

Kirk Hallahan

Publications and Other Scholarly Activity (Updated October 2010)

Refereed Journal Articles and Refereed/Invited Book Chapters

Hallahan, K. (2011, *in press*) Strategic framing and political public relations. In Jesper Strömbäck & Spiro Kioussis (Eds.), *Political public relations*. New York: Routledge.

Hallahan K. (2010) Being public: Publicity as public relations. In Robert L. Heath (Ed.), *Handbook of public relations* (2nd ed.) (pp. 523-545). Thousand Oaks, CA: Sage Publications.

Hallahan K. (2010). Public relations media. In Robert L. Heath (Ed.), *Handbook of public relations* (2nd ed.)(pp. 623-641). 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.

Giordano, Joe & Hallahan, K. (2010, *in review*). Crisis communications in 160 characters and spaces: Student responses, perceptions and preferences for emergency text message notifications. 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. (2010). Online public relations. In Hossein Bidgoli (Ed.), *Handbook of technology management* (Vol. 2, Chapter 36, pp. 497-517). Hoboken, NJ: John Wiley & Sons.

Martz, Mechelle & Hallahan, K. (2009, Fall). Filmmakers as social advocates: A new challenge for issues managers. Claims-making and framing in four social issues documentaries. *Public Relations Journal*, 3(4), Article 4. Available online: http://www.prsa.org/SearchResults/download/6D-30404/0/Filmmakers_as_Social_Advocates_A_New_Challenge_for. [Refereed online research journal of Public Relations Society of America]

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>).

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 or in press elsewhere)

- Huang, Chen-Yi (Joyce) & Hallahan, K. (2010, October). Perceptions of product blogs in Taiwan: The roles of user motivation, blogger affiliation and language valence. *Proceedings of the PRSA Educators Academy Annual Conference, Washington, DC*. New York: Public Relations Society of America.
- 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.
- 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>