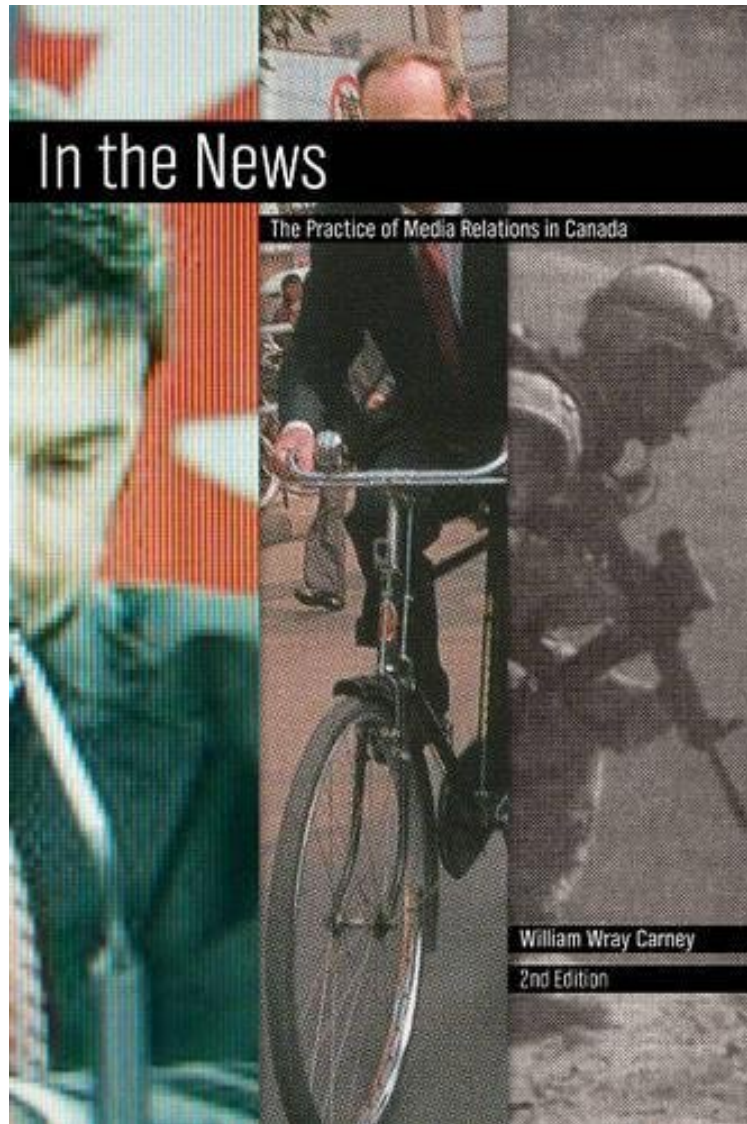


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In the News, 2nd edition: The Practice of Media Relations in Canada

William Wray Carney

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William Wray Carney : In the News, 2nd edition: The Practice of Media Relations in Canada before purchasing it in order to gauge whether or not it would be worth my time, and all praised In the News, 2nd edition: The Practice of Media Relations in Canada:

0 of 0 people found the following review helpful. Media magazine review By A Customer This is a book designed for people in the public, private and voluntary sector who know very little about the news media but need to know more if

they are going to do their jobs properly. It contains lots of practical advice about how to approach reporters, turn events into a news story, navigate difficult interviews, and write grabby press releases. Although Carney, a former journalist and now an experienced political staffer in the premier's office in Saskatchewan, he manages to avoid casting news media as puppets to be manipulated. Instead, he urges public relations practitioners to help the news media do their job rather than hinder them. Journalists wanting to know more about the tricks of the trade used in the PR business will also find this interesting. G.S..2 of 2 people found the following review helpful. "Good Communications Cannot Override Bad Judgement" more By Midwest Book Review In *The News: The Practice Of Media Relations In Canada* by experienced journalist and lecturer William Wray Carney is a solidly informative treatise about public relations with the media - in particular the Canadian media, but the vital advice and sound information, such as the principle of "Good Communications Cannot Override Bad Judgement" apply directly to public relations workers everywhere. Grounded solidly in research and personal experience, yet written in a straightforward, direct style particularly suitable for introducing novices to public relations while offering new tips, tricks, and techniques for veteran PR workers, *In The News* is a first-rate and highly recommended guidebook to the art, craft and science of media relations. 0 of 0 people found the following review helpful. PRCanada review By A Customer Recommendation: Definitely worth owning for all but the very experienced. The two chapters on handling interviews are touchstones to be read over and over, as are the concluding thoughts on professional development. Total beginners will want to supplement this volume with additional case studies showing the principles in action and material on the how-to of activities such as setting up a news conference venue or conducting a media drop.

Are you or your organization going to be in the news? Do you want to be in the media spotlight and do you know how to deal with it? *In the News* provides an introduction to media relations in Canada, from a practical and philosophical approach. Grounded in the latest research on how to work with media, it explains current media practices and demonstrates how to take a proactive, planned approach to dealing with media. First published in 2002 to wide acclaim from media and academia alike, the second edition is revised and updated containing two new chapters that outline emerging trends in media relations as well as connecting larger issues in media to its role in modern society.

"The media has a tremendous impact upon the people, and as they say, with great power comes great responsibility. Now in a newly updated and expanded second edition, *In the News: The Practice of Media Relations in Canada* is an in-depth study of the relationship between the media and the people in the nation of Canada. A scholarly and complete examination now in an updated second edition, "*In the News*" is an excellent read for anyone interested in the status of the media in modern society. An ideal choice for community library social issues collections focusing on Canada." Bookwatch, August 2008 "William Wray Carney, an adjunct professor at Concordia University College of Alberta, has taken his 30-plus years of experience in media, communications and teaching, and produced a highly readable, practical, and scholarly work on media relations-no mean feat. Carney divides the book into three sections, beginning with the basics, working through the nuts and bolts of media relations and ending with emerging trends in the field. In each section, the chapters contain practical information illustrated with real life examples, and the findings from scholarly research. However, as is often the case today with technology changing faster and faster, the book at times seems dated. With that said, *In the News* makes a valuable contribution to the media relations textbook field. Beyond students, professional communicators will find it an excellent resource. And people just interested in the media and their role in our society will find the book enlightening." Karla K. Gower, J-Source.ca, The Canadian Journalism Project, [Full review at http://j-source.ca/english_new/detail.php?id=4508] "William Wray Carney fills a major gap in Canadian media relations with the second edition of *In the News: The Practice of Media Relations in Canada*. The book readily fulfills its purpose as a "standard textbook on media relations that meets academic standards, is research-based, and provides both a practical and a philosophical guide to dealing with media and reporters." This book should be required reading for individuals or members of organizations that may be involved in media relations, such as governments, non-profit organizations, universities, libraries, businesses, etc. Journalists and reporters will benefit from Carney's offering as well. The textbook is comprised of three major sections. In the first portion of the book, Carney discusses the theory and principles of media relations. The second portion of the book builds on the background provided in the first section and outlines the practice of media relations. The second section is the meat of Carney's text and is full of practical strategies and tips for successful media relations. In this section Carney covers every topic of media relations from how to create and develop news releases (including detailed specifics such as how to construct a good lead) and how to give successful interviews, to the various approaches to the media (from the news conference to media events), in an easy-to-read style. The major differences between the first edition, published in 2002, and the second edition appear to be stronger editing and the addition of a third section that discusses "Emerging trends in media and media relations" and "Towards a greater understanding of media, communications and technology." The second edition is about 30 pages longer. Carney's meticulous explanations of what media are, how they work, and what concrete steps a communicator needs to take in order to get their story out to the public or to their specific audience make this book a must-read for anyone already involved in media relations or anyone who thinks

they might need to know more about communications." - Tami Oliphant, University of Western Ontario "This book, now in its second edition, considers the media from the perspective of a PR practitioner [and] fills a need for a Canadian primer on effective media relations. I felt that Part Two was comparable to a chat with an individual who has through trial and error acquired a high level of expertise in dealing with the media. Indeed, in this section, Carney offers a much straightforward advice in a conversational tone...In the News is written in a direct, unadorned style...In terms of its utility as a course text especially, I would recommend assigning this book in a first or second year PR course. Students can then read the chapters at the rate of one or two per week, with stimulation and role-playing exercises reinforcing the lessons learned. They could then keep In the News as a useful reference, to be consulted when the need arises." Eric Spalding, PRRB, Spring 2009

About the Author William Wray Carney has a Honors BA in English Literature from Trent University in Peterborough Ontario and studied journalism at Carleton University in Ottawa Ontario. He has over 30 years of experience in media, public relations and education. He has been a sessional instructor at the University of Regina and the University of Alberta and was Adjunct Professor in risk communications at Concordia University College in Edmonton Alberta. His work in public relations was primarily in the public sector in Alberta and Saskatchewan and he is now semiretired from government, maintaining a small private practice in Regina Saskatchewan. He is the author of In the News: The Practice of Media Relations in Canada (University of Alberta Press, 2nd edition 2008.) In 2009, the Canadian Public Relations Society presented the Award of Attainment to Carney "whose personal activities and/or leadership have gone beyond the call of duty or responsibility to an employer or client and resulted in a pronounced contribution to the status and acceptance of the Public Relations function as a whole."