

Contents

Introduction	1
1 Does Society Need Public Relations?	5
Media Use and the Term “PR”	6
Criticisms of Public Relations	8
<i>Popular press attacks on public relations</i>	9
<i>Common themes in critiques of public relations</i>	14
Popular Press Books Describing the Importance of Public Relations	17
Professional and Academic Defense of Public Relations	21
<i>The profession: The Public Relations Society of America (PRSA)</i>	21
<i>Academics defend the practice</i>	21
Public Relations and the Marketplace of Ideas	23
Re-focusing Public Relations	24
Conclusion	27
2 Ethical Implications of Public Relations	28
What is Public Communication?	29
Ethical Responsibilities of PR as a Form of Public Communication	30
Ethical Perspectives	31
Professional Associations and Ethics	33
The Boundary-spanning Role of the PR Professional	35

Tensions for PR Practitioners	39
Power Relationships	40
The Power of PR Professionals in the Corporation	43
A Postmodern Perspective on PR	44
Conclusion	48
3 Who Practices Public Relations?	49
Corporate-centric Histories of Public Relations	50
Antagonistic Views of Corporations and Activists	52
Power and Marginalization	53
First Reform Era: Abolitionism and Temperance	62
<i>Public relations aspect</i>	65
Second Reform Era: The Muckrakers	65
<i>Public relations aspect</i>	68
Saul Alinsky: Activism in the 1960s	68
<i>Public relations aspect</i>	70
Internet Activism	70
<i>Public relations aspect</i>	73
Labor Unions and Public Relations	73
<i>Public relations aspect</i>	75
Conclusion	75
4 Public Relations Influences Society	76
Marketplace of Ideas	76
Issues Management: A Framework of Effects on Public Policy	80
<i>EPA bans Alar under pressure</i>	84
<i>AMA's objection to national health insurance</i>	86
<i>Local battles: retailing and health care</i>	89
Shaping Public Behavior	91
<i>Keep America Beautiful</i>	93
<i>Online sexual exploitation</i>	94
<i>Ready.gov: preparing for disasters</i>	96
<i>Germany and social change</i>	97
<i>Nazi anti-Semitic communication</i>	97
<i>Nazi anti-tobacco campaign</i>	98
Mixing Social and Policy Changes: Direct-to-Consumer	
Advertising and Big Pharm	98
Conclusion	103

5	Global Effects of Public Relations	104
	Public Diplomacy: Government Public Relations Goes Global	105
	Private Voluntary Organizations: Activism Goes Global	109
	Corporations: Increased Demands from a Global Network of Relationships	111
	<i>Expectation gap complications</i>	122
	Conclusion	125
	Where We Have Been	126
	References	129
	Index	139