



Public Relations: The Profession and the Practice, 4th edition

By Dan Lattimore, Otis Baskin, Suzette Heiman, Elizabeth Toth

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Editorial Review

About the Author

Dan Lattimore, Ph.D. is Vice Provost for Extended Programs and Dean of University College at the University of Memphis. He is also professor of Journalism. His undergraduate degree in journalism and economics is from Texas Christian University. He holds masters degrees from TCU in economics and Southwestern Baptist Seminary in education administration and his doctorate in mass communication is from the University of Wisconsin. He is the author of five books including Public Relations: The Profession and Practice, 5th Edition, published by McGraw Hill, and The Broadcast News Process 7th Edition, published by Morton Publishing Co. He is an accredited member of the Public Relations Society of America and is past chair (twice) of the Education Affairs Committee for PRSA. He is a past president of the PRSA Educators Academy and past president of the Memphis Chapter of Public Relations Society of America. Dr. Lattimore was vice president of the Accrediting Council for Journalism and Mass Communication for 6 years and rotated off the Council after 12 years on the Council last May. He is a member of the Commission for Public Relations Education. Among his professional work was 10 years as communication director for several USAID projects throughout the world where he produced numerous films and videos. He was acting director for a \$20 million USAID project with Colorado State University, Utah State University and Cornell University for one year and associate director for the Colorado State project for three years. He was also communications director for the Minnesota-Wisconsin Baptist Fellowship for two years. He is the chair of the Curriculum Committee for the Regents Online Degree Programs for the Tennessee Board of Regents. He also developed the first online masters program in journalism in the country in 1995.

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