

***Public Relations Journal* Editor's Introduction**

Welcome to Volume 11 Issue 2 of *Public Relations Journal*. The *Journal* offers a forum where scholarly research and professional application combine to advance the field. We hope that all professionals and academics can benefit from the articles in this issue.

The issue begins with new work from David Michaelson and Don W. Stacks, in which they offer a revised approach to standardized measurement based on message delivery. The study, *Message Delivery: A Revised Approach for Public Relations Measurement*, creates a unified message delivery-scoring model that can be used to measure the impact of communications programs. The outcome is a potentially reliable tool to assess media relations performance.

The second article also examines online communication. In *Effects of Corporate Online Communication on Attitude and Trust: Experimental Analysis of Twitter Messages*, Ji Young Kim and Jinhyon Hammick investigated how online messaging can build stakeholder trust toward an organization. In an experiment, they simulated various relationships and perceived levels of interactivity on corporate Twitter messages. The data suggested that certain types of relationships can predict an audience's attitude and trust towards an organization, and different levels of interaction also can impact perceived attitudes of the audience towards that organization. As a result, the study helped to confirm the great potential of Twitter as a persuasive tool in business communication.

The next two articles delve into case studies that can be instructive for practitioners in the U.S. and other parts of the world. The first is *The Failure of Public Relations During a Pandemic Outbreak: Using Actor-Network Theory to Highlight the News Media as a Complex Mediator*, by Shelley Aylesworth-Spink. Her study explored interaction between health officials, PR professionals and media during a crisis in the Canadian public health system--the 2009 outbreak of the H1N1 virus. The PR professionals used media to promote immunization and other self-care initiatives, and yet they did not recognize the interests and motivations of these media as public actors. The author introduced Actor-Network Theory (ANT), which treats people, objects and organizations in networks as equals, and actors are less important than their actions. Given the potential for pandemics such as Ebola and Zika, PR practitioners can use this theory to examine their crisis plans and interactions with stakeholders.

The second case is Ibrahim Labiba Abdel Naby's *Managing the Reputation of the Federation Internationale de Football Association (FIFA): The Case of the Corruption Crisis*. The crisis occurred after May 2015, when Swiss

authorities arrested FIFA officials on criminal charges regarding bids for the 2018 and 2022 World Cup. This study examined how FIFA tried to use the media and communication strategies to protect its reputation and build trust after the scandal occurred. The authors analyzed FIFA news releases, news conferences, and the entity's website and determined that FIFA depended on a "deny strategy" to avoid responsibility. Through this case, public relations professionals can learn important principles for appropriately handling the aftermath of a scandal.

The final article offers an exploration into an industry rarely mentioned in public relations literature—the American craft beer industry. The article is *Relationship Building in the Craft Beer Industry: A Study of Public Relations within the Growing Artisanal and Locavore Movements, a Study Conducted by Nicole Lee, Trent Seltzer, and Coy Callison*. Through interviews with craft beer professionals, this study explored the role of public relations in the industry, what may be unique about public relations in that field, and strategies breweries use to build relationships with one another and with other stakeholders. Findings of the study offered insights for practitioners in a variety of arenas about how to adapt to relationship building in collaborative industries.

We hope that you enjoy these articles from the revised *Public Relations Journal*. We appreciate your commitment during this successful transition with the support of the Institute of Public Relations and PRSA.

If you have any questions about the journal or its transition, please reach out to the current Editor-In-Chief, Hilary Fussell Sisco, hfsisco@quinnipiac.edu

Rob Wakefield
Editor (2014-2017)

and

Hilary Fussell Sisco
Editor-in-Chief (current)