

SIXTH EDITION

On Deadline

Managing Media Relations

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

"A tangible blueprint
for tomorrow's communication leaders."

On Deadline Managing Media Relations

Lindsay K. Wyatt



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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 M. Howard, Wilma K. Mathews, J. Suzanne Horsley, 2020-12-30 With a clear and fast-moving style, the Sixth Edition maintains its status as the foremost book on media relations in the corporate, nonprofit, and government sectors. The authors retained the best and enduring aspects of media relations in the previous edition while skillfully integrating all current trends, such as the increased reliance on technology, complex legal rulings, and concerns about credibility that have had an impact on how professionals work with the media. *On Deadline* is a must-read for prospective and current media relations professionals dedicated to maximizing their organization's results. As one reviewer remarked, *On Deadline* is like having a professional mentor and media consultant on speed dial. It presents all the tools necessary to plan and implement a successful media relations program, from relationships with reporters, crisis management, and global media relations to spokesperson training, ethical and legal issues, news conferences, and special events. New case studies illustrate the multiple roles of media relations professionals as planner, crisis manager, communicator, counselor, and strategist in a world that encounters ubiquitous messages dispersed at the speed of light.

On Deadline Carole Howard, Wilma Mathews, 1985

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.

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 **The Media Relations Training Handbook** J. Suzanne Horsley, Peter M. Macías, 2023-03-27 The Media Relations Training Handbook provides a step by step guide for students and early career professionals to develop a robust and comprehensive media training program Written by authors with extensive experience working with media and conducting training sessions this handbook provides real world insights into the demands of preparing spokespersons subject matter experts and organizational leaders to deliver successful media interviews Each chapter presents defined learning objectives followed by action steps that take the reader through development of all the components from developing a

philosophy and strategic plan for media relations to implementing realistic training sessions and everything in between Once completed the worksheets writing prompts checklists and templates will generate an actionable training plan for media relations teams that is informed by research and connected to organizational strategy This handbook allows instructors and teams to easily customize their approach based on their media relations goals the team s composition skillsets use of subject matter experts budgets available training resources and personnel and connections with industry partners Recommendations are given for a variety of financial and personnel considerations to help teams be equipped for a successful media training experience The Media Relations Training Handbook makes an excellent companion text to On Deadline Managing Media Relations Sixth Edition guiding students from classroom learning to hands on activities A template of all Action Steps is available for download here [Public Relations Writing and Media Techniques](#) Dennis L. Wilcox, Lawrence W. Nolte, 1990

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 *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 *Corporate Communication* Otto Lerbinger, 2018-12-06 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 Public Relations Journal, 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

Inside Organizational Communication, 1999

Business Research Yearbook, 2008

Financial Planner's Guide to Publicity and Promotion Lindsay K. Wyatt, 1986

The Practice of Public Relations Fraser P. Seitel, 1995 The sixth edition now full color and streamlined is designed to carry public relations into the year 2000 It emphasizes the practical nature of public relations work KEY TOPICS Full chapters are now devoted to video integrated marketing communications and multi cultural communications Over half of the interviews with public relations professionals are new New coverage ranges from Bill Clinton s use of communications to the escalating use of public relations overseas to the changing technological realm in which public relations must operate

An American Management Associations publications for members Management John M. Roach, 1984

Mass Media VI Ray Eldon Hiebert, Donald F. Ungurait, Thomas W. Bohn, 1991 Completely revised and updated the new edition of this text aims to provide a solid grounding in all areas of mass communication and stimulate students to become critical consumers of today s media output

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

Whispering the Strategies of Language: An Mental Journey through **On Deadline Managing Media Relations**

In a digitally-driven world where displays reign supreme and instant interaction drowns out the subtleties of language, the profound strategies and psychological subtleties concealed within phrases usually go unheard. However, nestled within the pages of **On Deadline Managing Media Relations** a captivating literary value pulsing with organic feelings, lies an extraordinary quest waiting to be undertaken. Published by an experienced wordsmith, this wonderful opus encourages viewers on an introspective journey, lightly unraveling the veiled truths and profound influence resonating within the very cloth of every word. Within the emotional depths with this emotional evaluation, we will embark upon a sincere exploration of the book is key themes, dissect their charming writing type, and fail to the effective resonance it evokes heavy within the recesses of readers hearts.

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