

# Public Relations News 10

G. Clayton Stoldt, Stephen W. Dittmore, Mike Ross, Scott E. Branvold

*The PR Masterclass* Alex Singleton, 2014-02-10 The PR Masterclass is written by former newspaper, magazine and digital journalist Alex Singleton, who is now a prominent PR trainer and consultant. It reveals the secrets of effective PR and shows how to put in place a practical, reliable and successful media strategy for your product, business or activity – one that delivers the greatest results. Through the book, you get to discover how to develop and pitch effective newsworthy material, regardless of your budget. The PR Masterclass is aimed at PR professionals as well as small business owners and entrepreneurs implementing a PR strategy. PR can do more for your money than any other marketing tool. But very few people understand how to use it. Alex does because he has been at the receiving end. So will you if you read this remarkably practical book. –Drayton Bird, author, Commonsense Direct and Digital Marketing The lessons contained within The PR Masterclass should be plastered over the walls of organisations seeking to utilise the media effectively for their campaigns. This book is a must-have reference point. –Ryan Bourne, CityAM columnist and Head of Economic Research, Centre for Policy Studies This is an important book about public relations and how the media is changing. Singleton is a straight-talking journalist-turned-practitioner who pulls no punches. He calls on the industry to grow up and adopt the rigour of a professional discipline. It's a call to action that I wholly heartedly support. You should read The PR Masterclass if you're new to public relations or work in the profession and want to continue doing so. –Stephen Waddington, European director, Ketchum, and 2014 President of the Chartered Institute of Public Relations (CIPR) Provides all you need to know about securing press coverage. –Fraser Seitel, O'Dwyer's PR magazine Every page is packed with insight and practical advice. –Steve Harrison, co-founder, Harrison Troughton Wunderman Written in a no-nonsense style, every chapter contains a mine of information about the subject. What's more, it's clear that Alex knows the business inside out. This is the kind of book you need to have close at hand. Do what it says, and you'll be miles ahead with your PR. –James Hammond, brand consultant Alex Singleton's book on public relations strategy is an excellent practical guide to the real world of PR. –Ray Hiebert, Editor, Public Relations Review

**Public Relations For Dummies** Eric Yaverbaum, Ilise Benun, 2011-03-03 Proven techniques that maximize media exposure for your business A seasoned PR pro shows you how to get people talking When it comes to public relations, nothing beats good word of mouth. Want to get customers talking? This friendly guide combines the best practical tools with insight and flair to provide guidance on every aspect of PR, so you can launch a full-throttle campaign that'll generate buzz -- and build your bottom line. Discover how to \* Map a winning PR strategy \* Grab attention with press releases, interviews, and events \* Cultivate good media relations \* Get print, TV, radio, and Internet coverage \* Manage a PR crisis

*Strategic Public Relations* Jennifer Gehrt, Colleen Moffitt, Andrea Carlos, 2009 The communications world is undergoing a seismic shift. The Web is colliding with the old way of doing things, shaking and rolling the marketing landscape as we know it. As the collision subsides and the market forces settle, PR is rising up to a new level of importance. Why exactly is this happening? For one, fragmentation. A new set of communication mediums ranging from blogs to podcasts to satellite radio are fragmenting the media landscape, making it harder to reach customers than ever before. Second, saturation. Advertising, which once reigned supreme in the marketing mix, is failing to have the impact it once had thanks to intense competition for consumer attention and the rising popularity of technologies like TiVo, which make it easy to block out TV ads. Third, reputation. With an overabundance of products from which to choose, consumers increasingly want to buy from companies they deem socially responsible, and they're using the Internet to learn the details. The new world order has created a new set of challenges, and PR is emerging as the marketing discipline best positioned to respond. Consider this: in a recent study by the USC Annenberg Strategic Public Relations Center, CEOs rated PR as one of the top contributors to organizational success. That's right, PR was right at the top of a list that included other major corporate functions, including human resources, legal, sales, strategic planning, information systems, and security. Just a few years ago, CEOs ranked PR near the bottom of these same corporate functions. PR has come a long way in a short amount of time. Increasingly, companies are backing their commitment to PR with their wallets. PR salaries are on the rise, and companies are adding staff to their ranks. Over the next five years, PR spending is expected to increase 11.8 percent to \$4.26 billion, according to a recent Veronis Suhler Stevenson Communications Industry Forecast. But while companies are starting to see the connection between PR and organizational success, most continue to take a tactical approach to this medium, failing to harness the full power it can provide. If used strategically, PR can dramatically improve almost every facet of a business. It can expand customer base, increase revenue, boost reputation, attract first-rate talent, and enhance the perceived value of a company, to name just a few. The power of PR is astounding. Yet few companies leverage its fullest potential. In the new marketing landscape, companies that fail to treat PR strategically are putting themselves at risk. Unlike most other books on the market that focus on developing press releases and other PR tactics, Strategic Public Relations connects the dots to show you how you can more fully leverage the power of PR to achieve your most important business objectives. The initial pages of the book explain why a strategic approach to PR is critical to your success. Specifically, you'll learn what PR can do and what it can't, and why harnessing your PR program to your broader business strategy is your golden key to success. The book then provides ten guiding principles designed to help you take your PR program to the next level. Each of these principles is designed to be straightforward and simple so they can easily be applied to achieve better results. The lessons offered in this book are based on a tried-and-true approach to PR the authors have developed and perfected over the course of their careers. Over the last two decades, Jennifer Gehrt and Colleen Moffitt have worked on the inside of worldwide PR agencies such as Waggener Edstrom and within the walls of influential corporations such as Microsoft, RealNetworks, AT&T Wireless, and Tegic Communications/AOL. They have worked in the trenches with small and medium-size businesses and major corporations in a variety of industries, helping them to develop thoughtful PR programs that accr

**Media Relations Handbook for Agencies, Associations, Nonprofits, and Congress** Bradford Fitch, 2004 Next to the AP Style Guide, the Media Relations Handbook is arguably the most valuable reference available for any public affairs officer, press secretary or Beltway PR professional. The Media Relations Handbook is required reading for Capitol Hill press secretaries, federal agency public affairs officers, political campaign spin doctors, nonprofit PR professionals, lobbyists or anyone involved in garnering media coverage. In this Handbook, Bradford Fitch explores theory and practice, discussing general principles and illustrating each point with real-life examples. This book is for those who are seeking the most effective means to communicate on behalf of a government agency, a national association or nonprofit, or an elected official. It will help you channel your hot passion with the cool guidance that has been gleaned through others' experience. The author professes no unique insight into media relations in

public affairs. Rather, this book is an amalgamation of the collective wisdom of hundreds of public relations professionals in the worlds of government and politics. It is an overview of the ideas that have become the accepted rules of communications in Washington, presented in one volume. [T]his book will be of value to students and professionals of political communications and public relations. Summing up: Recommended. Upper-division undergraduate through professional collections. -- CHOICE Although targeted for new media relations staff or ones starting a new press office, even the most experienced public information officer can learn from this book. -- Gene Rose, Director of Public Affairs, NCSL, in *State Legislatures* magazine Offers a wealth of practical advice on public relations that will be of benefit to governmental and non-governmental organizations alike. -- Municipal World A rich 'how-to' lesson for pros and for novices who must negotiate the competitive landscape of America's new media. -- Ann Compton, White House Correspondent, ABC News Summary Table of Contents Introduction Foreword Ch. 1 First Steps Ch. 2 Tools of the Craft Ch. 3 Developing a Message and Communications Plan Ch. 4 Interacting with Reporters Ch. 5 Overview of the Media: Print, Radio, and TV Ch. 6 Web-Based and Online Communications Ch. 7 Dealing With the Principal Ch. 8 Interview Preparation Ch. 9 Internal Issues: Experts, Policy, Numbers, Leaks, Lawyers and Language Ch. 10 How to Interact with Congressional Campaign Operations Ch. 11 Communications in a Federal Agency Ch. 12 Crisis Communications in Public Affairs Ch. 13 Ethics in Public Affairs Appendices Glossary Epilogue Index Complete Table of Contents online at [www.MediaRelationsHandbook.com](http://www.MediaRelationsHandbook.com)

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.

**Media Training 101** Sally Stewart, 2003-09-29 Written by a seasoned journalist and public relations professional, Media Training 101 is your essential guide to handling the news media. A former USA Today reporter and consultant to major companies, Sally Stewart leads you through every step in developing a communications blueprint and a strategic public relations plan to support it. She shows you how to communicate effectively with the media in any given circumstance and how to control the way your company is portrayed in the media. Each chapter includes vignettes, anecdotes, and real-life case studies that help you know what to expect.

*Journalism and PR* John Lloyd, Laura Toogood, 2014-11-18 Public relations and journalism have had a difficult relationship for over a century, characterised by mutual dependence and - often - mutual distrust. The two professions have vied with each other for primacy: journalists could open or close the gates, but PR had the stories, the contacts and often the budgets for extravagant campaigns. The arrival of the internet, and especially of social media, has changed much of that. These new technologies have turned the audience into players - who play an important part in making the reputation, and the brand, of everyone from heads of state to new car models vulnerable to viral tweets and social media attacks. Companies, parties and governments are seeking more protection - especially since individuals within these organisations can themselves damage, even destroy, their brand or reputation with an ill-chosen remark or an appearance of arrogance. The pressures, and the possibilities, of the digital age have given public figures and institutions both a necessity to protect themselves, and channels to promote themselves free of news media gatekeepers. Political and corporate communications professionals have become more essential, and more influential within the top echelons of business, politics and other institutions. Companies and governments can now - must now - become media themselves, putting out a message 24/7, establishing channels of their own, creating content to attract audiences and reaching out to their networks to involve them in their strategies Journalism is being brought into these new, more influential and fast growing communications strategies. And, as newspapers struggle to stay alive, journalists must adapt to a world where old barriers are being smashed and new relationships built - this time with public relations in the driving seat. The world being created is at once more protected and more transparent; the communicators are at once more influential and more fragile. This unique study illuminates a new media age.

*Sport Public Relations* G. Clayton Stoldt, Stephen W. Dittmore, Mike Ross, Scott E. Bravold, 2020-10-02 Sport Public Relations, Third Edition With HKPropel Access, offers a comprehensive examination of the value and practice of public relations in sport. Extensively updated and substantially reorganized, this third edition reflects the evolution of the field with modern applications across a wide range of media channels. The book's topics align with the Common Professional Component topics outlined by the Commission on Sport Management Accreditation (COSMA). The author team brings together significant professional and educational backgrounds in sport public relations to offer an engaging look at the full range of public relations functions. Readers will learn the importance of consistent brand communication and how to manage organizational relationships, both internal and external, to attain key strategic goals. The thorough coverage of the field is built around three common themes: Public relations is a managerial function focused on advancing the brand and engaging key stakeholders. The communications environment is continuously evolving. Community relations, employee relations, and donor relations are as critical as media relations within the sport industry. Woven throughout these themes are public relations theories applied in sport-specific contexts to help students further understand the complexity of the sport communication ecosystem. Throughout the book, there is guidance for practical application, including samples of public relations materials such as news releases and employee newsletters. Be Your Own Media sidebars highlight how sport organizations are proactively telling their stories across various media platforms. New to this edition, case studies and discussion questions serve as a foundation for additional learning. Other updates include the following: Discussion of engaging key publics through social media and other forms of digital media—such as blogs, podcasts, virtual fan communities, and video—as well as approaches to developing content, metrics for measuring success, and skills for managing media in sport An examination of customer experience (CX) and how to enhance those relationships by defining customer touch points and mapping the customer journey Considerations for social media usage during crisis communication, with modern examples of effective and ineffective ways prominent sport entities have managed recent crises Also new to the third edition are related online learning aids delivered

through HKPropel and designed to generate discussion and highlight the opportunities and challenges that exist in sport public relations. Commentary on current topics is accompanied by links to associated content, discussion questions, and applied learning activities to promote engaged student learning. A live Twitter feed for specific hashtags within HKPropel ensures regular updates. With Sport Public Relations, Third Edition, students will better understand the various demands of the field and learn to successfully and proactively develop consistent communication and stronger relationships between sport organizations and their key publics. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

**Journalism and PR** John Lloyd, Laura Toogood, 2019 Public relations and journalism have had a difficult relationship for over a century, characterised by mutual dependence and - often - mutual distrust. The two professions have vied with each other for primacy: journalists could open or close the gates, but PR had the stories, the contacts and often the budgets for extravagant campaigns. The arrival of the internet, and especially of social media, has changed much of that. These new technologies have turned the audience into players - who play an important part in making the reputation, and the brand, of everyone from heads of state to new car models vulnerable to viral tweets and social media attacks. Companies, parties and governments are seeking more protection - especially since individuals within these organisations can themselves damage, even destroy, their brand or reputation with an ill-chosen remark or an appearance of arrogance. The pressures, and the possibilities, of the digital age have given public figures and institutions both a necessity to protect themselves, and channels to promote themselves free of news media gatekeepers. Political and corporate communications professionals have become more essential, and more influential within the top echelons of business, politics and other institutions. Companies and governments can now - must now - become media themselves, putting out a message 24/7, establishing channels of their own, creating content to attract audiences and reaching out to their networks to involve them in their strategies. Journalism is being brought into these new, more influential and fast growing communications strategies. And, as newspapers struggle to stay alive, journalists must adapt to a world where old barriers are being smashed and new relationships built - this time with public relations in the driving seat. The world being created is at once more protected and more transparent; the communicators are at once more influential and more fragile. This unique study illuminates a new media age.

**PR News Casebook** David P. Bianco, 1993 From the pages of PR News - the world's most widely-read public relations weekly - comes this collection of 1000 case studies covering major PR campaigns and events from the publication's nearly 50-year history. Based on personal interviews conducted by PR News founder and former publisher Denny Griswold, each case study analyzes how the most important businesses, government agencies and other organizations from around the world have handled such diverse issues as anniversaries, boycotts, downsizing, industrial achievements, minority relations, new product introductions, plant closings, product tampering, stockholder relations, and many others.

**Public Relations Campaigns** Regina M. Luttrell, Luke W. Capizzo, 2021-01-09 With a focus on the tools needed for working in the PR industry, Public Relations Campaigns: An Integrated Approach gives students a hands-on introduction to creating successful, integrated PR campaigns. Authors Regina M. Luttrell and Luke W. Capizzo present the ROSTIR model (research/diagnosis, objectives, strategy, tactics, implementation, and reporting/evaluation) and PESO model (paid, earned, shared/social, and owned media) to show students a framework for practitioners to plan effectively and use all of the resources available to them to create winning campaigns. The Second Edition emphasizes the importance of diversity initiatives and teaches students how to integrate a cross-cultural approach to PR strategies.

**Media Relations Handbook: For Agencies, Associations, Nonprofits and Congress - The Big Blue Book** Bradford Fitch, Beth Gaston, 2010-08 Next to the AP Style Guide, the Media Relations Handbook is arguably the most valuable reference available for any public affairs officer, press secretary or Beltway PR professional. The Media Relations Handbook is required reading for Capitol Hill press secretaries, federal agency public affairs officers, political campaign spin doctors, nonprofit PR professionals, lobbyists or anyone involved in garnering media coverage. In this Handbook, Bradford Fitch explores theory and practice, discussing general principles and illustrating each point with real-life examples. This book is for those who are seeking the most effective means to communicate on behalf of a government agency, a national association or nonprofit, or an elected official. It will help you channel your hot passion with the cool guidance that has been gleaned through others' experience. The author professes no unique insight into media relations in public affairs. Rather, this book is an amalgamation of the collective wisdom of hundreds of public relations professionals in the worlds of government and politics. It is an overview of the ideas that have become the accepted rules of communications in Washington, presented in one volume. [T]his book will be of value to students and professionals of political communications and public relations. Summing up: Recommended. Upper-division undergraduate through professional collections. -- CHOICE Although targeted for new media relations staff or ones starting a new press office, even the most experienced public information officer can learn from this book. -- Gene Rose, Director of Public Affairs, NCSL, in State Legislatures magazine Offers a wealth of practical advice on public relations that will be of benefit to governmental and non-governmental organizations alike. -- Municipal World A rich 'how-to' lesson for pros and for novices who must negotiate the competitive landscape of America's new media. -- Ann Compton, White House Correspondent, ABC News Summary Table of Contents Introduction Foreword Ch. 1 First Steps Ch. 2 Tools of the Craft Ch. 3 Developing a Message and Communications Plan Ch. 4 Interacting with Reporters Ch. 5 Overview of the Media: Print, Radio, and TV Ch. 6 Web-Based and Online Communications Ch. 7 Dealing With the Principal Ch. 8 Interview Preparation Ch. 9 Internal Issues: Experts, Policy, Numbers, Leaks, Lawyers and Language Ch. 10 How to Interact with Congressional Campaign Operations Ch. 11 Communications in a Federal Agency Ch. 12 Crisis Communications in Public Affairs Ch. 13 Ethics in Public Affairs Appendices Glossary Epilogue Index Complete Table of Contents online at [www.MediaRelationsHandbook.com](http://www.MediaRelationsHandbook.com)

**Public Relations Theory** Eryn Travis, Edward J. Lordan, 2020-07-08 Reflecting the ever-increasing changes in the public relations industry, this new text offers a fresh, up-to-date look at public relations theories as well as theories from related areas that impact public relations. Chapters move from the oldest areas of communication theory through newer models devoted to interpersonal, organizational, and mediated, up to the most current theories devoted to emerging media, including digital and social. Readers will learn how public relations and persuasion theories are at the heart of a practitioner's day-to-day work, and see how a strong understanding of theories can make them more effective and strategic professionals.

**Pathways to Public Relations** Burton St. John III, Margot Opdycke Lamme, Jacquie L'Etang, 2014-04-24 Over the

centuries, scholars have studied how individuals, institutions and groups have used various rhetorical stances to persuade others to pay attention to, believe in, and adopt a course of action. The emergence of public relations as an identifiable and discrete occupation in the early 20th century led scholars to describe this new iteration of persuasion as a unique, more systematized, and technical form of wielding influence, resulting in an overemphasis on practice, frequently couched within an American historical context. This volume responds to such approaches by expanding the framework for understanding public relations history, investigating broad, conceptual questions concerning the ways in which public relations rose as a practice and a field within different cultures and countries at different times in history. With its unique cultural and contextual emphasis, *Pathways to Public Relations* shifts the paradigm of public relations history away from traditional methodologies and assumptions, and provides a new and unique entry point into this complicated arena.

*Effective Media Relations* Michael Bland, Alison Theaker, David W. Wragg, 2000 The power of the media is unquestionable -- the dramatic effect it can have on public opinion and decision making is quite unique. Knowing how to use the media effectively is an essential part of the public relations practitioner's repertoire of skills. In this second edition of *Effective Media Relations*, three public relations professionals give clear, practical guidance on how to work with journalists to get the best possible media coverage. In Part 1, Alison Theaker looks at the media context and provides an overview of the law, ownership, ethics, new technology and media evaluation. In Part 2, David Wragg looks at the opportunities that are available in the written press and gives practical advice on how to work with them. Michael Bland takes a behind-the-scenes look at broadcast media in Part 3 and provides an insight into how radio and television interviews should be handled. *Effective Media Relations* provides an ideal primer for the newcomer to public relations. For the seasoned practitioner, it serves as a useful refresher for updating skills and provides invaluable overview of media relations.

**Big City Public Relations** Zack Germroth, APR, 2024-02-14 *Big City Public Relations: Real PR Experiences + Lessons Learned* Through 30-plus episodes, author Zack Germroth covers PR strategies, media relations and crisis communication. Each experience ends with "Lessons Learned." *Big City Public Relations* replays the largest implosion in the western hemisphere attracting 50,000 onlookers and national media, to a collapsing TV infrastructure, the closing of the Preakness, and a "most wanted" suspect pursuit by 100 police officers. The author served Baltimore's dual housing agencies with some 2,000 employees. The 10 most troubling landlords and demolishing 10,000 row homes were also topics for the thousands of media stories he handled. While wearing the Public Relations Director's hat, he also served as the Public Information Officer (PIO) for "Housing's" 35-officer police force. Chapters 1 through 4 set the scene, and chapters 5 through 32 each replay in detail a PR/media-heavy episode: some were picture-perfect; others needed extensive hands-on mitigation. Three contributing PIOs from Fire, Police, and Public Works detail one of their agencies' national-news-making episodes. If you're a PR practitioner, student or teacher; city employee or resident; someone who may occasionally respond to the media, or just curious about PR in a big city, you may enjoy this *Big City Public Relations* tour covering 14 years.

**Public Relations and the Press** Karla Gower, 2007-08-10 Governments and corporations, nonprofits and special interest groups, all have spin doctors trying to turn the news to their advantage. This book examines how this shift came to be and explores the questions it raises about the role of media in a democratic society and the future of journalism.

*The New PR* Phil Hall, 2007 Everyone's heard of public relations, but what exactly is it? Even among PR professionals, there's no real consensus. New technologies, new media, and new corporate thinking have caused even more confusion. *The New PR: An Insider's Guide to Changing the Face of Public Relations* explores the changing face of public relations, with its dramatic shift away from the hoary concept of media relations into sophisticated marketing strategies. Phil Hall draws on his experience as the head of one of New York's savviest PR agencies to offer a no-holds-barred examination of what works, what doesn't, and why -- with the goal of helping readers secure high-impact results. Dispensing with the myth of traditional media, Hall shows why virtual and experiential marketing are today's most effective messengers. Refreshingly free of dull theory and convoluted language, this entertaining, eminently useful handbook shows readers how PR really works and how to get the most bang for their PR buck.

*Getting Your Public Relations Story on TV and Radio* Tracy St. John, 1986

Public Relations on the Net Shel Holtz, 2002 California-based consultant on Internet communications Holtz has updated his 1998 guide by removing the basics of computer use that he can now assume readers to know, and by replacing case studies from the period with ones that make sense four years later. The Internet is one of the most significant tools for public relations, he says, but using it to best advantage requires strategic thinking about how to apply it to communication efforts. Annotation copyrighted by Book News, Inc., Portland, OR

## Whispering the Secrets of Language: An Psychological Quest through **Public Relations News 10**

In a digitally-driven earth where screens reign supreme and instant conversation drowns out the subtleties of language, the profound techniques and psychological subtleties hidden within words frequently go unheard. However, located within the pages of **Public Relations News 10** a fascinating literary treasure blinking with organic thoughts, lies an extraordinary journey waiting to be undertaken. Written by an experienced wordsmith, this marvelous opus invites viewers on an introspective trip, lightly unraveling the veiled truths and profound affect resonating within the very cloth of every word. Within the emotional depths of the poignant evaluation, we shall embark upon a genuine exploration of the book's primary subjects, dissect their charming writing type, and fail to the strong resonance it evokes serious within the recesses of readers' hearts.

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