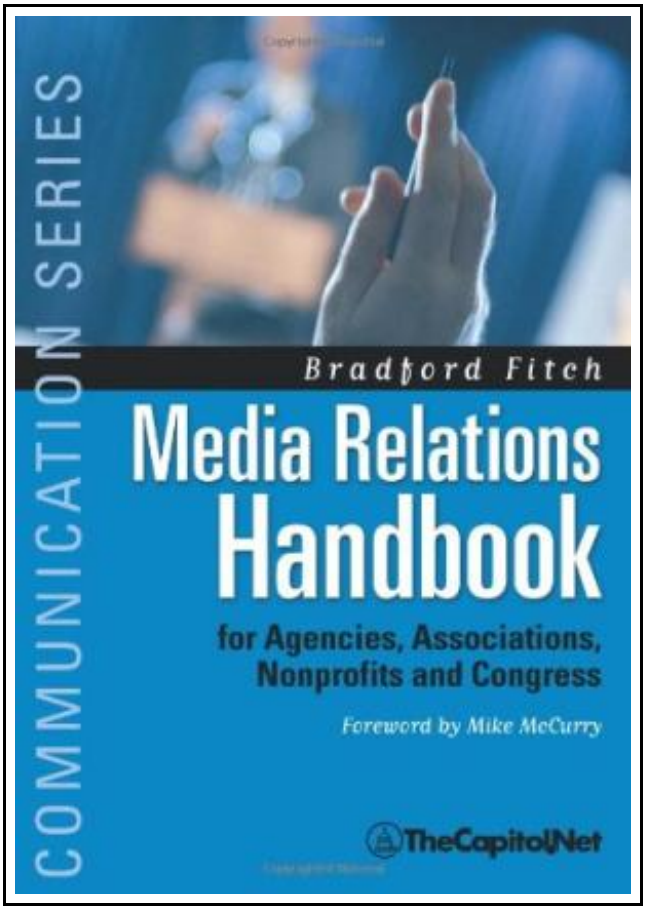
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TheCapitol.Net, Inc, United States, 2010. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.Next to the AP Style Guide, the Media Relations Handbook is arguably the most valuable reference 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...

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