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# Practice Of Public Relations 11th Edition

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- Public relations can be simple, cost-effective and powerful
- Remember the three key steps to putting PR to work for you - Know what you want to say - Tap the PR tool box to create opportunities to deliver your message - Be prepared for the media interview - this is your chance to tell your story

**PREFACE**

Public Relations After completing this chapter you should be able to Define the roles of public relations and communication in the educational organization Demonstrate the importance of planned and measured school communication Outline the roles of communication in building parental and ...