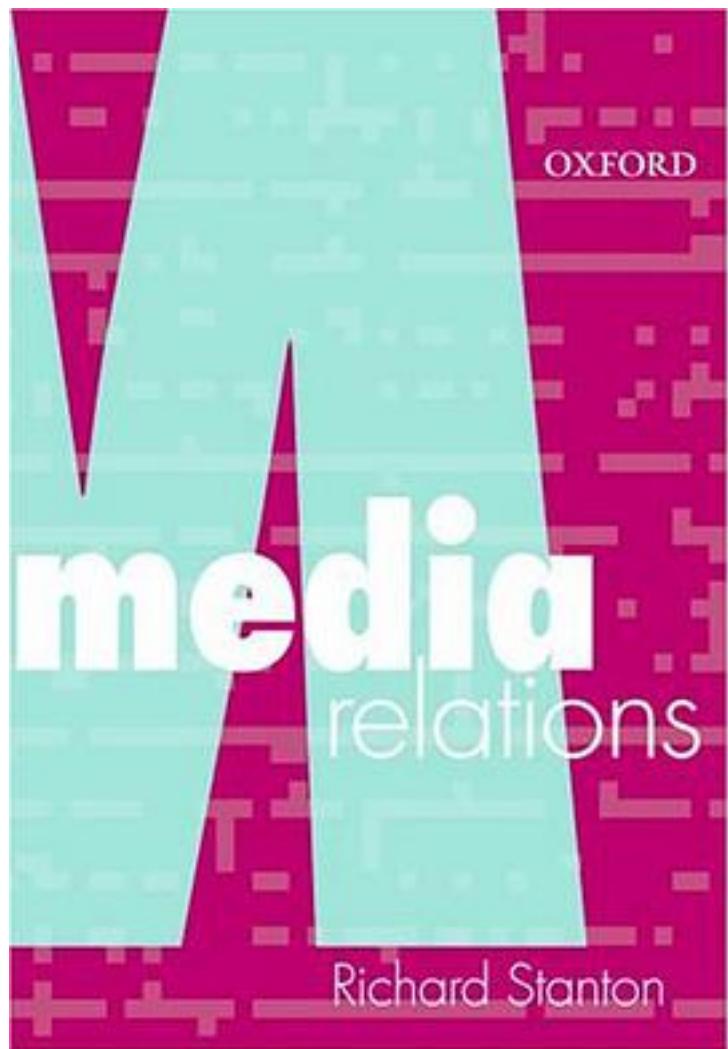


Media Relations



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Your essential guide to media relations in Australia and New ZealandThe text explains how to compose and deliver messages to the media, and how the media receives the messages and deals with them prior to dissemination. It takes a comprehensive look at the different types of media in Australia and examines how to prepare material for specific outlets.Grounded in theory The text combines practical hands-on strategies with a clear analysis of the theories of media relations. Real stakeholder case studies are used as the basis of theoretical argument, which demonstrates how to integrate theory and practice successfully.Practical strategies and adviceCase studies in each chapter demonstrate how media relations work in practice Hands-on advice on how to prepare media material for a diverse range of clients, including corporate, political and governmental, community, not-for-profit and interest groups Local relevance and examples-written specifically for Australian and New Zealand students Shows the step-by-step process of successful message creation and delivery-from designing campaigns, tactics, timelines and budgets, to developing media relationships and writing client prose Identify and manage risk, uncertainty and crisis Measure the success of the message delivery and the media campaign.

作者介绍:

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标签

传媒

COMMUNICATION

媒体关系

公关

English

评论

为了做期末小组作业赶着读完的一本，没有细读，和文献一起匆匆看的，对于接触公关，了解媒体关系还是可以读一读的。

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书评

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