



Public Relations in Schools (5th Edition)

Theodore J. Kowalski

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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.

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