

Preface to the Second Edition

We decided to write this book in 1995 when we attended the national Public Relations Society of America convention in Seattle. We observed with some surprise that the sessions on measurement and evaluation attracted standing-room-only crowds, and many conversations in the hallways focused on the same issues. Managers seemed frustrated with the challenges of proving the value of public relations and developing credibility as counselors to upper management. Meanwhile, discussions about the need to prove results in the trade press had increased steadily. We were getting calls from organizations wanting research who never before had seen the need for it. We had alumni reporting back to us about how well their course work in research and planning had prepared them for the so-called real world and how their training had positioned them advantageously in their organizations. Both experience and observation had taught us that research and strategic planning serve as powerful tools.

Just as strategic plans need updating every few years, we realized we needed to update our book. As authors and teachers, we wrote this volume to serve as our ideal resource for our own classes and then hoped others would find it useful, too. We have felt honored and gratified that other teachers and practitioners also have put it to use successfully since publication of the first edition in 2001. Nonetheless, the field evolves and contexts change. Our files of new trends, examples, and research practices has grown, especially with the explosion of Internet technologies. Colleagues also have made a few suggestions that we wanted to incorporate, so we have done some updating and a bit of rearranging.

The primary changes cover three main areas. First, we have updated the information on research methods to incorporate methods that make use of the Internet and computer programs that aid data entry and analysis. Second, because we believe in learning by seeing and doing, we have

updated examples and added examples in spots that seemed a little bare or abstract and have clarified some of our existing examples. Finally, we have made some subtle changes to reflect the fact that this book applies to communication program planning more broadly than just to public relations specifically.

We would like to thank those of you who have given this book a try and provided us with feedback. We encourage others to contact us as well so that we can continue to make the book as useful as possible. We also would like to express our appreciation to Yi-Chun “Yvonne” Chen, Myiah Hively, and Rebecca Van de Vord for their assistance with this revision.

ACKNOWLEDGMENTS REPRISÉ

We again want to extend our grateful thanks to the individuals and organizations who assisted us with the first edition. We have tried to put together lessons learned from both applied and academic experience. We have been privileged to learn from many excellent teachers including Chuck Atkin, Steve Chaffee, Rick Cole, June Flora, Gina Garramone, Jim Gaudino, Randall Murray, and Don Roberts. We are indebted to Jim Grunig, whose input, advice, and encouragement were critical factors in the completion of this book. We also owe many thanks to our students, who have taught us well.

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