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❖ **Jerry A. Hendrix and Darrel C. Hayes — *Public Relations Cases 7th Edition***

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Primarily using Public Relations Society of America award-winning cases, *Public Relations Cases* presents a clear theoretical grounding in the major areas of public relations. Using the ROPE process model (research, objectives, programming, and evaluation), the authors keep students focused on the strategic elements of outstanding communications campaigns. The case studies provide glimpses into best practices for public relations campaigns as recognised by professionals in the field. Each of the cases selected use a strategic communications model where clearly defined objectives are based on sound research and good audience analysis, followed by creative tactics that are evaluated for their effectiveness.

The book's intended audience, undergraduates studying public relations, will find this text a useful and practical resource with current and interesting examples illustrating its discussion. This book is written for both undergraduate and postgraduate students working towards a Public Relations degree. In review of the content it would also be appropriate for those studying public relations as part of a Marketing, Media or Communications degree. The authors are established academics in the USA and this experience has enhanced the content, discussion and tone of the text, drawing on a range of events and situations in the United States as the practical focus. This text enables students to explore public relations practice through inception-to-evaluation coverage, and systematically presents the entire execution of each case from initial research efforts to finished results or evaluation. This approach allows students to grasp the full effect of each campaign in context of what the specific goals. As this is the 7th edition of this text, more than 90% of the cases have been updated for this edition using current communications technology while relying on classic influencing models to affect audience awareness, attitudes, or behaviour.

Cases range from broad national campaigns, such as the campaign for the opening of Smithsonian's National Museum of the American Indian, to very targeted campaigns such as the "Red Dress" campaign which raises women's awareness of the risks associated with heart attacks. Many of the cases presented are Public Relations Society of America's Silver Anvil award winners. Presented as a touchstone for integrity in the practice of public relations, the latest Public Relations Society of America Code of Ethics is featured in an appendix. The cutting edge public relations theory is applied building a framework which brings each topic to life. Each case provides insight into the public relations industry and public relations practice. The activities devised for each chapter encourage students to use what they have learnt from the chapter to measure their level of comprehension of the topics. Hendrix and Hayes show students how to analyse the strengths and weaknesses of successful cases, and then create ways to make them even better.

Overall this book provides a lively and comprehensive discussion regarding fundamental concepts and specialist areas whilst applying an international perspective. Lecturers and students will find the learning features of the case studies particularly useful in examining public relations theory and practice. The best thing about the text is that it is well written, soundly researched and presents a range of views and arguments about the issues confronting public relations practitioners in '00's.

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