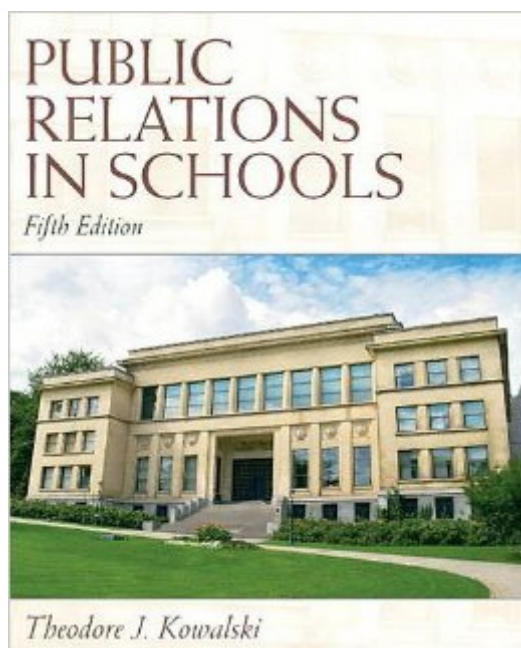


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# Public Relations In Schools (5th Edition)



## Synopsis

A contemporary and practice-based school public relations text that centers on the importance of communication, relationships, and technology. Outfitting students with a wealth of practical, practice-based knowledge that they can take directly into the halls of their school, the new fifth edition of *Public Relations in Schools* has a fresh, contemporary focus on both how administrators can effectively communicate with the community and how building strong relationships with stakeholders can ultimately lead to overall school improvement. Through a blend of theoretical and tacit knowledge, this text offers students an in-depth guide to 1) how to successfully communicate with both internal and external school entities, 2) how to build and maintain positive and active relationships via social and political capital and 3) how to translate the value of these relationships into positive change within the school. While exploring these three central themes, the book emphasizes how new technologies can aid school success. At the same time, real-world case studies at the beginning of each chapter introduce readers to actual public relations issues and bring the material to life. The revised fifth edition of *Public Relations in Schools* is updated with new materials and references throughout the text, including two new chapters – one on harnessing technology for your public relations needs and one on collecting, assessing, and applying public opinion. In addition, the new fifth edition text contains a matrix at the front of the book showing how content relates to ELCC/NCATE Standards – the widely used criteria for administrator preparation and licensing.

## Book Information

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Average Customer Review: 4.0 out of 5 stars See all reviews (12 customer reviews)

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## Customer Reviews

This is a textbook example of a painfully boring masters level book. The only useful thing about the book is that it offers multiple interesting case studies. Yet even those case studies are wasted--problems are presented but the author fails to suggest what the "solution" was. Most people reading this review will just be glancing at it before buying the book anyway, as it will probably be required for your class. But if that's not the case, and you are actually looking for a book on public relations in schools, I implore you to look elsewhere. Even the single chapter provided in Gardening in the Minefield by Laurel Schmidt will be more helpful.

Public Relations in Schools (5th Edition) is an invaluable (must have) tool for practicing school administrators. This text provides a wealth of practical strategies to enable school leaders to communicate effectively and persuasively with the many and diverse audiences that comprise the contemporary school community. The text should be required reading for aspiring administrators; the skill sets outlined will serve them well throughout their professional careers.

This is a succinctly written book that isn't overly complicated. The case studies provide good examples to set the tone for each chapter and its importance in communicating with stakeholders.

It was a textbook I had to buy for a college class. It was good, for a textbook. Enough said.

Perfect for my wife's class and was delivered on time as advertised

Although the relationship between schools and the community have been the subject of much research and debate, Kowalski's 5th edition offers a well written and organized broad perspective on public relations in an era of school reform and changing information technologies. The chapters and cases function do a good job of balancing theory and practice and embed a fairly comprehensive overview of school public relations, the contemporary conditions, political contexts, legal and ethical aspects and the significant role of communication in the delivery and maintenance of a robust public relations program.

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