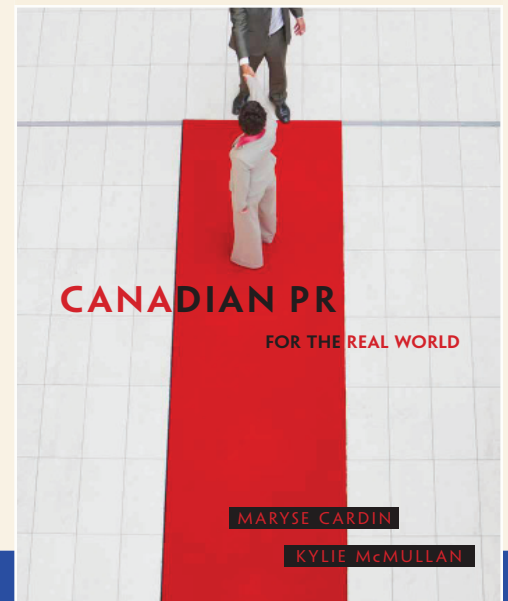


PEARSON CANADA PROUDLY PRESENTS

Canadian PR for the Real World, 1st Edition

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Never before has there been a textbook that completed an examination of the unique practice of public relations occurring within our borders, nor one that specifically recognizes Canadian public relations practitioners. This textbook celebrates public relations in Canada.

It's relevant. The applied or problem-based orientation of the book “keeps it real” and prepares students for career success. Applicable skills are emphasized.

It's current. Features some of the breaking developments in the field such as social media. The authors themselves are active social media users.

It's student-focused. Written in a way they understand, with information they can use.

It's Canadian. Local case studies and local success stories.

It's like PR. Lively, fun, interesting, fast-moving.

Real-World Examples

- The first edition of Canadian PR for the Real World provides timely, real-world case studies and examples from across the country. Some of these interesting and instructive examples include:
- Occupy Wall Street and public opinion as it spread across Canada
- Best Buy Canada's Internal Communications Plan and roll-out during the 2010 Vancouver Olympics
- The special events management for the Juno Awards
- Persuasion and the Saskatchewan Rough Riders' and Canadian Blood Services' Bleed Green Campaign
- Tourism New Zealand's Canadian social media campaign
- Issues management around the collapse of the BC Place Stadium roof

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Chapter Organization

To assist instructors with their lesson planning, the authors divided the textbook into three sections that complement and build upon one another:

Part 1: Primer in Public Relations

Chapter 1: An Introduction to Public Relations and its Principles. In this chapter, we define public relations and introduce the practice of PR in Canada. We look at strategic thinking, and the RACE formula. We also look at a typical day for a practitioner and at prospects in the industry. Importantly, we explore ethics and PR and the law.

Chapter 2: Public Opinion and Principles of Persuasion. Here we look at public opinion, propaganda, attitudes and beliefs, influencers, and the factors of persuasion. We also look at the history of PR in the United States and Canada.

Chapter 3: Corporate Social Responsibility, Cause PR, and Environmental PR. In this chapter, we discuss the importance of corporate social responsibility, examine matching causes to organizations, and look at the practice of environmental public relations.

Part 2: Practical PR

Chapter 4: The PR Plan. In this section, we start to look at practical applications of public relations, starting with the formulation of an effective PR plan.

Chapter 5: Writing for PR. This chapter provides a comprehensive overview of writing for public relations, covering writing basics, key messages, news values, the media kit, media releases, speeches, and other PR materials.

Chapter 6: Media Relations. This is a practical step-by-step look at how to conduct media relations. This chapter also provides an overview of the role of the journalist and the media landscape in Canada.

Chapter 7: Social Media. While social media may be changing some components of communications, many of the basics remain the same. We look at what has changed and how to effectively communicate through social media.

Part 3: PR Specialties

Chapter 9: Internal Communications. While many students believe that public relations is primarily externally directed, in this chapter we examine effective communication with an internal audience.

Chapter 10: Special Events Management. This chapter examines the various types of events, the special events plan, and PR practitioners' roles and responsibilities in managing special events.

Chapter 11: Issues and Crisis Management. This chapter provides an overview of techniques for prevention, preparation, and response to issues and crises.

Chapter 12: Other Areas of Specialization and Target Audiences. This chapter introduces students to Investor Relations, Public Affairs, and International and Multicultural public relations.

Instructor Supplements

Instructor's Manual

This comprehensive guide contains a lecture outline of each chapter, descriptions of the discussion boxes, answers to the cases and exercises, and additional, suggested group and individual exercises.

PowerPoint Slides

The PowerPoint slides feature key points and figures and tables from each chapter.

Companion Website

The Companion Website is an open-access website with an access-protected eText where students will find chapter summaries, glossary flashcards, chapter quizzes, and PowerPoint slides. The website will also include Twitter and blog updates from the authors and industry professionals. Students will have access to templates for media releases, advisories, and plans; information on professional associations; information on PR scholarships and social media resources and links; and blogs with professional interviews, student projects, etc.

For an examination copy or additional information

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