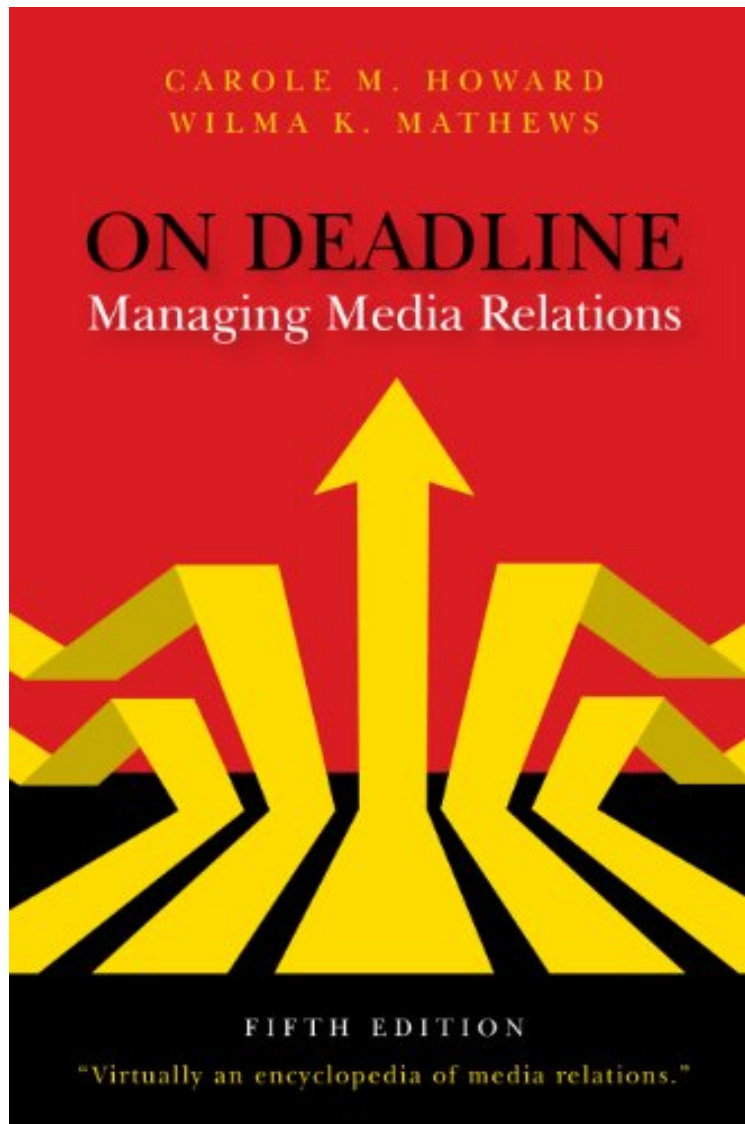


(Library ebook) On Deadline: Managing Media Relations

On Deadline: Managing Media Relations

Carole M. Howard, Wilma K. Mathews
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Carole M. Howard, Wilma K. Mathews : On Deadline: Managing Media Relations before purchasing it in order to gage whether or not it would be worth my time, and all praised On Deadline: Managing Media Relations:

0 of 0 people found the following review helpful. Four StarsBy LucindaPrinting is good0 of 0 people found the following review helpful. Five StarsBy CustomerPretty good.1 of 1 people found the following review helpful. A great resourceBy C YoungEverything you need for managing media relations is at your fingertips with "On Deadline." Even public relations practitioners with years under their belts will find useful insights, actionable ideas and hands-on guidelines they can put to practical use. Much more than tips on developing news releases and conducting media interviews, On Deadline offers valuable advice on topics such as the changing role of communications counselors in

policy formulation, ideas for conducting online media events, guidelines on posting videos on YouTube and strategies for developing global social media policy. After reading *On Deadline* I felt I was more attuned to the latest concepts in media relations, as if I had participated first-hand in brainstorming sessions with the leading experts in the field. It's full of practical pointers, pitfalls to avoid and step-by-step checklists, all in an easy-to-follow format with headers and bullet points highlighting key elements. I'll be referring back to *On Deadline* often as both a refresher and when planning important media events. I highly recommend this book to new media relations practitioners seeking practical hands-on tips for successfully navigating media relations, to long-time public relations pros who want to update their skills, and to business managers who want to maximize their relations with the media. Candy Young, Young Communications

Media relations professionals must know how to stay ahead of the game to be effective in today's complex world. It is no longer enough that they craft news releases, orchestrate interviews and build sustaining relationships with reporters. Their multiple roles now include planner, crisis manager, communicator, counselor and strategist. Called "virtually an encyclopedia of media relations" by one reviewer, the Fifth Edition covers relationships with reporters, spokesperson training, news conferences and special events, integrating media relations into marketing communications plans, crisis management, global media relations, ethics, establishing a media policy within the organization, measuring results and becoming a counselor to management. Its practical advice and how-to ideas draw on current case studies, most involving social media, and the authors' extensive experience in the U.S. and around the world. With a clear and fast-moving style, the Fifth Edition maintains its status as the foremost book on media relations in the corporate and nonprofit sectors. It is a must-read for prospective and current media relations professionals dedicated to maximizing their organization's results.

"It would take years of painfully learning from your mistakes to develop the knowledge about working with the media that has been assembled in *On Deadline*." --Public Relations Journal
"A resource fresh in insight and brimming with practical examples that will prove valuable to the novice and seasoned professional alike.... This book is not about publicity, it's about strategy. It's not about counting column inches, it's about building a solid, results-oriented program geared to meeting a company's business goals." --IABC Communication World
"[Howard and Mathews] have more experience dealing with the media than do the staffs of many corporate PR departments. Their carefully focused book on this important function of public relations is one of the most comprehensive, practical and well-written presentations on media relations that we have." --Ragan Report