

SIXTH EDITION

On Deadline

Managing Media
Relations

Carole M. Howard
Wilma K. Mathews
J. Suzanne Horsley

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for tomorrow's communication leaders."

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Jean Folkerts, Stephen Lacy



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On Deadline Carole M. Howard, Wilma K. Mathews, 2013-03-01 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 organizations results

On Deadline Carole Howard, Wilma Mathews, 1994 This second edition maintains its status as the only full length text on media relations in the corporate nonprofit sectors

Corporate Communication Otto Lerbinger, 2018-10-03 Provides an international and management perspective on the field of corporate communication Corporate communication plays an important role in higher level management to help build and preserve a company s reputation This intangible yet valuable asset determines the net worth of a company and affects the success of its operations Corporate Communication An International and Management Perspective introduces readers to the broad environment of the modern extended organization and provides an understanding of the globalization process It describes how economic political and cultural features of a country affect company decisions and communication and discusses various communication disciplines and practices that are employed in programs and campaigns This book addresses the key management issues of sustainability and technology and innovation It also emphasizes the importance of why corporate communication must be seen as a management function and not restricted to a communication process Presented in five parts Corporate Communication offers comprehensive chapters covering The Domain of Corporate Communication Strategic Application of Communication Practices International Perspective Key Management Issues of Sustainability and Technology and Corporate Communication Contribution to Management The foundation of Corporate Communication is public relations but also included is the entire range of communication practices and the contribution to management decision making Conceptualizes corporate communication as a strategic management function which helps management recognize adjust to and construct policy related to global issues Emphasizes the critical role that corporate communication plays in making corporate decisions and behaviors more socially responsible and sustainable Demonstrates how corporate communication draws on public affairs marketing and social media in its strategic planning Emphasizes the critical importance of relationships to corporations and their effect on reputation Provides numerous examples of cases of global problems and how corporations have responded to them Corporate Communication is intended for upper level undergraduate and graduate students in schools of communication and schools of business and management who want to extend their competence to the global arena and to combine the various communication practices to design strategic programs and campaigns Course titles include corporate communication international public relations corporate public affairs global marketing communication global corporate communication and social media

The SAGE Encyclopedia of Corporate Reputation Craig E. Carroll, 2016-05-31 What creates corporate reputations and how should organizations respond Corporate reputation is a growing research field in disciplines as diverse as communication management marketing industrial and organizational psychology and sociology As a formal area of academic study it is relatively young with roots in the 1980s and the emergence

of specialized reputation rankings for industries products services and performance dimensions and for regions Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings In addition today s changing stakeholder expectations the growth of advocacy demand for more disclosures and greater transparency and globalized mediatized environments create new challenges pitfalls and opportunities for organizations Successfully engaging dealing with and working through reputational challenges requires an understanding of options and tools for organizational decision making and stakeholder engagement For the first time the vast and important field of corporate reputation is explored in the format of an encyclopedic reference The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying building measuring monitoring evaluating maintaining valuing living up to and or changing corporate reputations Key features include 300 signed entries are organized in A to Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross References and Further Readings to guide students to in depth resources Although organized A to Z a thematic Reader s Guide in the front matter groups related entries by broad areas A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study A Resource Guide in the back matter lists classic books key journals associations websites and selected degree programs of relevance to corporate reputation A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies The work concludes with a comprehensive Index which in the electronic version combines with the Reader s Guide and Cross References to provide thorough search and browse capabilities

Pitch, Tweet, or Engage on the Street
Kara Alaimo, 2020-12-29 The second edition of Pitch Tweet or Engage on the Street offers a modern guide for how to adapt public relations strategies messages and tactics for countries and cultures around the globe Drawing on interviews with public relations professionals in over 30 countries as well as the author s own experience the book explains how to build and manage a global public relations team how to handle global crisis communication and how to practice global public relations on behalf of corporations non profit organizations and governments It takes readers on a tour of the world explaining how to adapt their campaigns for Asia Pacific Europe the Middle East the Americas and Sub Saharan Africa Along the way readers are introduced to practitioners around the globe and case studies of particularly successful campaigns This new edition includes updates to country profiles to reflect changes in each local context as well as expanded coverage of social media and the role of influencer engagement and a brand new chapter on global crisis communication The book is ideal for graduate and upper level undergraduate public relations students as well as practitioners in intercultural markets

Public Relations Writing and Media Techniques
Dennis L. Wilcox, Lawrence W. Nolte, 1990

Encyclopedia of Sports Management and Marketing
Linda E. Swayne, Mark Dodds, 2011-08-08 The first reference resource to bring both sports management and sports marketing all together in one place

The Public Relations Journal, 1986

Practical Public Affairs in an Era of

Change Lloyd Burton Dennis, 1996 This collection of essays by communication professionals significantly helps build a theory about the growing convergence of communications expertise focused on public policymaking Practical Public Affairs in an Era of Change discusses how public affairs and public relations are halves of one whole explores developments in the field and addresses challenges facing the profession Set against a backdrop of stunning changes in communications technology and plummeting popular faith in political leaders and institutions this volume provides extraordinary and informative insight into the fields of public affairs and public relations The volume will introduce newcomers to the field and prove to be an invaluable resource for those already involved Co published with the Public Relations Society of America *Winning Them Over* James W. Robinson, 1987 **An American Management Associations publications for members Management**

John M. Roach, 1984 The Interdisciplinary Teacher's Handbook Stephen Tchudi, Stephen Lafer, 1996 No matter what you teach or how long you've been teaching *The Interdisciplinary Teacher's Handbook* will help you inspire the curiosity and motivation at the heart of students best learning experiences True advocates of localized exploration based methodology Tchudi and Lafer present a thoughtful approach to interdisciplinary teaching with lots of advice on developing your own program and curriculum Rather than reduce interdisciplinary education to either theory or practice Tchudi and Lafer offer a full explanation of how the two areas can work together They provide a rationale for interdisciplinary teaching so that you can understand the why before accepting the how Since the teacher's attitude is as important as the student's Tchudi and Lafer include brief exercises that ask you to reflect on your most powerful learning experiences so that you can discover ways in which interdisciplinary methods match your natural thought processes These Intermusings enable you to introduce new methods with an experiential understanding of how underlying theories work Tchudi and Lafer never lose sight of the day to day difficulties teachers and administrators face They offer practical information on several levels The second part of the book is filled with Interdisciplinary Jumpstarters ideas for organizing interdisciplinary projects on a number of topics complete with lists of additional materials Throughout the book Tchudi and Lafer suggest resources for interdisciplinary teaching that are commonly overlooked such as local businesses government agencies and people and places with histories and stories to tell Administrators and teachers at all levels and from all disciplines will find inspiration and practical support in *The Interdisciplinary Teacher's Handbook* **The Practice of Public Relations** Fraser P. Seitel, 1992 The Media in Your Life Jean Folkerts, Stephen Lacy, 2004 What do reviewers have to say about *Media in Your Life* The text's strengths are on the emphasis on media history convergence trends and marketplaces I also appreciate that the text is written at a sophisticated yet appropriate level for college students Kim Smith Iowa State University The material covered is essential to the understanding of the current student in today's media culture Jeanne Rollberg University of Arkansas Little Rock Authors that forget that they are teachers and try too hard to pretend they're the student's friends don't do their content justice nor do they model appropriate writing for students to emulate Folkerts and Lacy don't fall into this trap they present material

credibly appropriately and yet readably Rebecca Lind University of Illinois Chicago The overall strengths of Media in Your Life are that it is exhaustively researched and attractively presented The broad topic of mass media is effectively structured into an accessible format Randall K Pugh Montana State University Billings | The book s emphasis on knowledge students can use in navigating our complex culture is a major strength Its organization is logical It is well documented It provides a solid summary of most significant media related issues of the day William Lingle Linfield College The authors have a good framework to present an overview of the structure and process of mass communication in the U S The text is visually appealing and will attract students interest Elizabeth Perse University of Delaware Lesly's Handbook of Public Relations and Communications Philip Lesly,1998 Until his death in 1997 Philip Lesly was a leading authority on public relations and a leading practitioner The new title reflects an added section on the techniques of communication Other sections cover the definition and function of public relations analysis research and planning how an organization utilizes public relations and the practice of public relations Appendices include sources of information public relations organizations the code of professional standards for the practice of public relations and a glossary Annotation copyrighted by Book News Inc Portland OR **Financial Planner's Guide to Publicity and Promotion** Lindsay K. Wyatt,1986 **Public Relations Cases** Jerry A. Hendrix,1998 This text begins with an overview of the public relations process and introduces the interactive ROPE model Research Objectives Programming Evaluation to organize PR programs Part Two is organized around audience centered forms of PR while Part Three deals with emergency public relations Chapters in Parts Two and Three begin with an overview and then exhibit Silver Anvil Award cases from planning through execution and evaluation as well as some examples of failed PR campaigns The appendices consist of exercises and case problems for each of the PR forms presented and contain the PRSA Code of Professional Standards **Issues Management in Public Relations** ,1990

The Enigmatic Realm of **On Deadline Managing Media Relations**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **On Deadline Managing Media Relations** a literary masterpiece penned by a renowned author, readers set about a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting impact on the hearts and minds of people who partake in its reading experience.

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