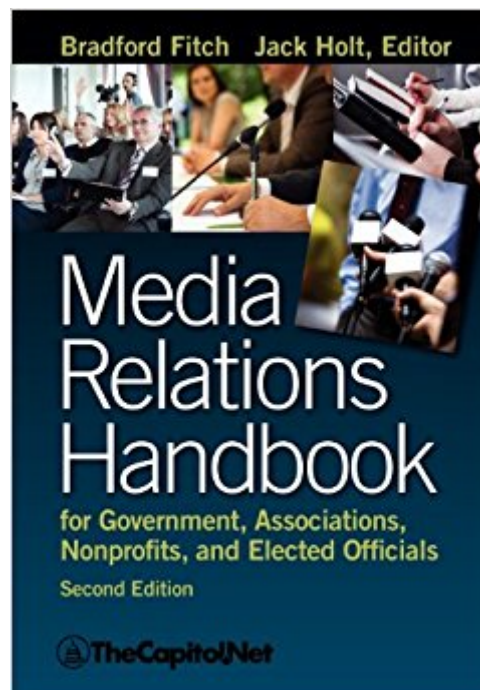




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# Media Relations Handbook For Government, Associations, Nonprofits, And Elected Officials, 2e



## Synopsis

Media Relations Handbook for Government, Associations, Nonprofits, and Elected Officials, 2e, by Bradford Fitch, Editor: Jack Holt. The Media Relations Handbook is called "the big blue book" on Capitol Hill. Human communication is a constant, continuous, and dynamic phenomenon. You cannot not-communicate nor can you un-communicate. For an individual entity, there is only ONE communication. Not multiple, not varieties, only one. That one communication is the culmination of all that has been communicated by the entity until the "now" in time. You cannot go back and un-communicate something. You can only begin from the "now" to create the intended outcome. That outcome is always a negotiation with the receiver/audience/community to cultivate an agreed understanding. For a communication professional, understanding this fact is essential. No matter where you work, someone has been communicating something before you began. You cannot un-communicate it. You cannot create a new beginning; but you can begin now to create a new outcome. Research continues into the changes in communication wrought by the Internet and public expectations that are experiencing mercurial change. As best practices are now being developed, the Media Relations Handbook 2e can give you guidance and ideas that will spark your innovation.

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## Customer Reviews

I've used Brad's handbook as a text or reference in political and governmental communication classes at three different Washington, DC universities. The skills he conveys and explains very completely are fundamental to the practice of public affairs communication in federal, state or local government, as well as non-profit and advocacy communication. I'm delighted with the update as the Internet and social media take on a rapidly-growing role in public affairs communication.

Great booklet for Government public relations managers!

This is a great book for all those pursuing media relations in DC.

For those who want to get in touch with the field, this book is extremely helpful. Good examples and hints.

Good and usefull .

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