

Kirk Hallahan

Publications and Other Scholarly Activity (Updated October 2009)

Refereed Journal Articles and Refereed/Invited Book Chapters

- Hallahan, K. (2011, *in preparation*). Strategic message framing for political candidates, ballot initiatives and social movements. In Jesper Strömbäck & Spiro Kioussis (Eds.), *Political public relations*. New York: Routledge.
- Hallahan K. (2010, *submitted*). Being public: Publicity as public relations. In Robert L. Heath (Ed.), *Handbook of public relations* (2nd ed.) Thousand Oaks, CA: Sage Publications.
- Hallahan K. (2010, *in preparation*). Public relations media. In Robert L. Heath (Ed.), *Handbook of public relations* (2nd ed.). Thousand Oaks, CA: Sage Publications.
An update of:
Hallahan, K. (2001). Strategic media planning: Toward an integrated public relations media model. In Robert L. Heath (Ed.), *Handbook of public relations* (pp. 461-470). Thousand Oaks, CA: Sage.
- Martz, Mechelle & Hallahan, K. (2010, *in review*). Social issue documentary films: A new challenge for issues managers.
Based on paper presented to Public Relations Society of America Educators Academy, San Diego, CA, November 2009.
- Giordano, Joseph & Hallahan, K. (2010, *in review*). Crisis communications in 160 characters and spaces: Student responses, perceptions and preferences for emergency text message notifications. *Journal of Public Relations Review* (Special Issue on Social Media).
Based on Top 3 Research Paper presented to Public Relations Division, Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.
- Hallahan, K. (2009, *in press*). Online public relations. In Hossein Bidgoli (Ed.), *Handbook of technology management* (Vol. 2, Chapter 36). Hoboken, NJ: John Wiley & Sons.
- Hallahan, K. (2009). Crises and risk in cyberspace. In Robert L. Heath & H. Dan O'Hair (Eds.), *Handbook of risk and crisis communication*. (pp. 415-448). New York: Routledge.
- Hallahan, K. (2008). Need for cognition as a motivation to process publicity and advertising. *Journal of Promotion Management*. 14, 169-194
- Hallahan, K. (2008). Organizational-public relationships in cyberspace. In Tricia Hansen-Horn and Bonita Dostal Neff (Eds.), *Public relations: From theory to practice* (pp. 46-73). Boston: Allyn & Bacon.

- Hallahan, K., Holtzhausen, D., van Ruler, B., Verčič, D. & Sriramesh, K. (2007). On defining strategic communication. *International Journal of Strategic Communication*, 1(1), 3-35.
- Hallahan, K. (2007). Integrated communication: Implications for and beyond public relations excellence. In Elizabeth L. Toth (Ed.), *The future of excellence in public relations and communication management: challenges to the next generation* (pp. 299-337). Mahwah, NJ: Lawrence Erlbaum. [Edited volume honoring the work of James and Larissa Grunig]
- Hallahan, K. (2006). Responsible online communication. In Kathy R. Fitzpatrick and Carolyn Bronstein (Eds.), *Ethics in public relations: responsible advocacy* (pp. 107-130). Thousand Oaks, CA: Sage.
- Cloudman, R. & Hallahan, K. (2006). Crisis communication preparedness among U.S. organizations. Activities and assessments by public relations practitioners. *Public Relations Review*, 32(4), 367-376.
- Hallahan, K. (2004). Protecting an organization's digital public relations assets. *Public Relations Review*, 30(3), 255-268.
- Hallahan, K. (2004). 'Community' as the framework for public relations theory and research. *Communication Yearbook*, 28, 233-279.
- Baysha, Olga & Hallahan, K. (2004). Framing of the Ukrainian political crisis, 2000-2001. *Journalism Studies*, 5(2), 233-246.
- Ho, Fei-Wen & Hallahan, K. (2004) Post-earthquake crisis communications in Taiwan: An examination of corporate advertising and strategy motives. *Journal of Communication Management*, 8(3), 291-306.
- Haruta, Amon & Hallahan, K. (2004). Airline crisis communication: A Japan-U.S. comparative study. *Asian Journal of Communication*, 13(1), 122-150.
- Hallahan, K. (2004). Online public relations. In Hossein Bidgoli (Ed.), *The Internet encyclopedia* (vol. 2, pp. 769-783). Hoboken, NJ: John Wiley.
- Hallahan, K. (2003). Teaching with and about the Internet. In Lynne M. Sallot (Ed.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (3rd ed.) (pp. 369-374). New York: Public Relations Society of America.
- Hallahan, K. (2003). W.L. Mackenzie King: Rockefeller's "other" public relations counselor in Colorado. *Public Relations Review*, 29(4), 401-414.
- Hachigian, David & Hallahan, K. (2003). Perceptions of public relations web sites by computer industry journalists. *Public Relations Review*, 29(2), 43-62.

- Hallahan, K. (2002). Ivy Lee and the Rockefellers' response to the 1913-1914 Colorado coal strike. *Journal of Public Relations Research*, 14(4), 265-315.
- Hallahan, K. (2001). The dynamics of issue activation and response: An issues processes model. *Journal of Public Relations Research*, 13(1) 27-59.
- Hallahan, K. (2001). Improving public relations web sites through usability research. *Public Relations Review*, 27(3), 223-239.
- Hallahan, K. (2000). Inactive publics: The forgotten publics in public relations. *Public Relations Review*, 26(4), 499-515.
- Hallahan, K. (2000). Enhancing motivation, ability and opportunity to process public relations messages. *Public Relations Review*, 26(4), 463-480
- Hallahan, K. (1999). Seven models of framing: Implications for public relations. *Journal of Public Relations Research*, 11(3), 205-242.
- Hallahan, K. (1999). No, Virginia, It's not true what they say about publicity's third-party endorsement effect. *Public Relations Review*, 25(4), 331-350.
- Hallahan, K. (1999). Content class as a heuristic cue in the processing of news versus advertising. *Journal of Public Relations Research*, 11(4), 293-320.
- Hallahan, K. (1996). Product publicity: An orphan of marketing research. In Esther Thorson and Jeri Moore (Eds.), *Integrated communications: The search for synergy in communication voices* (pp. 305-330). Hillsdale, NJ: Erlbaum.
- Hallahan, K. (1992). The paradigm struggle and the public relations practitioner. *Public Relations Review*, 19(4), 197-205.
Translated and reprinted in Turkish:
Hallahan, K. (2001). Paradigma Castismasi ve Halkla Iliskiler Uygulamalari. *Selcuk Iletisim Journal of Selcuk Communicatibn*, 1(4), 127-131. ISSN 1302-2865.

Books

- Hallahan, K (in review). *Striking back! John D. Rockefeller Jr. and the 1913-1914 Colorado coal strike*.
- Hallahan, K. (1997). *The Consequences of Mass Communication*. New York: McGraw-Hill Primus.

Editorships/Editorial Board Service

- Founding Co-Editor (with Derina R. Holtzhauzen), *International Journal of Strategic Communication*. 2007-2008.

Advisory Editor, Robert L. Heath (Ed.), *Encyclopedia of public relations* (2005). Thousand Oaks, CA: Sage Publications. Authored 18 entries:

Advertising, 1: 11-14	Framing Theory, 1: 340-345
Boulwarism, 1: 91-94	Integrated Marketing Communication, 1: 426-428
Colorado Coal Strike 1: 150-152	Involvement, 1: 452-457
Communication Management, 1: 161-164	Media Calls, 2: 520-521
Communication Technologies, 1: 164-168	Online Public Relations, 2: 587-592
Community/Community Building, 1: 171-174	Pat Penney, 2: 610-611
Cutlip, Scott M., 1:235-236	(with C.T. Christen), Psychological Processing, 2: 660-665
Diffusion Theory, 1: 253-254	Public Relations Education, History of, 2: 689-691
Endorsement, 1: 281-283	Third Party Endorsement, 2: 854-856.

Webmaster/Editor (2000-present). *PR-education.org*. A web portal to public relations education. Retrieve from: <http://pr-education.org> (<http://lamar.colostate.edu/~pr>).

Incorporates web pages for AEJMC and ICA Public Relations Divisions

Editorial Review Board Service

International Journal of Strategic Communication (quarterly, Routledge)

Journal of Public Relations Research (quarterly, Routledge)

Public Relations Review (quarterly, Elsevier Science)

Non-Refereed Professional Articles/Book Chapters/Other Encyclopedia Entries

Hallahan, K. (2008). Strategic framing. Entry in Wolfgang Donsbach (Ed.), *The International Encyclopedia of Communication* (Vol. 10, pp. 4855-4860). Oxford UK and Malden, MA: Wiley-Blackwell.

Hallahan, K. (2007). Ivy Ledbetter Lee. Entry in Stephen L. Vaughn (Ed.). *Encyclopedia of American Journalism* (pp. 458-460). New York: Routledge.

Hallahan, K. (2004). Application of CB [consumer behavior] in PR. In G. Radha Krishna (Ed.), *Consumer behavior: Implications for marketing strategies* (pp. 88-103): Punjagutta, Hyderabad, India: ICFAI University Press.

Hallahan, K. (2004). Classic books revisited: Walter Lippmann's *Public Opinion*. *Journalism Studies*, 5(3), 412-415. [Other commentaries by Lynda Lee Kaide and Ralph Negrine, 409-412.]

Hallahan, K. (2004, April). Chaos and controversy followed Ludlow Massacre. News feature distributed on 90th anniversary of tragedy. Resulting stories: Ludlow Massacre remembered, *Fort Collins Coloradoan*, April 24, 2004, p. A10. Ludlow's legacy, *Rocky Mountain Bullhorn*, 4(35), April 29-May 8, 2004, p. 8

Hallahan, K. (2003, August). Challenges confronting public relations education. *PR Tactics*, 10(8), 8.

- Hallahan, K. (2003, May). The 6Rs of public relations research. (Invited column) *Newsline*, [Monthly membership newsletter of PRSA Colorado Chapter]
- Hallahan, K. (2002, Winter). Varieties of public relations programs. *Public Relations Update*, 36(2), 1+ . [AEJMC PR Division Newsletter in situ research column]
- Hallahan, K. (2000, May 8). Improving PR websites through usability research. *tips&tactics* supplement to *pr reporter*, 38(6), 1-2
- Hallahan, K. (2000). CSU professor offers pointers to students. *PRSSA Forum*, 30(2), 8. [National membership newspaper of Public Relations Student Society of America]
- Hallahan, K. (1994, Summer). Public relations and circumvention of the press. *Public Relations Quarterly*, 38(2), 17-19.
- Hallahan, K. (1979). Black toys for Christmas. In Richard W. Darrow and Dan J. Forrestal (Eds.), *The Dartnell Public Relations Handbook* (pp. 340-42). Chicago: Dartnell. [Case study: PRSA Silver Anvil award winning entry for promotional publicity—nonprofit organization, 1975]

Book Reviews

- Hallahan, K., Review of Lee W. Baker, *The Credibility Factor: Putting Ethics to Work in Public Relations*. *Journalism Quarterly*, 71(2), Summer 1994, 465-66.
- Hallahan, K., Review of Lester W. Milbrath, *Envisioning a Sustainable Society, Learning Our Way Out*. *Public Relations Review*, 21(2), Summer 1995, 170-171.
- Hallahan, K., Review of Paul Rogat Loeb, *Generation at the Crossroads: Apathy and Action on the American Campus*, *Public Relations Review*, 22(3), Summer 1997, 320-321.
- Hallahan, K., Review of Thomas J. Mickey, *Sociodrama: An Interpretive Theory for the Practice of Public Relations*, *Public Relations Review*, 23(4), Fall 1997, 414-415.
- Hallahan, K., Review of Gordon L. Patzer, *Experiment-Research Methodology in Marketing and Applications*. *Public Relations Review*, 23(4), Fall 1997, 416-417.
- Hallahan, K., Review of John J. McGonagle and Carolyn M. Vella, *Protecting Your Company Against Competitive Intelligence*, *Public Relations Review*, 25(2), Summer 1999, 255-256.
- Hallahan, K., Review of Robert L. Heath, *Handbook of Public Relations*, *Public Relations Review*, 29(1), Winter 2003, 94.

Online Postings/Journals

- Hallahan, K. (2007, October 13). Thinking inside the box. [Observations on the impact of technology on public relations]. Gainesville, FL. Institute for Public Relations. Retrieve from http://www.instituteforpr.org/digest_entry/kirk_hallahan_thinking_inside_the_box/

Refereed and Invited Conference Papers (Not Published Elsewhere)

- Hallahan, K. (2009, May). Redefining public relations ... in the digital era. Invited presentation to Public Relations Division, International Communication Association, Chicago.
- Redmann, Jennifer & Hallahan, K (2005, October). Risk-taking by public relations practitioners: The influence of sex, gender, creativity and self-efficacy. Paper presented to PRSA Educators Academy, Miami, FL.
- Hallahan, K. (2005, May). Four arguments for adoption of strategic communication as the focus for studying public relations. Panel presentation at International Communication Association Public Relations Division, New York.
- Lovelace, Jack & Hallahan, K. (2004). Economics, content and identity issues at U.S. online newspapers—A survey of managers. Communication Technology and Policy Division, Association for Education in Journalism and Mass Communication, Toronto.
- Hallahan, K. (2003, May). Crossing borders and crossing reality. Theme panel presentation, Public Relations Division, International Communication Association. San Diego.
- Weitzel, Debby & Hallahan, K. (2003, May). Organizational adoption of an intranet-based performance reporting system: A test of Rogers' model of innovation. Communications and Technology Division, International Communication Association, San Diego.
- Steele, Debbie & Hallahan, K. (1998, June). Media framing of the Canadian tainted blood controversy, 1983-1993. Public Relations Society of America Educators Academy International Interdisciplinary Research Conference, College Park, MD.
- Hallahan, K. (1995, August). Gender-based differences in processing of persuasive communications. Advertising and Public Relations Division, Association for Education in Journalism and Mass Communication, Washington, DC.
- Hallahan, K. (1993, August). Product news and advertising: An exploration within a student population. Public Relations Division, Association for Education in Journalism and Mass Communication, Atlanta, GA.
- Hallahan, K. (1992, August). Public relations and marketing: Toward a typology of organizational relationships. Public Relations Division, Association for Education in Journalism and Mass Communication, Montreal.
- Hallahan, K. (1992, August). The mortgage redlining controversy, 1975. Qualitative Studies Division, Association for Education in Journalism and Mass Communication, Montreal.
- Hallahan, K. (1972, April). Licensure of public relations practitioners and the doctrine of compelling state interest. Midwest Public Relations Conference, Madison, WI.

Full texts of most citations available online at <http://lamar.colostate.edu/~hallahan/publications.htm>