

## Editor's Corner: Fall 2009 *Public Relations Journal*

**Donald K. Wright, Ph.D., APR, Fellow PRSA**

Six research articles have been selected for inclusion in the Fall 2009 edition of *Public Relations Journal*, the open-access, peer reviewed, electronic research journal published by the Public Relations Society of America (PRSA) and available at [www.prsa.org/prjournal](http://www.prsa.org/prjournal).

The articles are:

- “Public Relations Contingencies in a Globalized World Where Even “Globalization” is Not Sufficient,” authored by Robert I. Wakefield, Ph.D., APR, Associate Professor of Public Relations, Brigham Young University.
- “Maximizing Media Relations Through a Better Understanding of the Public Relations-Journalist Relationship: A Quantitative Analysis of Changes Over the Past 23 Years,” authored by Dustin W. Supa, Ph.D., Assistant Professor, Department of Journalism, Ball State University and Lynn M. Zoch, Ph.D., Director, School of Communications, Radford University.
- “Writing the Narrative Press Release: Is it the Magic Potion for More Usable Press Communications?,” authored by Reginald F. Moody, Ph.D., Assistant Professor of communication at the University of South Alabama.
- “Filmmakers as Social Advocates – A New Challenge for Issues Management: Claims-Making and Framing in Four Social Issue Documentaries,” authored by Mechelle Martz-Mayfield, Resource Development Associate, Loveland (Colorado) Public Schools Foundation and Kirk Hallahan, Ph.D., APR, Fellow PRSA, Professor of Journalism and Technical Communication, Colorado State University.
- “The Relationship Between Firms’ Media Favorability and Public Esteem,” Craig E. Carroll, Ph.D., Assistant Professor, School of Journalism and Mass Communication, University of North Carolina – Chapel Hill.
- “Monitoring Public Opinion in Cyberspace: How Corporate Public Relations is Facing the Challenge,” authored by Ruthann Weaver Lariscy, Ph.D., Professor, Henry W. Grady College of Journalism and Mass Communication, University of Georgia; Elizabeth J. Avery, Ph.D., Assistant Professor, School of Advertising and Public Relations, College of Communication, University of Tennessee; Kaye D. Sweetser, Ph.D., APR, Assistant Professor, Henry W. Grady College of Journalism and Mass Communication, University of Georgia; and Pauline Howes.

Dr. Wakefield's article examines how the public relations industry and its practitioners have applied phrases such as "think global, act local" and "think local, act global" in their work throughout the years in public relations activities involving multinational organizations. The article also examines how organizations attempt to balance the operation of global and local imperatives and makes recommendations regarding how public relations practitioners, particularly those with multinational entities, should properly function. The article also proposes ways to improve relationship building and reputation management.

The article by Professors Supa and Zoch focuses upon the important relationship between public relations practitioners and journalists. Building upon a similar study conducted more than a decade ago, this article concludes that there has been little change in these relationships from those reported in previous research. The study also finds that managing expectations is an important concept for public relations practitioners not only in terms of dealing with journalists but also when working with clients. The article includes both implications regarding how media relations practitioners might better their practice.

The importance of good writing is the focal point of the article by Dr. Moody who reports on a study examining whether or not news editors are prone to select press releases written in a narrative style over those written in inverted pyramid style. The study reports that writing style has an unquestionable link to editor assessments of certain press release characteristics including whether a release was found to be more interesting and enjoyable, more informative, clearer and more understandable and more credible.

Dr. Carroll's article explores media favorability into two dimensions and investigates the relationship between media favorability and an organization's public esteem. The study used a content analysis of articles from *The New York Times*.

The article by Professors Lariscy, Avery, Sweetser and Howes examines how the public relations industry is monitoring organizational presence on social media. Utilizing survey interviews with public relations practitioners from Fortune 1000 companies, the article explores current trends in social media management, use, monitoring and importance in public relations departments of some of the nation's leading corporations. Findings show a large gap in social media use and perceived importance.

*Public Relations Journal* is edited by Donald K. Wright, Ph.D., APR, Fellow PRSA, Professor of Public Relations in the College of Communication at Boston University, with assistance from Elizabeth A. Polito,, a Boston University graduate student. The major intention of the *Journal* is to facilitate the transfer of knowledge from the educational to practitioner communities. Additional information about the publication can be found at [www.prsa.org/prjournal](http://www.prsa.org/prjournal) or by e-mailing Dr. Wright at [don.wright@prsa.org](mailto:don.wright@prsa.org).