

Public Relations Journal
Editor's Introduction

Welcome to Volume 14, Issue 1 of *Public Relations Journal*. Welcome to the 76th year of PRJ. Like many of us, we are hopeful and optimistic about this new year and this new chapter of public relations scholarship. We have a phenomenal issue to begin 2021 and we look forward to sharing more fantastic research as the year progresses.

In *Impact of Public Relations Efforts in the Entertainment Industry on Organization-Public Relationship*, the authors identify the ways in which media portrayals of the U.S. Navy predicted an organization-public relationship. The authors summarize findings important to building relationships as well as using the media to understand organizations.

The second article, *Purses, Pencil Skirts, and Podcasts: A Content Analysis of Fashion Brand PR*, the author investigates how podcasts are used as a tactic in public relations strategy. Specifically, this article focuses on brands within the fashion industry and their evolution in the digital space.

In the third article, *Dynamic capabilities: Strategies and tactics for leaders engaging in crisis communications*, the author applies a strategic management concept to the necessary leadership pivot required during the crisis communication of the pandemic.

I would like to extend my deepest thanks to the following reviewers for their service on this issue:

Pamela Brubaker, Ph.D., Brigham Young University (UT)
Kelli Burns, Ph.D., University of South Florida
Kate Fitch, Ph.D., Monash University (Australia)
Melanie Formentin, Ph.D., Towson University (MD)
Rita Linjuan Men, Ph.D., APR, University of Florida
Robert Pritchard, APR, Fellow PRSA, University of Oklahoma

Thank you for reading and for your support for *Public Relations Journal*.

Hilary Fussell Sisco, Ph.D., APR
Editor-in-Chief