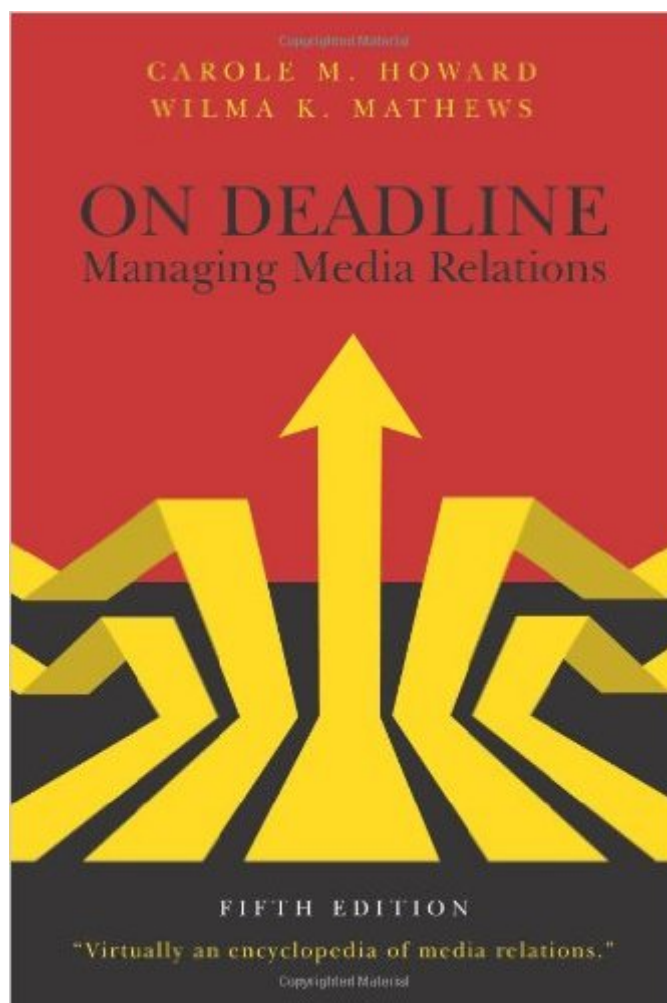


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# On Deadline: Managing Media Relations, Fifth Edition



## Synopsis

Media relations professionals must know how to stay ahead of the game to be effective in today's complex world. It is no longer enough that they craft news releases, orchestrate interviews and build sustaining relationships with reporters. Their multiple roles now include planner, crisis manager, communicator, counselor and strategist. Called "virtually an encyclopedia of media relations" by one reviewer, the Fifth Edition covers relationships with reporters, spokesperson training, news conferences and special events, integrating media relations into marketing communications plans, crisis management, global media relations, ethics, establishing a media policy within the organization, measuring results and becoming a counselor to management. Its practical advice and how-to ideas draw on current case studies, most involving social media, and the authors' extensive experience in the U.S. and around the world. With a clear and fast-moving style, the Fifth Edition maintains its status as the foremost book on media relations in the corporate and nonprofit sectors. It is a must-read for prospective and current media relations professionals dedicated to maximizing their organization's results. Title of related interest from Waveland Press: Gower, Legal and Ethical Considerations for Public Relations, Second Edition (ISBN 9781577665540). "Every student of public relations, whether a seasoned practitioner or a first-year student, should read this book." -- Dr. Don Ranly, University of Missouri School of Journalism "Loaded with well-written, how-to ideas from two media pros, this book pays for itself in five minutes." -- communications briefings

## Book Information

Paperback: 240 pages

Publisher: Waveland Press, Inc.; 5 edition (March 11, 2013)

Language: English

ISBN-10: 1478603402

ISBN-13: 978-1478603405

Product Dimensions: 0.5 x 5.8 x 8.5 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (15 customer reviews)

Best Sellers Rank: #316,001 in Books (See Top 100 in Books) #156 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #7068 in [Books > Textbooks > Business & Finance](#)

## Customer Reviews

If you are looking for the perfect primer on media relations, you have now found it. In this newly

updated fifth edition of their classic work, Carole Howard and Wilma Mathews provide sound guidance for both the novice and the professional alike, using pertinent case studies and useful concluding hints. The book covers all aspects of media relations, including how to effectively use social media tools and successfully navigate in a much-changed global media environment, dominated by 24-7 news cycles and a plethora of media channels. I worked for Carole as a PR director at The Reader's Digest Association in Pleasantville, N.Y. in the mid-90s and was proud to contribute a small case study in the new book. Having said that, I have no financial interest in the book, but I am interested in advancing the cause of the public relations profession and believe this book is an important contribution to the PR practice cannon.

The new edition of "On Deadline" further underscores the book's pacesetting position as the must-have, must-read Bible for a successful media relations program for most any organization. For years, this classic book has offered a virtual outline of all the elements of the media relations function, and useful case histories detailing how to maximize corporate reputation and branding opportunities in the media, as well as the deft handling news media demands in a crisis. The authors weave in the best media relations practices with a timely focus upon our fast evolving social media - everything from Facebook and Twitter to the use of Skype and YouTube. "On Deadline" correctly recognizes the benefits and limitations of these new tools, keeping the reader focused on the crucial point that, like more traditional media relations tools such as news releases and special events, they are only as good as the strategy, messages and impact of the overall communications approach. The fifth edition of "On Deadline" is as fresh as Grandma's apple pie.

I learned how to deal with media the hard way. I spent many years doing corporate public relations for major companies on both coasts, trying to put the company in the best possible light, learning how to work with reporters and editors who wanted answers now not later, struggling to get reluctant managers to give me the information I needed to do my job. Even though I had supervisors who had been there/done that, a lot of it was learning on the run. And that was before globalization, technology and social media changed the game. How nice it would have been if there had been a book like On Deadline back then to turn to when the going got tough. Fortunately in today's world, there is such a book, thanks to Carole Howard and Wilma Mathews. Their book is an encyclopedia of proven advice on how to do the media relations job. I heartily recommend it both for those who are contemplating a career in corporate communications and those who are now on the firing line.

The fact that this book is in its fifth edition demonstrates how useful it has been to generations of media relations people. It's a practical, insightful, and complete guide to modern media relations. You'll learn something just leafing through and reading wherever your finger drops. The 5th edition includes a wealth of material on social media, including recent case histories. (Hard to believe but Facebook, YouTube, and Twitter didn't even exist when the first three editions came out.) The authors have been proven in real world, high-stakes media relations. They've done a remarkable job committing the benefit of their experience to paper.

Everything you need for managing media relations is at your fingertips with "On Deadline." Even public relations practitioners with years under their belts will find useful insights, actionable ideas and hands-on guidelines they can put to practical use. Much more than tips on developing news releases and conducting media interviews, On Deadline offers valuable advice on topics such as the changing role of communications counselors in policy formulation, ideas for conducting online media events, guidelines on posting videos on YouTube and strategies for developing global social media policy. After reading On Deadline I felt I was more attuned to the latest concepts in media relations, as if I had participated first-hand in brainstorming sessions with the leading experts in the field. It's full of practical pointers, pitfalls to avoid and step-by-step checklists, all in an easy-to-follow format with headers and bullet points highlighting key elements. I'll be referring back to On Deadline often as both a refresher and when planning important media events. I highly recommend this book to new media relations practitioners seeking practical hands-on tips for successfully navigating media relations, to long-time public relations pros who want to update their skills, and to business managers who want to maximize their relations with the media. Candy Young, Young Communications

On Deadline is a "how-to" for creating and implementing a media relations policy. Although my media needs are rather small compared to those of a large corporation or non-profit, I still work with all types of media in order to get our message out. As director of a small, rural library, I don't conduct formal interviews on a regular basis but I do meet with our library patrons every day and after reading Chapter 5: Spokesperson, I now understand that each of these conversations is, in fact, an interview. Hints on Interview Techniques is an invaluable tool. If you are not fortunate enough to have Carole Howard living in your community and advising you on how to deal with the media, then On Deadline should be on your bookshelf or, at the very least, in your local library. Jackie Welch  
Director Ruby M Sisson Memorial Library Pagosa Springs, CO

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