



Winning with the News Media: A Self-Defense Manual When You're the Story, 2005 (8th Edition)

Clarence Jones

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Now in its 8th Edition, this is America's leading book on news media relations. One of the nation's most experienced news media consultants helps you understand how the news media operate and how to cope with them. A former investigative reporter in both newspapers and television, Clarence Jones shares his candid, critical assessment of where the media are, and where they're going. The book is divided into three sections -- Media Strategy, Media Skills, and Inside the Media. It includes basic public relations guidelines, as well as extensive, step-by-step recommendations when you've been targeted by the media, or need to get your story out. Interview and news conference tips, crisis management, libel and privacy law are all explored in great detail. How to safely talk to reporters off-the-record. Explanations of how they'll edit you and what you can do to make the editing more accurate. Full text of the code of ethics reporters and editors claim to live by, and what you can do when they break their own rules. How to craft a quote they'll use, and use exactly as you said it. How to judge media advice from your lawyer. The battle for money and power that is now raging between print, television, and the Internet. Up-to-date data on newspaper circulation, network ratings, spending for media advertising, and the rash of recent embarrassing media incidents. And a new chapter in this edition on News Media Trends that lists the holdings of America's media mega-corporations.

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