

HOW TO GET THE MOST FROM YOUR  
WIRELINE, VIDEO, AND PRINT RELATIONS

# ON DEADLINE

Streamlining Media Relations



WILLIAM H. HARRIS

ON DEADLINE is a comprehensive, step-by-step guide to managing your media relations.

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# On Deadline Managing Media Relations Fifth

**Robert Zullo, Erianne Weight**



## **On Deadline Managing Media Relations Fifth:**

**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 and nonprofit sectors.

*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.

*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 Campaigns** Regina M. Luttrell,Luke W.

Capizzo,2025-03-27 Public Relations Campaigns An Integrated Approach introduces students to the process of creating public relations campaigns using a hands on approach that emphasizes the tools students will need when working in the industry Authors Regina M Luttrell and Luke W Capizzo present real examples and current case studies to help students develop practical skills for creating more effective PR campaigns Students are given multiple opportunities to practice and build their skills throughout the book by learning how to apply the PESO model Paid media Earned media Social media and Owned media to concept cases The Third Edition emphasizes the importance of diversity initiatives and further highlights an integrated approach that encompasses aspects of social media marketing advertising and client management for a broader view of the campaign planning process

### **Reputation Management** John Doorley,Helio Fred Garcia,2020-07-14

Reputation Management is an established how to guide for students and professionals as well as CEOs and other business leaders This fourth edition is updated throughout including new social media management techniques for the evolving age of digital media and perspectives on reputation management in an era of globalization The book is embroidered by ethics and organized by corporate communication units such as media relations issues management crisis communication organizational communication government relations and investor relations Each chapter is fleshed out with the real world experiences cited by the authors and contributions from 36 leaders in the field including The Arthur W Page Society the International Communications Consultancy Organization the PR Council CVS Health Edelman and Ketchum This was the first book on reputation management and now in its fourth edition remains a must have reference for students taking classes in public relations management corporate communication communication management and business CEOs business leaders and professionals working in these areas find it a reliable resource for measuring monitoring and managing reputation

### **Public Relations Management in Africa Volume 1** Albert A. Anani-Bossman,Takalani E. Mudzanani,Cornelius B.

Pratt,Isaac A. Blankson,2023-07-12 This two part volume examines current pedagogical modules research directions and other emerging issues in public relations and communication management in Africa In comparison to its Western and Asian counterparts the literature on public relations management in Africa is limited and much of it is examined through the lenses

of Western philosophies and pedagogies that do not generally resonate with Africa's socioeconomic political and cultural contexts. This book aims to change that. Through analyzing the organizational dynamic, Volume 1 brings together contributors from across Africa to provide valuable insights into how public relations contributes to organizational effectiveness on the continent. Chapters discussed include a review of public relations research in Africa, the role of the African CEO as a public relations activist, the use of social and digital media in public relations, the measurement and evaluation of communication programs, and the implications of the fourth industrial revolution on public relations practice in Africa. Providing important pathways and overviews of public relations management in Africa, this volume not only highlights current practices but offers insights into the future of the practice within its evolving global landscape.

### **Administration of Intercollegiate Athletics**

Robert Zullo, Erienne Weight, 2024-02-27. The dynamic world of collegiate sports has seen seismic changes since the previous edition of *Administration of Intercollegiate Athletics* was published. Conference realignments, name, image, and likeness (NIL) advancements, multibillion-dollar media rights deals, expanded bowl games and tournaments, and big money corporate sponsorships have all been arisen out of the burgeoning popularity of college sports. The growing complexities of the sport administrator's role necessitate a college text that reflects the times. And that's exactly what *Administration of Intercollegiate Athletics*, Second Edition, does. Some of the most informed and experienced professionals in the field of athletics administration have lent their expertise to the updated second edition, making it the most comprehensive resource available today for students aspiring to work in the field and for professionals navigating an increasingly demanding environment. The text offers students a deep dive into the day-to-day operations of collegiate athletics departments. With chapters covering governing bodies and conference governance, leadership and management, rules compliance, academics, eligibility, and student athlete development, media relations and production, financial operations and budgeting, marketing, ticketing, licensing, and sponsorships, facility and event management, alumni relations, and support services, the text provides students with the essential underpinnings of an athletics administration position. New to this edition is a chapter dedicated to diversity, equity, and inclusion, to provide broader discussions of athlete social justice, activism, gender equity, Title IX compliance, feminist theory, and allyship. In addition, the second edition discusses the rise of NIL deals, legalized sports wagering, and esports, as well as the lasting financial impacts of COVID-19 on athletics departments at all levels of intercollegiate sport. While Division I schools grab the spotlight, administrators in Division II, Division III, junior colleges, and the National Association of Intercollegiate Athletics (NAIA) athletics departments share the same responsibilities as their Division I counterparts. Throughout the text, *Administration of Intercollegiate Athletics*, Second Edition, takes care to address the needs and concerns of administrators at these levels, even more so than in the previous edition. New and updated features include Leadership Lesson sidebars, discussion questions, learning activities, and case studies designed to enhance learning and provide practical application of the concepts presented. Also included are Industry Profile sidebars that highlight prominent athletics

administrators Technology Tools sidebars that showcase the latest advancements assisting administrators in their roles and Professional Development sidebars that provide students with direction on how to enter and succeed in the industry

Administration of Intercollegiate Athletics Second Edition is an essential textbook for courses on intercollegiate athletics sport management or sport marketing and is a relied on resource for current sport administrators      **Fundamentals of Public Relations and Marketing Communications in Canada** William Wray Carney, Leah-Ann Lymer, 2022-09-01 Experts in public relations marketing and communications have created the most comprehensive textbook specifically for Canadian students and instructors Logically organized to lead students from principles to their application and generously supplemented with examples and case studies the book features chapters on theory history law ethics research methods planning writing marketing advertising media and government relations as well as digital internal and crisis communications Chapters open with learning objectives and conclude with lists of key terms review and discussion questions activities and recommended resources Fundamentals of Public Relations and Marketing Communications in Canada will be essential in post secondary classes and will serve as a valuable reference for established professionals and international communicators working in Canada Foreword by Mike Coates Contributors Colin Babiuk Sandra L Braun Wendy Campbell John E C Cooper Marsha D Angelo Ange Frymire Fleming Mark Hunter LaVigne Danielle Lemon Allison G MacKenzie Sheridan McVean Charles Pitts David Scholz Jeff Scott Charmane Sing Amy Thurlow Carolyne Van Der Meer Ashleigh VanHouten Cynthia Wrate and Anthony R Yue Sponsor Hill Knowlton Strategies      **The PR Agency Handbook** Regina M. Luttrell, Luke W. Capizzo, 2018-03-26 Providing a practical and concise introduction to agency life this text gives an insight into the day to day operations of a professional PR firm and offers best practice for creating a successful PR career      Public Relations Worktext Joseph M. Zappala, Ann R. Carden, 2004-04-06 Public Relations Worktext is a writing and planning resource for public relations students and practitioners      **Government Public Relations** Mordecai Lee, 2007-12-17 Much maligned in the past as wasteful and self serving government public relations provides several distinct services that can be used to advance the substantive mission of an agency in ways that save money time and effort In the same manner as budgeting HR strategic planning and performance assessment public relations must be included in t      *Using Public Relations Strategies to Promote Your Nonprofit Organization* Ruth Ellen Kinzey, 2013-04-15 Learn how to strategically execute public relations assignments In Using Public Relations Strategies to Promote Your Nonprofit Organization you will explore an easy to follow explanation on why nonprofit groups must take a more business like approach in their communications You will also discover instructions on how to make newsletters annual reports speaker s bureaus and board selection easy yet effective As a marketing public relations or development professional you will gain effective public relations tools that are within your established budget parameters Public relations expertise is becoming extremely important to the survival of nonprofit organizations as more and more nonprofits compete for dollars Using Public Relations Strategies to Promote Your Nonprofit

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management covering issues of personal behavior instructional leadership relationship building issues finances facilities personnel management pupil services and maintaining safe schools The text closes with discussion of the vital aspects of practice for contemporary principals addressing problem solving collaborative change strategies and personal commitment to being a principal Special Features Vignettes introduce the subject matter in the context of common challenges faced by practitioners Knowledge Based Questions and Skill Based Activities prompt readers to engage with and reflect on the chapter content The School Principal aligns with the Educational Leadership Consortium Council ELCC Standards Treating principals as concurrently visionary leaders and competent managers this excellent text addresses the needs of aspiring and practicing principals providing the tools to build effective and efficient schools

**Public Relations Writing Worktext** Joseph M. Zappala, Anthony W. D'Angelo, 2024-12-23 With a concise approach that engages students and practitioners this thoroughly updated fourth edition provides the fundamental knowledge and basic skill preparation required for the professional practice of public relations writing Building on the strengths of previous editions this edition focuses more closely on PR writing as a strategic function and on planning and content strategy design With practical advice from PR professionals it covers everything from day to day business communications and media tools to writing for social media and crisis situations This fourth edition incorporates a number of changes and updates including New chapters on Social Media and Writing for Key Publics and new content on the use of generative AI and its impact on PR writing Expanded chapters on Writing for Digital Communications and on Publications Presentations and Speeches New guest columns from PR professionals on topics including writing and pitching the media inclusive writing speech writing and measuring writing content impact New cases and assignments based on topics issues and problems that public relations professionals face today The text is suitable for undergraduate and graduate students in a public relations writing course preparing for entry level public relations and communications roles as well as a useful reference for early career practitioners Online resources also accompany the book teaching materials test banks and reference sources Please visit [www.routledge.com](http://www.routledge.com) 9780367860028

**Responding to Crisis** Dan Pyle Millar, Robert L. Heath, 2003-12-08 In recent years researchers and practitioners have explored the nature theory and best practices that are required for effective and ethical crisis preparation and response The consequences of being unprepared to respond quickly appropriately and ethically to a crisis are dramatic and well documented For this reason crisis consulting and the development of crisis response plans and protocols have become more than a cottage industry Taking a rhetorical view of crisis events and utterances this book is devoted to adding new insights to the discussion and to describing a rhetorical approach to crisis communication To help set the tone for that description the opening chapter reviews a rhetorical perspective on organizational crisis As such it raises questions and provokes issues more than it addresses and answers them definitively The other chapters can be viewed as a series of experts participating in a panel discussion The challenge to each of the authors is to add depth and breadth of understanding to the analysis of the rhetorical



implications of a crisis as well as to the strategies that can be used ethically and responsibly Central to this analysis is the theoretic perspective that crisis response requires rhetorically tailored statements that satisfactorily address the narratives surrounding the crisis which are used by interested parties to define and judge it This volume will be of value to scholars and students interested in crisis communication and is certain to influence future work and research on responding to crises

**Making It in Public Relations** Leonard Mogel, 2002-03-01 Making It in Public Relations is a comprehensive realistic guide to everything one needs to know when pursuing a successful career in public relations It is an introduction to public relations written for students who want or need a definition of the profession to understand what they are moving into as a career A thorough overview of the various roles and responsibilities involved in PR work the different types of PR functions and activities and its application in a variety of settings and scenarios are provided In fulfilling the book's editorial role author Leonard Mogel profiles the 10 largest public relations firms life on the fast track at a small PR firm how corporate communications is carried on at a large financial institution and public relations for diverse organizations It will be of interest to those studying public relations at the university level recent mass communication journalism and public relations graduates interns in public relations firms and employees in other fields contemplating a move to this profession

**Effective Communication for District and School Administrators** Theodore J. Kowalski, 2015-08-20 The book is a unique and necessary contribution to the literature on school administration Research theory and practice were melded to produce a book that can be used as a primary or supplemental text or as professional growth resource for practitioners Communication scholars especially since 1990 have concluded that competence must be defined and studied in the context of professions As such a growing number of medical schools law schools and business schools have integrated communication into their curricula This book provides a resource for such integration into the study and practice of district and school administration

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