



## Effective Media Relations: How to Get Results (Paperback)

By Michael Bland, Alison Theaker, David Wragg

Kogan Page Ltd, United Kingdom, 2005. Paperback. Condition: New. 3rd Revised edition. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The power of the media is unquestionable - the dramatic effect it can have on public opinion and decision making is quite unique. Knowing how to use the media effectively is an essential skill for the public relations practitioner. 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. In Part 1, Alison Theaker looks at the media context and provides an overview of the law, ownership, ethics, new technology and media evaluation. In Part 2, David Wragg looks at the opportunities that are available in the traditional press and gives practical advice on how to work with them. In Part 3 Michael Bland takes a behind-the-scenes look at the broadcast media and provides an insight into how radio and television interviews should be handled. Effective Media Relations 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...



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