**87**

- Two Words: *Public* and *Relations*** 88
- The Publics in Public Relations** 89
- Traditional and Nontraditional Publics 89
 - Latent, Aware, and Active Publics 92
 - Intervening Publics 92
 - Primary and Secondary Publics 93
 - Internal and External Publics 93
- QuickBreak 4.1*
- YOUR TAX DOLLARS AT WORK 93
- Domestic and International Publics 94
- What Do We Need to Know about Each Public?** 94
- The Traditional Publics in Public Relations** 97
- Employees 97
 - The News Media 100
- QuickBreak 4.2*
- SABOTAGE IN THE WORKPLACE 101
- Governments 103
- Values Statement 4.1*
- AMERICAN SOCIETY OF NEWSPAPER EDITORS 104
- QuickBreak 4.3*
- MICROSOFT LEARNS THE HARD WAY 105
- Investors 106
 - Consumers/Customers 110
- QuickBreak 4.4*
- THE CUSTOMER IS ALWAYS RIGHT? 113
- Multicultural Communities 113
 - Constituents (Voters) 117
- SUMMARY** 119
- DISCUSSION QUESTIONS** 119
- Memo from the Field*
- GORDON LINDSEY, J.C. PENNEY COMPANY 120



	<u>Case Study 4.1</u>	
	CLOUDY DAYS FOR SUNBEAM	121
	<u>Case Study 4.2</u>	
	PARROTT TALKS; RAND MCNALLY LISTENS	122
	<u>It's Your Turn</u>	
	THE TUITION INCREASE	124
	KEY TERMS	125
	NOTES	125

Chapter 5

Communication Theory and Public Opinion

129

	The Power of Public Opinion	130
	A Communication Model	132
	<u>QuickBreak 5.1</u>	
	MOKUSATSU	134
	Theories of Persuasion	136
	The Magic Bullet Theory	136
	The Two-Step Theory	137
	The N-Step Theory	137
	Diffusion Theory	137
	The Agenda-Setting Hypothesis	138
	<u>QuickBreak 5.2</u>	
	A ROYAL MESS	139
	Uses and Gratifications Theory	140
	A Two-Way Process	141
	<u>QuickBreak 5.3</u>	
	THE THIRD BATTLE OF BULL RUN	142
	Motivation	142
	Maslow's Hierarchy of Needs	143
	Examples of Maslow's Theory at Work	144
	<u>QuickBreak 5.4</u>	
	FLASHES IN THE PAN	145
	Persuasion and Public Opinion	146

Governments	35
<u>QuickBreak 2.1</u>	
THE VALUES OF SUCCESSFUL EMPLOYERS	36
Public Relations Agencies	38
Independent Public Relations Consultants	39
<u>QuickBreak 2.2</u>	
GETTING THAT FIRST JOB OR INTERNSHIP	40
Public Relations Activities and Duties	40
<u>QuickBreak 2.3</u>	
ACTION IN ALABAMA	43
Salaries in Public Relations	44
<u>QuickBreak 2.4</u>	
STANDARDS OF PROFESSIONAL PERFORMANCE	45
What's Important in a Job?	46
SUMMARY	46
DISCUSSION QUESTIONS	47
<u>Memo from the Field</u>	
MIKE SWENSON, BARKLEY EVERGREEN & PARTNERS	47
 <u>Case Study 2.1</u>	
SILVER ANVILS AND GOLD QUILLS	49
 <u>Case Study 2.2</u>	
A LIST TO AVOID	50
<u>It's Your Turn</u>	
CAREER DAY AT HIGH SCHOOL	52
KEY TERMS	52
NOTES	53

Chapter 3

A Brief History of Public Relations **54**

Premodern Public Relations	55
Trends Leading to the Development of Modern Public Relations	56
Pre-Twentieth-Century America	59
<u>Values Statement 3.1</u>	
THE UNITED STATES CONSTITUTION	60

QuickBreak 3.1

THOMAS PAINE: REVOLUTIONARY
PRACTITIONER? 61

The Seedbed Years 61

Theodore Roosevelt (1858–1919) 63

Ivy Ledbetter Lee (1877–1934) 64

War and Propaganda 65

QuickBreak 3.2

THE STRANGE CASE OF THE
ZIMMERMAN TELEGRAM 66

Edward L. Bernays (1891–1995) 68

Why Bernays and Not Lee? 69

QuickBreak 3.3

THE MOTHER OF PUBLIC RELATIONS 70

Values Statement 3.2

AMERICAN RED CROSS 71

The Postwar Boom 71

Postwar Social Activism 72

QuickBreak 3.4

OTHER NOTABLE FIGURES FROM PUBLIC
RELATIONS' PAST 73

The Downsizing of the United States 74

The Baby Boomers Come of Age 75


“Future History” 77

SUMMARY 77


DISCUSSION QUESTIONS 78

Memo from the Field

TIM MOORE, ROCK AND ROLL HALL OF FAME
AND MUSEUM 78

 Case Study 3.1

TORCHES OF FREEDOM 80

 Case Study 3.2

CORPORATE GIVING 82

It's Your Turn

MEGASHOP COMES TO SUNNYVIEW 83

KEY TERMS 84

NOTES 84

Aristotle, Persuasion, and Public Relations	147
The Evolution of Public Opinion	147
Persuasion versus Manipulation	148
<i>QuickBreak 5.5</i>	
A PUBLIC OPINION CHECKLIST	149
<i>Values Statement 5.1</i>	
PROVINCIAL EMERGENCY PROGRAM	150

SUMMARY 150**DISCUSSION QUESTIONS 151***Memo from the Field*

TRESA COE, MOTHERS AGAINST
DRUNK DRIVING 151

*Case Study 5.1*

USING PUBLIC RELATIONS TO BAN LAND MINES 153

*Case Study 5.2*

CITIZENS FOR A FREE KUWAIT 155

It's Your Turn

THE ACME WIDGET COMPANY 158

KEY TERMS 159**NOTES 159****Chapter 6****Ethics in Public Relations****161****What Are Ethics? 162**

Ethics Codes for Values-Driven
Public Relations 162

The Rewards of Ethical Behavior 164*QuickBreak 6.1*

THE ETHICS CODES OF PRSA AND IABC 165

**Objectivity versus Advocacy: A Misleading
Ethics Debate 167***QuickBreak 6.2*

ARISTOTLE AND THE GOLDEN MEAN 168

Objectivity versus Advocacy:
The Solution 170

QuickBreak 6.3

ARISTOTLE AND THE POWER OF CHARACTER 171

Challenges to Ethical Behavior 172

Dilemmas 172

Overwork 172

Legal/Ethical Confusion 173

Cross-Cultural Ethics 173

QuickBreak 6.4

IMMANUEL KANT AND THE CATEGORICAL
IMPERATIVE 174

Short-Term Thinking 174

Achieving Ethical Behavior 175

Ethics Audits 175

Integrating Ethics into the Public
Relations Process 176

The Potter Box 176

QuickBreak 6.5

JEREMY BENTHAM, JOHN STUART MILL,
AND UTILITARIANISM 178

QuickBreak 6.6

JOHN RAWLS AND SOCIAL JUSTICE 179

The Potter Box at Work 179

Values Statement 6.1


GOODWILL INDUSTRIES OF ORANGE COUNTY 180

SUMMARY 182


DISCUSSION QUESTIONS 183

Memo from the Field

TERRIE WILLIAMS, THE TERRIE
WILLIAMS AGENCY 183

 Case Study 6.1

INSIDE THE BODY SHOP 184

 Case Study 6.2



UNDISCLOSED INTEREST: GLAXO WELLCOME AND
THE COMMITTEE TO PROTECT MDIs 186



It's Your Turn

TROUBLE BREWING 188

KEY TERMS 189

NOTES 189

Consensus Building	237
Brainstorming	237
Goals, Objectives, and Tactics: The Written Plan	239
<i>QuickBreak 8.2</i>	
THE PRSA PLANNING GRID	240
<i>Values Statement 8.2</i>	
SACRAMENTO POLICE DEPARTMENT	242
<i>QuickBreak 8.3</i>	
THE CHALLENGE OF MEASURABILITY	245
Expanding a Plan into a Proposal	246
Qualities of a Good Plan	247
SUMMARY	248
DISCUSSION QUESTIONS	248
<i>Memo from the Field</i>	
FRED REPPER, RETIRED PUBLIC RELATIONS CONSULTANT	249
 <i>Case Study 8.1</i>	
MCI CHANGES THE MESSAGE	250
 <i>Case Study 8.2</i>	
NO NEWS IS BAD NEWS: MEDIA RELATIONS AT THE ATLANTA OLYMPICS	252
<i>It's Your Turn</i>	
PLANNING A BLOOD DRIVE	254
KEY TERMS	254
NOTES	255
<i>Chapter 9</i>	
Communication: The Tactics of Public Relations	256
Communicating with Specific Publics	257
Tactics as Messages and Channels	258
Special Events	259
Controlled Media	260
<i>QuickBreak 9.1</i>	
DON'T FORGET THE NET	261

Uncontrolled Media	262
Controlled versus Uncontrolled Media	262
<u>Values Statement 9.1</u>	
PROCTER & GAMBLE	263
Tactics and Traditional Publics	263
Employees	264
<u>QuickBreak 9.2</u>	
EXTRANETS: VENDOR RELATIONS GOES HIGH-TECH	266
News Media	267
Investors	275
<u>QuickBreak 9.3</u>	
BEATING THE ODDS: SUCCESSFUL NEWS RELEASES	276
<u>QuickBreak 9.4</u>	
THE VIAGRA VNR	278
Community Groups	278
Governments	280
<u>QuickBreak 9.5</u>	
LOBBIES IN THE U.S.A.: WHO HAS THE CLOUT?	282
Customers	282
Constituents (Voters)	285
Accomplishing the Tactics	287
SUMMARY	288
DISCUSSION QUESTIONS	289
<u>Memo from the Field</u>	
EVIE LAZZARINO, RICHARD NIXON LIBRARY & BIRTHPLACE	289
 <u>Case Study 9.1</u>	
COMIC RELIEF IN TEXAS	291
 <u>Case Study 9.2</u>	
THE DOG THAT DIDN'T BARK: ABERCROMBIE & FITCH AND MADD	292
<u>It's Your Turn</u>	
THE TUITION INCREASE REVISITED	294
KEY TERMS	295
NOTES	296

The History of the Internet 354

Individuals as Gatekeepers 356

QuickBreak 11.2 _____

SPINNING "THE WEB" 358

Individuals as Publishers 358

Other Internet Issues 360

QuickBreak 11.3 _____

THE DARK SIDE OF THE WEB 362

Wireless Communications Technology 363

Satellite Communications 364

QuickBreak 11.4 _____

SATELLITE MEDIA TOURS 366

Why "New" Isn't Always "Better" 366

QuickBreak 11.5 _____


NEW TOOLS FOR AN OLD PROFESSION 368

SUMMARY 369


DISCUSSION QUESTIONS 370

Memo from the Field _____

CRAIG SETTLES, SUCCESSFUL.COM 370

 *Case Study 11.1* _____

THE MOUNT EVEREST TRAGEDY 371

 *Case Study 11.2* _____

FREEDOM OF EXPRESSION IN THE DIGITAL AGE 374

It's Your Turn _____

HALE & HARDY ALL-NATURAL GRANOLA BARS 375

KEY TERMS 376

NOTES 376

SECTION III:



Public Relations Today and Tomorrow



Chapter 12

Crisis Communications

379

Learning Hard Lessons from Others 380

Crises Can Happen to Anyone	382
<u>Values Statement 12.1</u>	
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION	383
<u>QuickBreak 12.1</u>	
THE LESSONS OF DALLAS	384
The Anatomy of a Crisis	386
What Is a Crisis?	386
Crisis Dynamics	388
Crises Can Bring Opportunity	390
<u>QuickBreak 12.2</u>	
TWENTY-FIRST-CENTURY CRISES	391
Crisis Communications Planning	393
Step One: Risk Assessment	393
<u>QuickBreak 12.3</u>	
THE CRISIS PLOTTING GRID	395
Step Two: Developing the Plan	396
Step Three: Response	401
<u>QuickBreak 12.4</u>	
THINGS TO DO BEFORE A CRISIS BREAKS	402
Step Four: Recovery	403
Crisis Planning Ethics	404
<u>Values Statement 12.2</u>	
PEPSICO	405
SUMMARY	405
DISCUSSION QUESTIONS	406
<u>Memo from the Field</u>	
TOM DITT, NORTH CAROLINA DIVISION OF EMERGENCY MANAGEMENT	406
 <u>Case Study 12.1</u>	
MITSUBISHI'S LEMON	408
 <u>Case Study 12.2</u>	
CLASSIC CRISES: TYLENOL AND PEPSI	409
<u>It's Your Turn</u>	
DEATH OF A SALESMAN	412
KEY TERMS	413
NOTES	413

Commitment	457
Research	457
Local Assistance	458
Diversity	458
Testing	458
<i>QuickBreak 14.4</i>	
CORPORATE CULTURE CLASH	460
Evaluation	460
Advocacy	460
Continuing Education	462
SUMMARY	462
DISCUSSION QUESTIONS	463
<i>Memo from the Field</i>	
RENU K. ALDRICH, PR NEWSWIRE	463
 <i>Case Study 14.1</i>	
A TOAST TO COORS	465
 <i>Case Study 14.2</i>	
BORDER WARS FOR WAL-MART	466
<i>It's Your Turn</i>	
CULTURES CLOSE TO HOME	468
KEY TERMS	468
NOTES	468

Chapter 15

Public Relations and the Law 471

Public Relations, the Law, and You	472
Public Relations and the First Amendment	473
Political versus Commercial Speech	474
The Key: Know Your Own Business	475
Federal Agencies That Regulate Speech	476
The Federal Trade Commission	476
<i>QuickBreak 15.1</i>	
THE FREEDOM OF INFORMATION ACT	477
The Securities and Exchange Commission	477

QuickBreak 15.2

SEC RULE 10B-5 482

The Federal Communications
Commission 484

Values Statement 15.1

AGENCY FOR TOXIC SUBSTANCES AND
DISEASE REGISTRY 485

The Food and Drug Administration 485

Libel 486

The Burden of Proof in Libel 487

Actual Malice 488

Common Law Libel 489

QuickBreak 15.3

"FREE SPEECH ROCKS!" 490

Privacy 491

Privacy Issues in Public Relations 492

Copyright 493

Copyright Guidelines 493

QuickBreak 15.4

R.I.P. LARRY BUD MELMAN? 494

Litigation Public Relations 496

Public Relations as a Legal Strategy 497

The Use of LPR Tactics 499


Is LPR in Society's Best Interests? 500

SUMMARY 501


DISCUSSION QUESTIONS 502

Memo from the Field

RICHARD S. LEVICK, LEVICK STRATEGIC
COMMUNICATIONS 502

 Case Study 15.1

THE COURT OF PUBLIC OPINION 504

 Case Study 15.2

THE LION ROARS 506

It's Your Turn

SUPERGAS 508

KEY TERMS 508

NOTES 509