CMM127



Archee, R., Gurney, M., & Mohan, T. (2013). Selection of pages from Communicating as Professionals. In Communicating as Professionals (3rd edition, pp. 3–27). Cengage Learning Australia.

Barger, C. (2012a). Chapter 1 The lay of the land. In The social media strategist: build a successful program from the inside out (pp. 1–16). McGraw-Hill.

Barger, C. (2012b). The social media strategist: build a successful program from the inside out. McGraw-Hill.

Bruns, A. (2010). Management: Doing social media - some fundamental principles. Keeping Good Companies, 62(5), 309–311.

http://libraryproxy.griffith.edu.au/login?url=https://search.informit.com.au/documentSumm ary;dn=417211841056377;res=IELBUS

Bucknall, Kelly. (n.d.). Helping our young find wings to soar. The Courier - Mail. http://libraryproxy.griffith.edu.au/login?url=https://search.proquest.com/docview/1035553 101?accountid=14543

Chia, J., & Synnott, G. (2009). An introduction to public relations: from theory to practice. Oxford University Press.

Chia, J., & Synnott, G. (2012). An introduction to public relations and communication management (2nd ed). Oxford University Press.

Coombs, W. T. (2014). Ongoing crisis communication: planning, managing, and responding (Fourth edition). SAGE.

Dimitrov, R. (n.d.). The strategic response: an introduction to non-profit communication. Third Sector Review, 14(2).

http://libraryproxy.griffith.edu.au/login?url=https://search.informit.com.au/documentSumm ary;dn=200908246;res=IELAPA

Dowie, M. (1995). Selection of pages from Toxic sludge is good for you: Lies, damn lies, and the public relations industry. In Toxic sludge is good for you: Lies, damn lies, and the public relations industry (1st ed, pp. 1–4). Common Courage Press.

Eunson, B. (2012). Chapter 17 Public communication. In Communicating in the 21st century (Third edition, pp. 553–573). John Wiley and Sons Australia.

Fuller, P. (2012). Communication: 'It's more than a media release'. Public Administration

Today, 30.

http://libraryproxy.griffith.edu.au/login?url=https://search.informit.com.au/documentSumm ary;dn=555177620843079;res=IELAPA

Horin, Adele. (2 C.E.). From top to bottom, book aims to teach children to own their bodies. Sydney Morning Herald. http://libraryproxy.griffith.edu.au/login?url=https://search.proquest.com/docview/3640918 09?pg-origsite=summon

Hornery, A. (Ed.). (2002). Duracell bunny ad again ruled to be deceptive. Sydney Morning Herald.

Hurst, D. (7 C.E.). Jordanah Chan a foster care success story. Brisbane Times. http://www.brisbanetimes.com.au/queensland/jordanah-a-foster-care-success-story-20120 906-25gz1.html

Johnston, J. (2007). Chapter 13 Media relations in context: case studies. In Media relations: Issues and strategies (pp. 215–246). Allen & Unwin.

Johnston, J., & Sheehan, M. (2014). Public relations: theory and practice (4th edition). Allen & Unwin.

Lamble, S. (2011). News as it happens: an introduction to journalism. Oxford University Press.

Mahoney, J. (2013). Analysing organisational communication in Strategic Communication: Principles and Practice. In Strategic Communication: Principles and Practice (pp. 65–87). Oxford University Press.

Mahoney, J. S. (2008a). Chapter 1 Introduction. In Public relations writing in Australia (pp. 1–13). Oxford University Press.

Mahoney, J. S. (2008b). Public relations writing in Australia. Oxford University Press.

Media Entertainment & Arts Alliance - Journalists' Code of Ethics. (2013). http://www.alliance.org.au/code-of-ethics.html

Newsom, D. (2007). Chapter 11 Tactics and techniques: details that make PR strategy work [Paperback]. In This is PR: The realities of public relations (pp. 259–300). Wadsworth Publishing.

Passmore, Daryl. (1 C.E.). Child carers ban book - Frank educational publication for tots 'goes too far'. The Sunday Mail.

http://libraryproxy.griffith.edu.au/login?url=https://search.proquest.com/docview/3534954 05?pq-origsite=summon

Public Relations Institute of Australia (PRIA) Code of Ethics. (2013). Public Relations Institute of Australia.

https://www.pria.com.au/about-pria/code-of-ethics-privacy/code-of-ethics/

Queensland child protection week awards (Display ad). (31 C.E.). The Courier-Mail.

Regester, M., & Larkin, J. (2008). Chapter 5 An issue ignored is a crisis ensured. In Risk issues and crisis management in public relations: a casebook of best practice (4th ed, pp. 95–122). Kogan Page.

http://libraryproxy.griffith.edu.au/login?url=http://site.ebrary.com/lib/griffith/reader.action? docID=10233408&ppg=113

Regester, M., Larkin, J., & Regester, M. (2008). Risk issues and crisis management in public relations: a casebook of best practice (4th ed). Kogan Page. http://libraryproxy.griffith.edu.au/login?url=https://ebookcentral.proquest.com/lib/griffith/d etail.action?docID=350659

Rowe, D., & Brass, K. (2008). Praise the brand and pass the gag. New Doctor, 88. http://libraryproxy.griffith.edu.au/login?url=https://search.informit.com.au/documentSumm ary;dn=551697367007075;res=IELAPA

Seitel, F. P. & MyiLibrary. (2013). The practice of public relations (12th ed). Pearson Education, Limited. http://libraryproxy.griffith.edu.au/login?url=http://lib.myilibrary.com?ID=543340

Sproule (Photographer), D. (27 C.E.). The best of Queensland. The Courier-Mail.

Stockwell, S. & Informit. (2005). Political campaign strategy: doing democracy in the 21st century. Australian Scholarly Publishing. http://libraryproxy.griffith.edu.au/login?url=http://search.informit.com.au/documentSumma ry;dn=664607486641632;res=IELHSS

Strunk, W. (2006). The elements of style. Dover Publications. http://libraryproxy.griffith.edu.au/login?url=https://ebookcentral.proquest.com/lib/griffith/d etail.action?docID=1889569

Strunk, W. & Ebooks Corporation. (2006). Chapter II Elementary rules of usage. In The elements of style. Dover Publications. http://libraryproxy.griffith.edu.au/login?url=http://www.griffith.eblib.com.au/EBLWeb/patro n/?target=patron&extendedid=P 1889569 0

Synnott, G. (2012). 'Public relations research' in An introduction to public relations and communication management. In An introduction to public relations and communication management (2nd ed, pp. 121–144). Oxford University Press.

Turner, M., & Websdale-Morrissey, D. (2001). Chapter 1 Sponsorship : a fact of life. In Critical funds: Sponsorships in Australia and how to get them (pp. 1–5). Penguin Books.

Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J.-H. (2013). Chapter 12 The internet and social media: tweeting the revolution. In Think public relations (pp. 245–263). Pearson.

Wilson, Rae. (n.d.). Advocate on quest to help cope with loss. The Chronicle.

Wilson, T. (2007). The 'food miles' fallacy. Institute of Public Affairs Review: A Quarterly Review of Politics and Public Affairs, 59(2).

http://libraryproxy.griffith.edu.au/login?url=https://search.informit.com.au/documentSumm ary;dn=931238044289823;res=IELAPA Wynter, V. (2011). Four briefs on the Camooweal Drovers' Camp Festival. Tropical Queensland Calendar, Desert Channels Queensland, Travel Down Under, Queensland Holidays.Com.

Wynter, V. (2013). Media release template.