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# Public Relations: The Basics

*By Ron Smith*



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## Public Relations: The Basics By Ron Smith

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.



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## Editorial Review

### Review

'An addition to Routledge's "The Basics" series, this comprehensive handbook is a knowledge-based look at the industry and practice of public relations. The first part of the book, "Understanding Public Relations," defines what PR is, and what it is not. Smith (Buffalo State, SUNY) emphasizes ethics and professionalism of the practice. Included in the first section is a brief history of the profession, current status of PR around the world, and the various types of public relations and skills needed to be successful in the field. The second half of the book, "Public Relations Planning," addresses the steps necessary to effectively develop a PR plan in a "how-to workshop" format. As the author is a professor of public communication, it is only fitting that the book includes an appendix offering guidance for career seekers. Chapters are peppered with examples of effective PR. A thorough glossary is included, as is a substantial list of recommended readings. This book would appeal to students considering a career in public relations or business owners looking to develop a PR strategy. **Summing Up: Recommended. All levels of undergraduate students; practitioners.'** *N E. Furlow, CHOICE*

### About the Author

**Ron Smith** is professor of public communication at Buffalo State (SUNY), where he has served as department chair and associate dean for the School of Arts and Humanities. A public relations practitioner accredited by the Public Relations Society of America, he is the author of *Strategic Planning for Public Relations*, *Becoming a Public Relations Writer* and *Media Writing*.

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