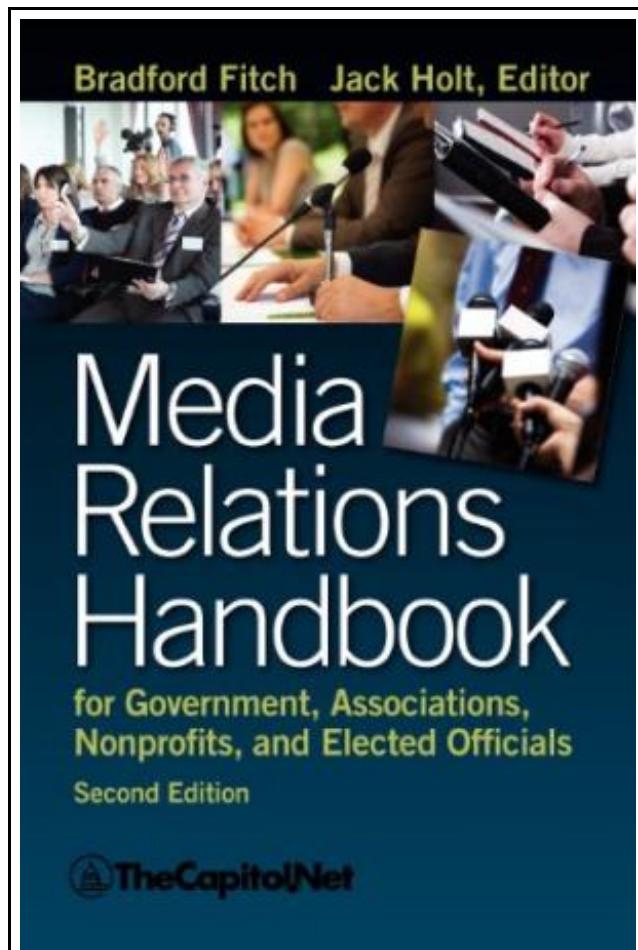


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TheCapitol.Net, Inc. Hardcover. Book Condition: New. Hardcover. 332 pages. Dimensions: 9.7in. x 6.9in. x 1.0in. Media Relations Handbook for Government, Associations, Nonprofits, and Elected Officials, 2e, by Bradford Fitch, Editor: Jack Holt. The 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 receiveraudiencecommunity 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 IntroductionForewordCh. 1 First StepsCh. 2 Tools of the CraftCh. 3 Developing a Message and Communication PlanCh. 4 Interacting with ReportersCh. 5 Overview of the Media: Print, Radio, TV, and the InternetCh. 6 Online CommunicationCh. 7 Dealing With the PrincipalCh. 8 Interview PreparationCh. 9 Internal Issues: Experts, Policy, Numbers, Leaks, Lawyers, and LanguageCh. 10 How to Interact with Congressional Campaign OperationsCh. 11 Communication in a Federal AgencyCh. 12 Crisis Communication in Public AffairsCh. 13 Honest Spin: Ethics in Public AffairsAppendicesGlossaryEpilogueIndex For Complete Table of Contents, see...



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