

Fourth Edition

# Media Management

A Casebook Approach

George Sylvie  
Jan LeBlanc Wicks • C. Ann Hollifield  
Stephen Lacy • Andyth Broadrick Sohn

# Media Management A Casebook Approach Routledge Communication Series

**Barrie Gunter**



## **Media Management A Casebook Approach Routledge Communication Series:**

Media Management Jan Wicks, LeBlanc, George Sylvie, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn, Broadrick, 2014-04-04 Media Management A Casebook Approach provides a detailed look at each of the major areas of responsibility that fall to the managers of media organizations such as leadership motivation planning marketing and strategic management Retaining its core content and case study approach this third edition draws upon the latest organizational and management research to guide students in the development of their managerial skills It provides media based cases that give students the opportunity to develop their critical thinking and problem solving skills Updates in this edition include research and examples to reflect the current state of the industry material on convergence new media and international aspects as well as their influences on leadership and planning information and research on new media the Internet and their future implications for media managers technology and online resource sections and examples and information on data used by advertisers and media organizations This textbook also offers new material on the structure of the Internet new media and converged and international media organizations It is intended for advanced undergraduates and graduate students in media management courses

**Media Management** Ann Hollifield, Jan LeBlanc Wicks, George Sylvie, Wilson Lowrey, 2015-08-11 Media Management A Casebook Approach provides a detailed consideration of the manager's role in today's media organizations highlighting critical skills and responsibilities Using media based cases that promote critical thinking and problem solving this text addresses topics of key concern to managers diversity group cultures progressive discipline training and market driven journalism among others The cases provide real world scenarios to help students anticipate and prepare for experiences in their future careers Accounting for major changes in the media landscape that have affected every media industry this Fifth Edition actively engages these changes in both discussion and cases The text considers the need for managers to constantly adapt obtain quality information and be entrepreneurial and flexible in the face of new situations and technologies that cannot be predicted and change rapidly in national and international settings As a resource for students and young professionals working in media industries Media Management offers essential insights and guidance for succeeding in contemporary media management roles

**Media Management** Stephen Lacy, Jan LeBlanc Wicks, 1993 This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis Although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases Approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations All cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply

what they learn from reading and class discussions to situations faced by media managers The book's goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization Practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

**Media Management** Stephen Lacy, Ardyth B. Sohn, Jan LeBlanc Wicks, George Sylvie, Angela Powers, 1993 USE FIRST TWO SENTENCES ONLY FOR GENERAL CATALOGS This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis Although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases Approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations All cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers The book's goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization Practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

*Crisis Communications* Kathleen Fearn-Banks, 2016-08-05 Crisis Communications A Casebook Approach presents case studies of organizational corporate and individual crises and analyzes the communication responses to these situations Demonstrating how professionals prepare for and respond to crises as well as how they develop communications plans this essential text explores crucial issues concerning communication with the news media employees and consumers in times of crisis Author Kathleen Fearn Banks addresses how to choose the best possible words to convey a message the best method for delivering the message and the precise and most appropriate audience in addition to illustrating how to avoid potential mismanagement The fifth edition of Crisis Communications includes updated cases that provide wider coverage of international crises and media technologies It includes a new section on social media in crisis communication scenarios and includes additional comments from social media experts throughout various chapters New case studies include Police Departments and Community Trust The Oso Mudslide in Washington School Shootings Communications To and For Children and two additional international case studies Ebola Strikes Liberia Firestone Strikes Ebola and Nut Rage and Korean Airlines Previous case studies no longer in this

edition can be found on the book's companion website which also includes the Instructor's Manual with exercises in crisis responses guidelines for crisis manual preparation and other teaching tools [www.routledge.com/cw/fearnbanks](http://www.routledge.com/cw/fearnbanks) Looking at both classic and modern cases in real world situations Crisis Communications provides students with real world perspectives and insights for professional responses to crises It is intended for use in crisis communications crisis management and PR case studies courses Also available for use with this text is the Student Workbook to Accompany Crisis Communications providing additional discussion questions activities key terms case exercises and further content for each chapter

**Media Management** Ardyth Broadrick Sohn, 1999 Using case studies of media management this volume provides exercises including practice in role playing leadership communication and decision making with consequences Students are encouraged to distinguish between arts activities actors meanings relationships and settings of importance

**The Media Handbook** Helen Katz, 2016-08-25 The Media Handbook provides a practical introduction to the advertising media planning and buying processes Emphasizing basic calculations and the practical realities of offering alternatives and evaluating the plan this sixth edition reflects the critical changes in how advertising in various media is planned bought and sold by today's industry professionals Author Helen Katz looks at the larger marketing advertising and media objectives and follows with an exploration of major media categories covering paid owned and earned media forms including digital media She provides a comprehensive analysis of planning and buying with a continued focus on how those tactical elements tie back to the strategic aims of the brand and the client Also available is a Companion Website that expands The Media Handbook's content in an online forum Here students and instructors can find tools to enhance course studies such as chapter overviews PowerPoint slides and sample questions With its emphasis on real world industry practice The Media Handbook provides an essential introduction to students in advertising media planning communication and marketing It serves as an indispensable reference for anyone pursuing a career in media planning buying and research

**The Business of Sports** Mark Conrad, 2017-02-17 The Business of Sports provides a comprehensive foundation of the economic organizational legal and political components of the sports industry Geared for journalism communication and business students but also an excellent resource for those working in sports this text introduces readers to the ever increasing complexity of an industry that is in constant flux Now in its third edition the volume continues to offer a wealth of statistics and case studies up to date with the newest developments in sports business and focused on cutting edge issues and topics including the many changes in international sports and the role of analytics in decision making and tax rules that have a major effect on athletes and teams

**Applied Organizational Communication** Thomas E. Harris, Mark D. Nelson, 2018-10-09 The fourth edition of Applied Organizational Communication provides a current in depth analysis of the theories and practices critical to understanding organizational communication concepts in a global environment This new edition has been thoroughly updated and revised to reflect the most current organizational communication theory and research and includes new information on the use of

technology incorporated throughout Additional features of this text include Extensive real life examples that establish links between organizational communication and perceptions theory networks and symbolic behaviour Theory based consulting approaches that enhance abilities to link issues with actions Grounding in transactional communication and advanced systems approaches Macro and micro analyses of key topics and issues As an accessible and practical examination of organizational communication this text is intended for use in organizational communication leadership organizational development and organizational intervention courses at the advanced undergraduate and graduate level

The Mediation of Sustainability Ben Harbisher, 2023-03-14 In 2015 the United Nations set out an ambitious plan under UN Resolution 70 1 to prioritize seventeen separate goals over a fifteen year period to promote health life equality and the environment The Sustainable Development Goals include ending poverty and hunger reducing inequality promoting good health and well being quality education gender equality clean water and sanitation affordable and clean energy decent work and economic growth industry innovation and infrastructure sustainable cities and communities responsible consumption and production climate action life under water life on land peace justice and strong institutions and developing partnerships to achieve these goals This book examines the way in which SDG initiatives have been disseminated by mainstream media in government discourse and by NGO s charitable organisations and campaign groups It questions to what extent sustainability narratives are being supported and how they are represented how saving the environment can be made pertinent to someone who has no access to clean food or running water and why local initiatives in which indigenous populations are making a real difference are overshadowed by multinationals whose attempts to rectify the damage their goods have done gains more credible reportage Contributors Mariana Abreau Rhys Davies Jenifer Ere Shiv Ganesh Steven Graham Ben Harbisher Delayney Harness Candy Marisol Hernandez Richard Irwin Julius Klingelhofer Jason Lee Michel Leroy B rbara Lima and Stuart Price

Media Effects and Society Elizabeth M. Perse, Jennifer Lambe, 2016-08-05 Grounded in theoretical principle Media Effects and Society help students make the connection between mass media and the impact it has on society as a whole The text also explores how the relationship individuals have with media is created therefore helping them alleviate its harmful effects and enhance the positive ones The range of media effects addressed herein includes news diffusion learning from the mass media socialization of children and adolescents influences on public opinion and voting and violent and sexually explicit media content The text examines relevant research done in these areas and discusses it in a thorough and accessible manner It also presents a variety of theoretical approaches to understanding media effects including psychological and content based theories In addition it demonstrates how theories can guide future research into the effects of newer mass communication technologies The second edition includes a new chapter on effects of entertainment as well as text boxes with examples for each chapter discussion of new technology effects integrated throughout the chapters expanded pedagogy and updates to the theory and research in the text These features enhance the already in depth analysis Media Effects and Society provides

**The Dynamics of Persuasion** Richard M. Perloff, 2016-12-19 The Dynamics of Persuasion has been a staple resource for teaching persuasion for nearly two decades Author Richard M Perloff speaks to students in a style that is engaging and informational explaining key theories and research as well as providing timely and relevant examples The companion website includes materials for both students and instructors and expanding the pedagogical utilities The sixth edition includes updated theoretical and applied research in a variety of areas including framing inoculation and self affirmation new studies of health campaigns expanded coverage of social media marketing enhanced discussion of the Elaboration Likelihood Model in light of continued research and new applications to everyday persuasion The fundamentals of the book emphasis on theory clear cut explanation of findings in depth discussion of persuasion processes and effects and easy to follow real world applications continue in the sixth edition

**Managing the Unthinkable** Gretchen M. Bataille, Diana I. Cordova, 2023-07-03 Crises are no strangers on campuses whether the deaths of students severe weather events athletic wrongdoing crime or student or employee malfeasance How leaders respond can save lives strengthen the institution and comfort the community or compromise reputations and result in scandal Risk management and readiness are not often at the top of the list of what presidents and their boards must do but in a time of ongoing change instantaneous communication and media scrutiny they risk their jobs and their institutional reputation if they do not heed the messages conveyed in this book Gretchen Bataille and Diana Cordova with extensive and varied experiences that include a university presidency directing senior leadership programs and counseling presidents and senior administrators faced with critical campus events together with 22 presidents seasoned leaders in higher education and media experts provide forthright firsthand advice on preparing for and managing a crisis as well on handling the emotional and often long term toll that can result from dramatic events on campus Through the examples of those who have successfully managed crises this book provides expert insights and guidance on preparedness assigning roles and responsibilities and planning for contingencies ahead of time so that in the moment when there is pressure for immediate response that will be scrutinized by the media by the public and by the local constituencies leaders can act with confidence The contributors emphasize the crucial importance of ethical behavior the need for clear protocols for how all employees should handle problematic issues and the need for mechanisms that allow employees and students to report problems without fear of retribution Creating an atmosphere of transparency accountability and ethical behavior isn't something a leader does when a scandal strikes to protect a reputation it's what leaders must do to reinforce their good name every day For senior leaders and board members not in the throes of managing a crisis this book outlines what needs to be done to be prepared and offers extensive resources for further reading

**Crisis Communications** Kathleen Fearn-Banks, Kevin Kawamoto, 2024-06-20 Now in its sixth edition this book provides engaging practice oriented case studies analyzing communication professionals crisis preparation and responses illustrating key considerations for communicating with both internal and external stakeholders during and after a crisis This edition continues its strength as a student friendly

text that demonstrates how to craft target and deliver messages during crises in order to mitigate further controversy and distress Classic cases lay the foundation while contemporary cases shed light on cutting edge practices in use today Many cases from previous editions have been updated and new cases added including the COVID 19 crisis and U S vaccination campaign Starbucks and racial discrimination at a Philadelphia branch Will Smith and the Academy Awards slap Gander Newfoundland in supporting stranded tourists after the attacks of September 11 2001 and a look at how schools can prepare communication responses to school shootings Each case pays particular attention to the actual and ideal use of social media in the crisis and there is a new section on the important issues of misinformation and disinformation Crisis Communications 6th Edition is intended for courses in crisis communication crisis management disaster response corporate communications and public relations Student and instructor online support materials feature selected previous editions case studies no longer in this edition as well as an Instructor s Manual with suggested activities discussion questions and sample quizzes [www.routledge.com/9780367894450](http://www.routledge.com/9780367894450)

*Social Media Performance Evaluation and Success Measurements* Brown Sr., Michael A., 2016-12-21 There are many different social media platforms that provide a wide array of services Exploring the results yielded by these platforms can enhance their usefulness and impact on society s advancement *Social Media Performance Evaluation and Success Measurements* is a pivotal reference source for the latest scholarly research on social networking participation expectations and values to examine individual performance in digital communication activities Featuring coverage across a range of topics such as crisis communication social networking engagement and return on investments this publication is ideally designed for academicians practitioners and researchers seeking current research on the benefits of utilizing the social network environment of today

**The Public Relations Handbook** Alison Theaker, 2025-08-19 The Public Relations Handbook provides an engaging in depth exploration of the dynamic and ever evolving public relations PR industry Split into three parts exploring key conceptual themes in public relations this book offers an overview of topics including strategic PR politics and the media media relations in the social media age strategic communication management PR ethics activism and PR and the effects of globalisation and technology on the field This book also includes a discussion of critical themes in PR research and exploratory case studies of PR strategies in a variety of institutions including the Royal Society of Chemistry Corps Security and The Chartered Institute of Public Relations Featuring wide ranging contributions from key figures in the PR profession this new edition presents fresh views on AI social media curation and the decline of media and is packed with student friendly features including clear chapter aims discussion questions and further reading suggestions throughout The Public Relations Handbook is an ideal resource for students of public relations corporate and strategic communications and marketing communications This book is supported by additional instructor resources including brand new classroom activities for every chapter available at [www.routledge.com/9781032852683](http://www.routledge.com/9781032852683)

**Who Owns the Media?** Benjamin M. Compaine, Douglas Gomery, 2000-07-13 This thorough update to Benjamin Compaine s original 1979



benchmark and 1982 revisit of media ownership tackles the question of media ownership providing a detailed examination of the current state of the media industry Retaining the wealth of data of the earlier volumes Compaine and his co author Douglas Gomery chronicle the myriad changes in the media industry and the factors contributing to these changes They also examine how the media industry is being reshaped by technological forces in all segments as well as by social and cultural reactions to these forces This third edition of Who Owns the Media has been reorganized and expanded reflecting the evolution of the media industry structure Looking beyond conventional wisdom and expectations Compaine and Gomery examine the characteristics of competition in the media marketplace present alternative positions on the meanings of concentration and ultimately urge readers to draw their own conclusions on an issue that is neither black nor white Appropriate for media practitioners and sociologists historians and economists studying mass media this volume can also be used for advanced courses in broadcasting journalism mass communication telecommunications and media education As a new benchmark for the current state of media ownership it is invaluable to anyone needing to understand who controls the media and thus the information and entertainment messages received by media consumers **Books in Print** ,1994

**Media Sex** Barrie Gunter,2001-12 This book will provide a comprehensive review of what is known at the end of the 20th Century about the representation of sex on film television and video and how the public has responded to such material It proposes to show what impact sex on these **Strategic Communication in a Global Crisis** Ralph Tench,Juan Meng,Ángeles Moreno,2022-10-20 This edited volume makes a unique and timely contribution by exploring in depth the topic of strategic communication and COVID 19 from a global perspective It is widely agreed that effective and timely communication and leadership are crucial to the successful management of any pandemic With the ongoing and possibly long lasting impact COVID 19 has had on many aspects of communication and multiple sectors of our societies it is critical to explore the role of strategic communication in change management during the COVID 19 pandemic and beyond This book addresses such a need and is thoroughly grounded in rich empirical evidence gained through a global study of COVID 19 communication experiences and strategies In the second half of 2020 a transnational team of senior researchers conducted research to investigate COVID 19 communications COM COVID 19 in different countries representing Europe Africa Latin America North America South America and Asia The results presented in this book provide a compelling current picture of the COVID 19 pandemic and strategic communication globally Chapters individually explore the national and regional experiences and discuss relevant successes and failures of pandemic communication and specific learning from the 2020 2021 crises By emphasising the discussion on key communication channels sources of information facts and concerns as related to the COVID 19 pandemic the editors call for actions to develop effective strategies within unique national contexts which can shed light on global expectations on necessary public health responses and communication This book is written for scholars educators and professionals in communication public relations strategic communication and corporate

communication It is also appropriate to use this book as a supplementary text for advanced undergraduate and graduate courses on relevant courses

## Whispering the Techniques of Language: An Psychological Journey through **Media Management A Casebook Approach Routledge Communication Series**

In a digitally-driven earth wherever screens reign supreme and quick conversation drowns out the subtleties of language, the profound secrets and psychological subtleties concealed within phrases often get unheard. However, located within the pages of **Media Management A Casebook Approach Routledge Communication Series** a captivating fictional treasure sporting with fresh feelings, lies an exceptional quest waiting to be undertaken. Composed by a skilled wordsmith, this wonderful opus invites readers on an introspective journey, lightly unraveling the veiled truths and profound influence resonating within ab muscles cloth of each and every word. Within the mental depths of the touching evaluation, we can embark upon a heartfelt exploration of the book is core themes, dissect their captivating publishing model, and yield to the effective resonance it evokes deep within the recesses of readers hearts.

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