

1. Record Nr.	UNISA996339138803316
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Titolo	Effective media relations [[electronic resource]] : how to get results // Michael Bland, Alison Theaker & David Wragg
Pubbl/distr/stampa	London ; ; Sterling, VA, : Kogan Page, 2005
ISBN	1-280-25154-9 9786610251544 1-4237-2880-7 0-7494-4605-6 1-59875-845-4
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (161 p.)
Collana	PR in practice series
Altri autori (Persone)	TheakerAlison WraggDavid W
Disciplina	659.2 791.4502/8
Soggetti	Public relations Mass media and business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"CIPR, Chartered Institute of Public Relations."
Nota di bibliografia	Includes bibliographical references (p. 141-142) and index.
Nota di contenuto	Contents; About the authors; Foreword; Introduction; 1 Where and when: a brief media history; 2 Who: ownership of the media; 3 Media law; 4 Ethics and privacy; 5 Broadcasting in the UK; 6 New media technology; 7 What is it all for? Media evaluation; 8 What: newspapers and periodicals; 9 Why: press relations - a means to an end; 10 News, features and more; 11 How: writing for the press; 12 How: talking to the press; 13 Checklist for effective press relations; 14 Why: the importance of broadcast coverage; 15 How: preparation and briefing; 16 How: winning the interview 17 Fine-tuning: handling different interviews18 How: radio interviews; Conclusion; Further reading; Index
Sommario/riassunto	In this third edition of Effective Media Relations, three public relations professionals give clear, practical guidance on how to work with journalists to get the best possible media coverage. This book will provide an ideal primer for any newcomer to public relations. For the seasoned practitioner, it will serve as a useful refresher to update skills

and give an invaluable overview of media relations.
