

*Public Relations The Profession And The Practice 3rd Edition*



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### **Public Relations The Profession And**

He is the author of five books including Public Relations: The Profession and Practice, 5th Edition, published by McGraw Hill, and The Broadcast News Process 7th Edition, published by Morton Publishing Co. He is an accredited member of the Public Relations Society of America and is past chair (twice) of the Education Affairs Committee for PRSA.

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Obligations of the Profession. In light of this role, there are expectations of ethical behaviors by practitioners. Next, this section covers how this role can be considered a profession. The characteristics of the profession indicate that public relations practitioners contribute to the good in society, and thus also have an ethical obligation to the public.

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History of public relations. Basil Clarke is considered the founder of the public relations profession in Britain with his establishment of Editorial Services in 1924. Academic Noel Turnbull points out that systematic PR was employed in Britain first by religious evangelicals and Victorian reformers, especially opponents of slavery.

### **History of public relations - Wikipedia**

This statement presents the core values of PRSA members and, more broadly, of the public relations profession. These values provide the foundation for the Member Code of Ethics and set the industry standard for the professional practice of public relations.

### **Code of Ethics - Public Relations Society of America**

Public relations professionals also manage crises. "All publicity is good publicity," claims the old PR adage. But one piece of really bad press can tarnish the well-honed image of a business, college or politician for good. According to a 2007 survey by Harris Interactive, 15 percent of consumers would never again purchase a recalled brand.

### **What do Public Relations Professionals Do? | HowStuffWorks**

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