

In the News, 2nd edition



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With the proliferation of round-the-clock media, communicators have more opportunities than ever to find themselves "in the news." Yet today's communicators come from diverse backgrounds and are not always equipped to deal with evolving

practices and technology. This revised and updated edition of "In the News" addresses not only traditional communications, but also the onslaught of new media that we experience in our everyday lives. Carney explains current practices and proposes a plan with which to manage media relationships. "In the News" is ideal for communications students and media relations practitioners in the private, public, and voluntary sectors.

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