



On Deadline: Managing Media Relations, 4th

Carole Howard

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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. Based on decades of real-world experience, the authors present straight-forward, practical advice on all aspects of media relations, supplemented with ideas and ideals of other experts. They begin with the major trends in media relations. They then discuss the changing definition of news and how it gets to the public; goals and objectives and how to track them; crisis communication; ethics; and the counselor role of the media relations professional. The effects of changes in technology, including the Internet, and globalization are threaded throughout the text. With a clear and fast-moving style, the fourth 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.

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