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**SAGE'S NEW *ENCYCLOPEDIA OF PUBLIC RELATIONS*
CLARIFIES THE TOPIC LIKE NO OTHER REFERENCE SOURCE**

Thousand Oaks, CA, USA (April 27, 2004) – “Public relations” has long been an accepted practice in the White House, corporate boardrooms, and non-profit agencies. Yet contemporary movies, such as *Wag the Dog*, showing sneaky, deceptive manipulation of the media, reflect the darker view of public relations that exists in the minds of many.

SAGE's new two-volume [*Encyclopedia of Public Relations*](#) sets the record straight by presenting the complete picture of public relations' evolution to becoming both a legitimate profession and academic discipline in the 20th century. Written by an international team of recognized professors, scholars and practitioners, every entry considers the human drama of change, markets, public policies and the public policy quarrels that go along with it.

From theory, ethics, practice, and history to the famous and infamous practitioners, the 450 A-to-Z entries span all topics of the public relations field, such as:

- Advertising
- Backgrounder
- Coalition building
- Doublespeak
- Focus Groups
- Gatekeepers
- Infomercials
- Propaganda
- Press kits
- Sandbagging
- Spin
- Zones of Meaning

What's more, the appendices offer a wealth of additional information, including the *Dictionary of Public Relations Measurement and Research* and *Public Relations Code of Ethics*, from the Public Relations Society of America (PRSA).

The [*Encyclopedia of Public Relations*](#) is a must-have resource for any library with collections in business, management, communication, and journalism. It provides students and scholars alike with insight into the ethical challenges public relations must overcome to be perceived as a valuable practice by the public.

Editor Robert L. Heath is Professor of Communication at the University of Houston, Director of the Institute for the Study of Issues Management, and Advisory Director of Research for Bates Churchill Southwest. His Handbook of Public Relations won the 2001 PRIDE Award for best publication.

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