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## DAVID HENDERSON

# Making Naking News

A Straight-Shooting Guide to Media Relations

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### Making News A Straight Shooting Guide To Media Relations

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Making News David Henderson, 2008-11-02 Making News A Straight Shooting Guide to Media Relations is an insider s look at today s changing news media with essential tips for How to ensure your story will be chosen as today s news How to gain credibility and achieve effective coverage How to better communicate with reporters editors and producers How to use media coverage to build a distinctive brand image From the perspective of an accomplished expert and with advice from leading journalists Making News provides a deeper understanding of how the news business functions how journalists judge the value of a legitimate story and how you can communicate with the media to achieve outstanding results PRAISE FOR DAVID HENDERSON Public relations is never as easy as it looks So you are lucky to be reading this book for few know PR as well as David Henderson A skilled correspondent and a gifted man David knows both sides of the process of delivering a message Harry Smith CBS News David Henderson has worked both sides of the street as a reporter and an advocate He has that double advantage of knowing a story and knowing how to sell it Richard Serrano Los Angeles Times Relations Kathy Brittain McKee, Kathy Richardson, Marcie Hinton, Larry F. Lamb, 2010-03-17 Applied Public Relations provides readers with the opportunity to observe and analyze how contemporary businesses and organizations interact with key groups and influences Through the presentation of cases covering a wide variety of industries locations and settings authors Kathy Brittain McKee and Larry F Lamb examine how real organizations develop and maintain their relationships offering valuable insights into contemporary business and organizational management practices McKee and Lamb place special emphasis on public relations as a strategic management function that must coordinate its planning and activities with key organizational units human resources marketing legal counsel finance and operations among others A commitment to the ethical practice of public relations underlies the book and students are challenged not only to assess the effectiveness of the practices outlined but also to understand the ethical implications of those choices This second edition includes the following key features New and updated cases Additional Professional Insight commentaries Expanded use of charts and photos An appendix with the PRSA Member Code of Ethics and the IABC Code of Ethics for Professional Communicators A companion website with resources for the student and the instructor With its practical orientation and scope Applied Public Relations is a useful text for courses on public relations management public relations cases and campaigns and integrated The Author's Guide to Planning Book Events Carol Hoenig, 2007-07-13 Carol is the perfect communication management mix of what you look for in an event planner she is knowledgeable accessible and attentive She knows her audience as well as the resources at her command shake not stir liberally with some outside the box thinking and you have the makings for a near perfect event Kim and Danny Adlerman authors of Africa Calling and How Much Wood Could a Woodchuck Chuck Writing a book requires technique and skill but reaching and captivating an audience is another skill altogether one that does not come naturally to most authors In The Author's Guide to Planning Book Events award winning author and accomplished

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Applied Public Relations Kathy Brittain Richardson, Marcie Hinton, 2015-03-27 With its practical orientation and scope Applied Public Relations is the ideal text for any public relations case studies or public relations management course that places an emphasis on stakeholder groups Through the presentation of current cases covering a wide variety of industries locations and settings Kathy Richardson and Marcie Hinton examine how real organizations develop and maintain their relationships offering valuable insights into business and organizational management practices The book s organization of case studies allows instructors to use the text in several ways instructors can focus on specific stakeholders by using the chapters presented they can focus on particular issues such as labor relations or crisis management by selecting cases from within several chapters or they can select cases that contrast campaigns with ongoing programs or managerial behaviors A focus on ethics and social responsibility underlies the book and students are challenged to assess the effectiveness of the practices outlined and understand the ethical implications of those choices This Third Edition features 25 new and current domestic and international case studies specifically chosen for their relevancy and relatability to students New Professional Insights commentaries where practitioners respond to a set of questions relating to their work Increased emphasis on ethics and social responsibility Fully enhanced companion website that is connected with the text including a test bank and PowerPoint presentations for instructors and chapter specific discussion questions and additional readings for students

Management Communication James S. O'Rourke,2023-03-30 This new edition of Management Communication is a case based textbook that introduces students to the strategic communication methods that are crucial to master in order for them to develop into effective and ethical managers at all levels of business Effective communication skills are necessary for success in the business world and James O Rourke has written a highly readable book filled with anecdotes and examples to engage students in the learning process This seventh edition includes both classic and new features The strategic approach is integrated throughout the book allowing students to understand how a communicated message affects the business as a whole New case studies provide students with hands on experience of scenarios they will encounter in the real world looking at global companies such as Facebook and Nike Further updates include new content on technology corporate culture and disinformation An ethical thread is woven through the text demonstrating how ethical decision making can be applied in all aspects of communication Chapters on intercultural communication nonverbal communication and conflict management provide students with the skills to build relationships and influence stakeholders key skills for any manager This text will

provide students with a well rounded understanding of management communication and the support material ensures it serves as a complete resource for instructors **Corporate Communication** Joep Cornelissen, 2011-03-17 The Third Edition of this market leading text has been updated and expanded with contemporary case material and more detailed coverage of the main topics and trends in corporate communication New to the Third Edition New chapters on strategic planning and campaign management research and measurement and CSR and community relations Greatly expanded coverage of key areas internal communication leadership and change Communication issues management crisis communication and corporate branding Other topics to receive new coverage include public affairs social media internal branding and issues of globalization New and up to date international case studies including new full length case studies and vignettes included throughout the chapters Further reading and new questions for reflection will provide the reader with a means to challenge and further their understanding of each of the topics in the book Online teaching material for lecturers and students including instructors manual PowerPoint slides and new international case studies of varied length SAGE Online journal readings videos online glossary and web links Praise for the Second Edition This is a must have reference book for Chief Executives Finance Directors Corporate Communicators and Non executive Directors in this involve me era of stakeholder engagement and corporate communications How I wish I had had this book on my desk as a Chief Reputation Officer Mary Jo Jacobi Former Chief Reputation Officer of HSBC Holdings Lehman Brothers and Royal Dutch Shell This is a comprehensive and scholarly analysis of corporate communications It will offer students and practitioners alike a considerable aid to study and understanding which will stand the test of time in a fast changing business Ian Wright Corporate Relations Director Diageo Communication, Education & Travel Pamela Fehl, 2010 Profiles 15 careers that allow workers to contribute to jobs that conserve energy and protect the environment **Healthcare Communication** Bruce Hugman, 2009 This is a training manual on communication for healthcare professionals This text is a practical training manual on communication and how to establish sound professional practical rewarding relationships which will support effective therapy and enhance patient health and morale General chapters are included on effective communication and developing communication skills and then more focused chapters contain the specifics of dealing with for example complaints critical care death and dying grieving relatives and then also written communication personal communication such as presentat Marketing To Win Susan Sommers, 2013-03-12 Marketing To Win Creating and Sustaining Your Non profit Brand provides non profits with a framework and cost effective tools to create execute and evaluate a Marketing Communications Strategy and Program It offers the strategies they need to create dynamic promotional and publicity materials develop an online presence and personality gain visibility through speaking opportunities networking events and trade and consumer show booths and gain media attention support and coverage Page ix x from the book entitleed Marketing To Win Creating and Sustaining Your Non profit Brand The Handbook of Strategic Public Relations and Integrated

Marketing Communications 2/E Clarke Caywood, 2011-12-28 The Definitive Guide to PR and Communications updated with the newest social media and brand reputation tools and techniques The most authoritative comprehensive resource of its kind The Handbook of Strategic Public Relations and Integrated Marketing Communications Second Edition is a gathering of 70 of the brightest most influential figures in the field It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition the use of social media in business demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises Providing best practices for 28 key industries the handbook is conveniently organized into thematic sections Introduction to Public Relations and Integrated Communications research history law and ethics Stakeholder Leadership in Public Relations crisis management employees investors consumers press corporate philanthropy and digital communities Current and Continuing Issues in Public Relations business sustainability environmental communications and reputation and brand management Industries and Organizations Business to Consumer and Business to Business automotive aviation insurance hospitality healthcare consulting financial food law and energy Each section highlights specific case studies and examples to illuminate exactly how to plan and execute different methods for optimum results The book concludes with a section on the future of the industry developing issues trends and roles of public relations and integrated communications Use The Handbook of Strategic Public Relations and Integrated Marketing Communications to position your company your brand and yourself for success for many years to come Praise for The Handbook of Strategic Public Relations and Integrated Marketing Communications The second edition of the Handbook of Strategic Public Relations and Integrated Marketing Communications is very impressive in its coverage of trends tools industries and challenges Every marketer needs to have a copy Philip Kotler Kellogg School of Management Northwestern University author of Marketing 3 0M The massively updated Handbook of Strategic Public Relations and Integrated Marketing Communications is the go to source for an overview of the fast changing field of PR and the central role it plays in marketing An easy to read m lange of case studies from a wide variety of industries commentaries on trends in the field and insights on the links between theory and practice it guides the reader through an increasingly complex and ubiquitous discipline Jerry Swerling Professor and Director of Public Relations Studies and Director of Strategic Communication PR Center Annenberg School for Communication and Journalism University of Southern California The Handbook is a fresh look at strategic public relations with great insights from top public relations professionals Invaluable advice and a must read for all PR practitioners Jane Ostrander Vice President Global Communications Tenneco Few writers and even fewer thinkers in the world of public relations have the breadth and depth of experience shown by Clarke Caywood The Second Edition of his Handbook of Strategic Public Relations demonstrates that range of experience in exquisite detail Assembled here you ll find the finest minds and biggest names in the profession No PR practitioner or student of the art can afford to be without this superb collection James S O Rourke IV Ph D Teaching

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Social Startup Success Kathleen Kelly Janus, 2018-01-16 With business advice from an expert entrepreneur learn how to identify and leverage the key factors that will bring sustainability and success to your startup Kathleen Kelly Janus a lecturer at the Stanford University Program on Social Entrepreneurship and the founder of the successful social enterprise Spark set out to investigate what makes a startup succeed or fail She surveyed more than 200 high performing social entrepreneurs and interviewed dozens of founders Social Startup Success shares her findings for the legions of entrepreneurs working for social good revealing how the best organizations get over the revenue hump How do social ventures scale to over 2 million Janus s clear benchmark for a social enterprise s sustainability Janus tapping into strong connections to the Silicon Valley world where many of these ventures are started or and or funded reveals insights from key figures such as DonorsChoose founder Charles Best charity water s Scott Harrison Reshma Saujani of Girls Who Code and many others Social Startup Success will be social entrepreneurship s essential playbook the first definitive guide to solving the problem of scale La vanguardia investigadora en el EEES Javier Rodríguez Torres, 2013-08-26 Una serie de

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