



Media Relations: Concepts and Principles for Effective Public Relations Practice

Robert C. Chandler

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Keys for Media Relations for Every Public Relations Professional

This book will help prepare PR practitioners for survival and success in working with journalists and the news media. This book is an essential part of a PR practitioner's basic training manual for addressing the challenges of news media coverage (or lack thereof).

Included in the book are contributions and interviews with seasoned Public Relations subject matter experts who share their experience-based insights into how to enact effective media relations. This book also includes contributions from some of the leading Public Relations scholars in the world today. Finally, this book also includes contributions from several journalists and prominent professors of journalism to offer a rare insight from "the other perspective" that far too many PR students and PR practitioners have not taken the time to contemplate. Readers may also want to seek out additional training for media relations and working with the media including professionally overseen simulation activities where the PR practitioner is asked sample questions in front of rolling cameras and pressed by persistent queries of reporters followed by skillful debriefing to improve their performance.

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