



Media Relations Handbook for Government, Associations, Nonprofits, and Elected Officials, 2e

By Bradford Fitch

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Media Relations Handbook for Government, Associations, Nonprofits, and Elected Officials, 2e By Bradford Fitch

Media Relations Handbook for Government, Associations, Nonprofits, and Elected Officials, 2e, by Bradford Fitch, Editor: Jack Holt. The Media Relations Handbook is called "the big blue book" on Capitol Hill.

Human communication is a constant, continuous, and dynamic phenomenon. You cannot not-communicate nor can you un-communicate. For an individual entity, there is only ONE communication. Not multiple, not varieties, only one. That one communication is the culmination of all that has been communicated by the entity until the "now" in time. You cannot go back and un-communicate something. You can only begin from the "now" to create the intended outcome. That outcome is always a negotiation with the receiver/audience/community to cultivate an agreed understanding.

For a communication professional, understanding this fact is essential. No matter where you work, someone has been communicating something before you began. You cannot un-communicate it. You cannot create a new beginning; but you can begin now to create a new outcome. Research continues into the changes in communication wrought by the Internet and public expectations that are experiencing mercurial change.

As best practices are now being developed, the *Media Relations Handbook 2e* can give you guidance and ideas that will spark your innovation.

Table of Contents

Introduction

Foreword

Ch. 1 First Steps

Ch. 2 Tools of the Craft

Ch. 3 Developing a Message and Communication Plan

Ch. 4 Interacting with Reporters

Ch. 5 Overview of the Media: Print, Radio, TV, and the Internet

Ch. 6 Online Communication
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 Communication in a Federal Agency
Ch. 12 Crisis Communication in Public Affairs
Ch. 13 Honest Spin: Ethics in Public Affairs
Appendices
Glossary
Epilogue
Index

For Complete Table of Contents, see MediaRelationsHandbook.com

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Ch. 6 Online Communication

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 Communication in a Federal Agency

Ch. 12 Crisis Communication in Public Affairs

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Epilogue

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