



Media Relations: Issues and Strategies

Jane Johnston

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Examining one of the most tangible and visible areas of public relations practice, this accessible study presents a range of examples, case studies, illustrations, and templates and balances them with a solid foundation of theory, media background, and culture. Chapters delve into the different types of media, analyzing their applications, strengths, and weaknesses and demonstrates how to target the appropriate media outlets, from national television and community radio to celebrity magazines or an influential blog. Also included is advice on how to approach media organizations, an explanation of practices and ideas, and an exploration of how to best assist group and individual organizations in dealing effectively with the media. The first to offer a theoretical perspective on this branch of public relations, this practical guide will guarantee the establishment of respectful, professional relationships.

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