

1. Record Nr.	UNINA9910785296403321
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Titolo	Pitch perfect [[electronic resource]] : communicating with traditional and social media for scholars, researchers, and academic leaders // William Tyson ; foreword by Robert Zemsky
Pubbl/distr/stampa	Sterling, Va., : Stylus, 2010
ISBN	1-00-344631-0 1-000-97420-0 1-003-44631-0 1-57922-545-4 1-4416-5191-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (244 p.)
Disciplina	659.2/937873
Soggetti	Universities and colleges - Public relations - United States Communication in education - United States Mass media and education - United States College teachers - Professional relationships - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Acknowledgments; Foreword; 1 Telling Your Story: Is It a Good Report If It's Not Read?; Coming to Terms; Time, Risk, and Rewards; 2 How the Media Works; Earning Media Coverage; Getting on the Media's Contact Lists; 3 Getting Started; Contacting the Media; What Makes News; 4 Developing a Media Strategy: Prioritizing the Media; Story Placement; Offering an Exclusive; 5 Presenting Your Story in Writing; Press Release; E-Mail; 6 Calling the Media; What to Say When You Call; Whom to Contact; Titles and Functions; 7 Media Sessions; 8 Resources for Contacting the Media Media Directories and Newsstands Institutional Support; Working With a Media Consultant; 9 Presenting New Research Findings; Professional and Trade Journals; Science Reporting by the Mainstream Media; What Makes a Good Research Story; Planting the Story Seed; Embargoes; Press Conferences; 10 When a Reporter Calls; Spare Me; 11 The Media Interview; Media Interview Checklist; Terms of Engagement; Rabbit

Stew; Avoiding Media Blunders; When to Ask for a Correction; Media Advice From Academics and Scholars; 12 Radio and Television Interviews; Television Interview Basics; 13 Opinion Articles Approaching the Opinion Page Desk Op-Ed Format; Op-Ed Writing Style; Op-Ed Added Value; 14 Letters to the Editor; 15 Speeches; 16 Book Promotion; 17 Web 2.0 and Beyond; Blogs; Twitter; Web Sites; Wikis; Podcasts; YouTube; Facebook; Conclusion; Appendix A: Selected Major Television and Radio Programs That Use Guest Interviews; Appendix B: Canadian Media; Appendix C: British Media; Index;

Sommario/riassunto

How do you get yourself heard amid the volume of news and information in today's 24-hour news cycle, and get your message across in an environment where blogs and Twitter vie with traditional media? Bill Tyson shows you how to undertake early and thoughtful communications planning, understand the needs and workings of the media, both traditional and digital, and tell your story in a way that will capture your audience.
