

Kirk Hallahan

Publications and Other Scholarly Activity (Updated May 2017)

Refereed Journal Articles; Refereed/Invited Book Chapters

- Hallahan, K. (2014). Organizational goals and communication objectives in strategic communication. In Derina Holtzhausen & Ansgar Zerfass (Eds.), *Handbook of strategic communication* (pp. 244-266). New York: Routledge.
- Hallahan, K. (2011). Strategic framing and political public relations. In Jesper Strömbäck & Spiro Kioussis (Eds.), *Political public relations* (pp. 177-213). 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.
- 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, Reghan & 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 final revision). *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. Holtzhausen), *International Journal of Strategic Communication*. 2007-2008.

Associate Editor, Robert L. Heath (Ed.), *International encyclopedia of strategic communication* (2018, in press). Malden, MA: Wiley-Blackwell.

Communication Tactics ...wbiesc0038
Public Relations ... wbiesc140
Publicity ... wbiesc143
Strategic Communication (co-author) ... wbiesc0172

Advisory Editor, Robert L. Heath (Ed.), *Encyclopedia of public relations* (2nd ed., 2013). Los Angeles: Sage Publications. Served in similar role for 1st ed. (2005). Author of 22 entries, including 5 new in 2013. Volume and page numbers listed are for 2013 edition (2005 edition page numbers shown in italics).

Advertising, 1:10-13 (*1: 11-14*)
Analytics, 1:26-27 (*new in 2013*)
App, 1:38-39 (*new in 2013*)
Black/dark sites, 1:73-79 (*new in 2013*)
Boulwarism, 1:75-78 (*1: 91-94*)
Colorado Coal Strike, 1:143-145 (*1: 150-152*)
Communication Management, 1:153-158 (*1: 161-164*)
Communication Technologies, 1:158-161 (*1: 164-168*)*
Community/Community Building, 1:166-169 (*1: 171-174*)
Cutlip, Scott M., 1:243-244 (*1:235-236*)
Diffusion Theory, 1:260-262 (*1: 253-254*)
Education, History of Public Relations 2: 730-732
Endorsement, 1:292-293 (*1: 281-283*)

Framing Theory, 1:360-363 (*1: 340-345*)
Integrated Marketing Communication, 1:457-461 (*1: 426-428*)*
Involvement, 1:486-491 (*1: 452-457*)
Media Calls, 2:548-549 (*2: 520-521*)
Online Public Relations, 2:622-625 (*2: 587-592*)*
Pat Penney, 2:1001-1002 (original entry combined into Appendix A; *2: 610-611*)
(With C.T. Christen), Psychological Processing, 2:705-709 (*2: 660-665*)
Publicity 2:755-758 (*new in 2013*)
Third Party Endorsement, 2:924-926 (*2: 854-856*)
Virtual World Site, 2:963-964 (*new in 2013*)
*indicates extensive revision

Webmaster/Editor (2000-2012). *PR-education.org*. A web portal to public relations education. No longer active; archived at <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/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)

Hallahan, K. (2014, March). Publicity under siege: A critique of content marketing, brand journalism, native advertising and user-generated content as challenges to professional practice and transparency. Proceedings of the 17th International Public Relations Research Conference, Miami, FL (pp. 391-437). Miami, FL. Available at <http://www.instituteforpr.org/wp-content/uploads/IPRRC17-Proceedings.pdf>

Hallahan, K. (2013, June). Information seeking and information sharing as underlying processes of public relations. Paper accepted for presentation to International Communication Association Public Relations Division, London.

Hallahan, K. (2013, March). Online article marketing: Professional and ethical challenges to responsible online engagement. Proceedings of 16th International Public Relations Research Conference, Miami, FL (pp. 293-313). Available at <http://www.instituteforpr.org/wp-content/uploads/16IPRRC-Proceedings-FINAL.pdf>

Hallahan, K. (2012, August). Ivy Lee's 1924 talk to the American Association of Teachers of Journalism. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.

Hallahan, K. (2012, March). Courtier to the academy: Edward L. Bernays' publishing in academic journals, 1928-1947. Proceedings of the 15th International Public Relations Research Conference, Miami, FL (pp. 176-210). Available at <http://www.instituteforpr.org/wp-content/uploads/15th-IPRRC-Proceedings1.pdf>

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.