



Media Relations From A Journalists Perspective

Alexander V. Laskin



Media Relations From A Journalists Perspective:

Media Relations and the Modern First Lady Lisa M. Burns, 2020-02-06 *Media Relations and the Modern First Lady* From Jacqueline Kennedy to Melania Trump examines the communication strategies first ladies and their teams have used to manage press and public interest in their private lives to promote causes close to their hearts and to shape their public image Starting with Jacqueline Kennedy who was the first to have a staffer with the title press secretary each chapter explores the relationship between a first lady and the media the role played by her press secretary and communication staff in cultivating this relationship and the first lady's media coverage Contributors exploring the following questions How effective were the media relations and communication strategies of this first lady and her team What worked and what did not Was the first lady a communication asset to her husband's administration And what can we learn from their media relations strategies Along with contributing to the scholarship on presidential spouses the contributions to this volume also highlight the important role media relations plays in strategic political communication Scholars of communication media studies gender and women's studies political science and public relations will find this book particularly useful *Asian Perspectives on the Development of Public Relations* T. Watson, 2014-04-24 *The National Perspectives on the Development of Public Relations* Other Voices series is the first to offer an authentic world wide view of the history of public relations It will feature six books five of which will cover continental and regional groups This first book in the series focuses on Asia and Australasia

Perspectives on Public Relations Research Danny Moss, Dejan Verčič, Gary Warnaby, 2003 This volume brings together some of the leading international public relations academics and practitioners to provide valuable insights into the theories underpinning current PR thinking and practice **Media Relations** David E. Henderson, 2005 **The Handbook of Financial Communication and Investor Relations** Alexander V. Laskin, 2017-09-14 The first book to offer a global look at the state of the art thinking and practice in investor relations and financial communication Featuring contributions from leading scholars and practitioners in financial communication and related fields including public relations corporate communications finance and accounting this volume in the critically acclaimed Handbooks in Communication and Media series provides readers with a comprehensive up to date picture of investor relations and financial communications as they are practiced in North America and around the world The Handbook of Financial Communication and Investor Relations provides an overview of the past present and future of investor relations and financial communications as a profession It identifies the central issues of contemporary investor relations and financial communications practice including financial information versus non financial information intangibles risk value and growth Authors address key topics of concern to contemporary practitioners such as socially responsible investing corporate governance shareholder activism ethics and professionalism In addition the book arms readers with metrics and proven techniques for reliably measuring and evaluating the effectiveness of investor relations and financial communications Bringing together the most up to date research on

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Media Relations of the Anti-War Movement Ian Taylor, 2017-01-06 In this book Ian Taylor examines how a social movement the anti Iraq War movement in the UK engaged with the media as a part of their campaigning against the invasion and occupation of Iraq Moving beyond content analysis to draw upon interviews with locally based journalists and activists Taylor examines how locally based anti war groups engaged with their local press as well as how those groups were reported on by the local press in their respective areas In the process of exploring these ideas the book takes on questions like How did local journalists assess the legitimacy of the anti war movement How why and to what extent did opponents of the war pursue local press coverage What bearing did the social composition of the movement have on the way they set about engaging with the media How did the local press handle the controversy surrounding opposition to military action against Iraq Media Relations of the Anti War Movement makes a unique contribution to research on the interactions between social movements and the media and plugs a major gap in the literature on the Iraq War and the media

Handbook on Digital Corporate Communication Vilma Luoma-aho, Mark Badham, 2023-05-09 This comprehensive Handbook offers an extensive overview of current knowledge of corporate communication from a digital perspective It provides a state of the art view of the ubiquitous impact both positive and negative of digital technologies and digitalisation processes on corporate communication

Media Relations in Property Graham Norwood, Kim Tasso, 2014-02-25 Media relations are a vital tool for helping property companies build shareholder value through stronger brands develop reputations that drive a flow of new work and help sell and let properties faster and at a fraction of the cost of other marketing techniques but such relationships need to be managed properly This practical and comprehensive book peppered with real case studies and observations from numerous people within the property industry aims to demystify the black art of PR Some of the topics covered include the strategic aims and benefits of good media relations promoting good media relations practice throughout your organization an overview of property opportunities across the UK media understanding journalists and what they want do s and don ts of working with the media developing a media relations plan the costs of media relations

programmes Written by an award winning property journalist and a marketing consultant with more than forty years experience between them this book is a must read for all property professionals looking to make the most out of the media

Problems and Perspectives of the Relationship between the Media and Human Rights Paromita Das,Charu Joshi,G. P. Pandey,2017-03-07 In a democratic political system the media is often entrusted with the responsibility of guarding the rights of the people As such it is essential to critically look at its role and functions in our present socio political context This book represents a comprehensive analysis of the following core issues the role of the media in educating protecting and promoting human rights the challenges facing the media and human rights human rights reporting and coverage and the media s role during violations of human rights especially with regards to women The book also contains suggestions and measures to increase awareness on human rights Furthermore it discusses the existing discourse of human rights and the media in India Nepal and Bangladesh

Mastering the Message: A Practical Approach To Modern Public Relations Ganapathy Viswanathan ,2025-08-23 A modern guide to the evolving world of Public Relations Mastering the Message distils years of hands on experience in Public Relations offering a dynamic exploration of how the field has evolved from traditional press releases to a strategic driver of trust crisis management and storytelling across industries From the intensity of political campaigns to the high stakes of sports PR and financial communications this book dives into the real world impact of PR in today s media ecosystem With engaging chapters that spotlight the growing power of digital platforms it candidly addresses challenges such as the talent gap shifting media dynamics and rising audience expectations Both practical and reflective Mastering the Message is essential reading for students professionals and anyone curious about the modern communication landscape It s a timely resource that champions creativity strategic thinking and empathy as the core tools for meaningful engagement in an interconnected world

Public Relations Campaigns Regina M. Luttrell,Luke W. Capizzo,2018-02-20 An easy to read textbook that will inspire public relations students and provide them with the principles and tools to understand the profession and succeed in their careers Chike Anyaegbunam University of Kentucky A great book on campaign planning with outstanding theoretical models that students will find useful A textbook students will want to keep as a reference Gary Ford Webster University 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 incorporate the PESO model Paid media Earned media Social media and Owned media The PESO model helps students understand the importance of creating integrated campaigns that coordinate PR efforts with both advertising and marketing Give your students the SAGE edge SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review study and further exploration

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Western European Perspectives on the Development of Public Relations T. Watson, 2015-04-08 The National Perspectives on the Development of Public Relations Other Voices series is the first to offer an authentic world wide view of the history of public relations It will feature six books five of which will cover continental and regional groups This book in the series focuses on Western Europe *Media Relations Measurement* Ralf Leinemann, Elena Baikaltseva, 2017-05-15

Nowadays most managers seek a complete picture when it comes to return on investment and this applies to PR too Despite this and the developments in measurement tools for marketing and advertising PR has lagged behind and different professionals have favoured different models Ralf Leinemann and Elena Baikaltseva's book brings together the range of models for evaluating PR effectiveness and develops them into a series of appropriate tools for business use Basic concepts such as balanced scorecards business fundamentals and planning processes are all covered The authors also introduce their own theory of PR evaluation and apply it to five different types of activity interviews press conferences generic campaigns crisis PR and long term projects In addition the book contains many valuable tips and real life examples throughout Written for corporate PR practitioners and marketing communications specialists this book brings together business objectives and the evaluation of company impact in terms of media reputation visibility of the company and its competitors In total more than 60 different methods of evaluation are discussed providing readers with an indispensable toolkit for mapping each PR task or project by selecting the appropriate method from the menu provided **Political Communication in the Online**

World Gerhard Vowe, Philipp Henn, 2015-12-07 As a consequence of the rapid diffusion of online media the conditions for political communication and research concerning it have radically changed Is empirical communication research capable of consistently describing and explaining the changes in political communication in the online world both from a theoretical and methodological perspective In this book Gerhard Vowe Philipp Henn and a group of leading international experts in the field of communication studies guide the reader through the complexities of political communication and evaluate whether and to what extent existing theoretical approaches and research designs are relevant to the online world In the first part of the book nine chapters offer researchers the opportunity to test the basic assumptions of prominent theories in the field to specify them in terms of the conditions of political communication in the online world and to modify them in view of the systematically gained experiences The second methodological section tests the variations of content analysis surveys expert interviews and network analyses in an online environment and documents how successful these methods of empirical analysis have proven to be in political communication Written accessibly and contributing to key debates on political communication this bookshelf essential presents an indispensable account of the necessary tools needed to allow researchers decide which approach and method is better suited to answer their online problem **Military-Media Relations in**

Post-Colonial Nigeria Allwell Uwazuruike, 2023-12-02 This edited collection reviews the relationship and clashes between

the military and the media in post colonial Nigeria The first section addresses the historical context and praxis of the military media relationship in Nigeria The chapters explore the military media modes of operations the prevailing political climate the military interregnums and milestones in Nigeria s media sector ethical and professional consideration for defence correspondence media ownership structures regulatory bodies media laws military media relations and the need for alternative media for military operations The second section deals with interventions impacts and influences of citizen journalists social media influencers online media online stakeholders artificial intelligence and social media platforms in shaping the media space narratives They also explore evolving challenges such as fake news and hate speech The key audience includes regional and international journalists and military organisations researchers academics NGOs governments and others interested in the history and future of military media relations in Africa

Public Relations in Hyper-globalization Takashi Inoue, 2018-04-09 Achieving your goals quickly and efficiently is both more difficult and more important in today s hyper globalized world A new environment is being created by disruptive technology radical new business models digital communications and a highly integrated global supply chain It is a world in which a reality TV host and businessman became President of the United States in which terrorists use social media to recruit members and to broadcast executions in which the very existence of the nation state is in question where everyone can communicate globally 24 hours a day at no cost and in which a leader is much more likely to be at the center of a crisis Today successful global leaders will be those that have a working knowledge of strategic public relations as described in this book For current and future leaders of business and government it is essential to understand the forces creating this very challenging new environment and to acquire a new skill set This book provides the needed understanding and teaches you the skill of public relations as multi stakeholder relationship management It shows how to achieve your goals and objectives when others fail by building win win outcomes with current and future employees investors suppliers distributors customers governments and all the other stakeholders Written by a veteran public relations professional and a visiting professor of major graduate schools of management

News, Public Relations and Power Simon Cottle, 2003-04-24 Introducing theoretical ideas and the latest empirical findings in this fast developing field of media communication this book brings together contributions from leading international researchers who address important issues in public relations and mediatised promotion

The Israeli-Egyptian Peace Process in the Reporting of Western Journalists Mohammed el-Nawawy, 2002-01-30 Of the enormous number of books published on the Arab Israeli conflict most focus on its history or the political dimensions of the current peace process None however has provided an in depth look at the relationship between those who shape the events and the Western journalists who cover them In this bold new study Mohammed A el Nawawy explores the ways in which government officials try to manipulate the news media how the reporters contend with such interference the professional and newsmaking roles of the journalists and how their demographic and educational backgrounds influence their coverage of this

crucial time and place Through interviews with 168 Western correspondents 94 in Israel and 74 in Egypt who together represent more than 88 percent of the whole population of foreign correspondents in the Middle East the author provides an invaluable source of information on the day to day activities of reporters in the region as well as their interactions with government officials

Reputation Management John Doorley, Helio Fred Garcia, 2015-02-20 Reputation Management is a how to guide for students and professionals as well as CEOs and other business leaders It rests on the premise that reputation can be measured monitored and managed Organized by corporate communication units including media relations employee communication government relations and investor relations the book provides a field tested guide to corporate reputation problems such as leaked memos unfair treatment by the press and negative rumors and focuses on practical solutions Each chapter is fleshed out with the real world experience of the authors and contributors who come from a wide range of professional corporate communication backgrounds Updates to the third edition include Global content has been incorporated and expanded throughout the book rather than being restricted to only one chapter Opening vignettes examples and case studies have been updated in each chapter Additional case studies and examples with an international focus have been added

Public Relations as Emotional Labour Liz Yeomans, 2019-06-04 Inextricably linked to neoliberal market economies public relations influence in our promotional culture is profound Yet many aspects of the professional role are under researched and poorly understood including the impact on workers who construct displays of feeling to elicit a desired emotional response to earn trust and manage clients The emotionally demanding nature of this aspirational work and how this is symptomatic of always on culture is particularly overlooked Drawing on interviews with practitioners and agency directors together with the author's personal insights from observations in the field this book fills a significant gap in knowledge by presenting a critical interpretive exploration of everyday relational work of account handlers in PR agencies In underscoring the relationship driven highly contingent nature of this work the author shows that emotional labour is a defining feature of professionalism even as public relations is reconfigured in the digital age In doing so the book draws on a wide range of related contemporary social and cultural theories as well as critical public relations and feminist public relations literature Scholars educators and research students in PR and communications studies will gain rich insights into the emotion management strategies employed by public relations workers in handling professional relationships with clients journalists and their colleagues thereby uncovering some of the taken for granted aspects of this gendered promotional work

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