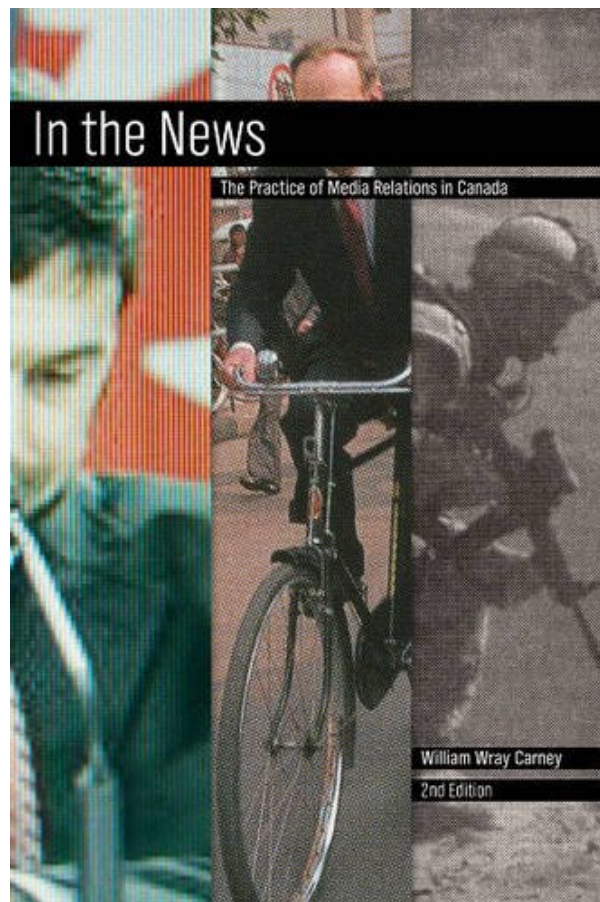
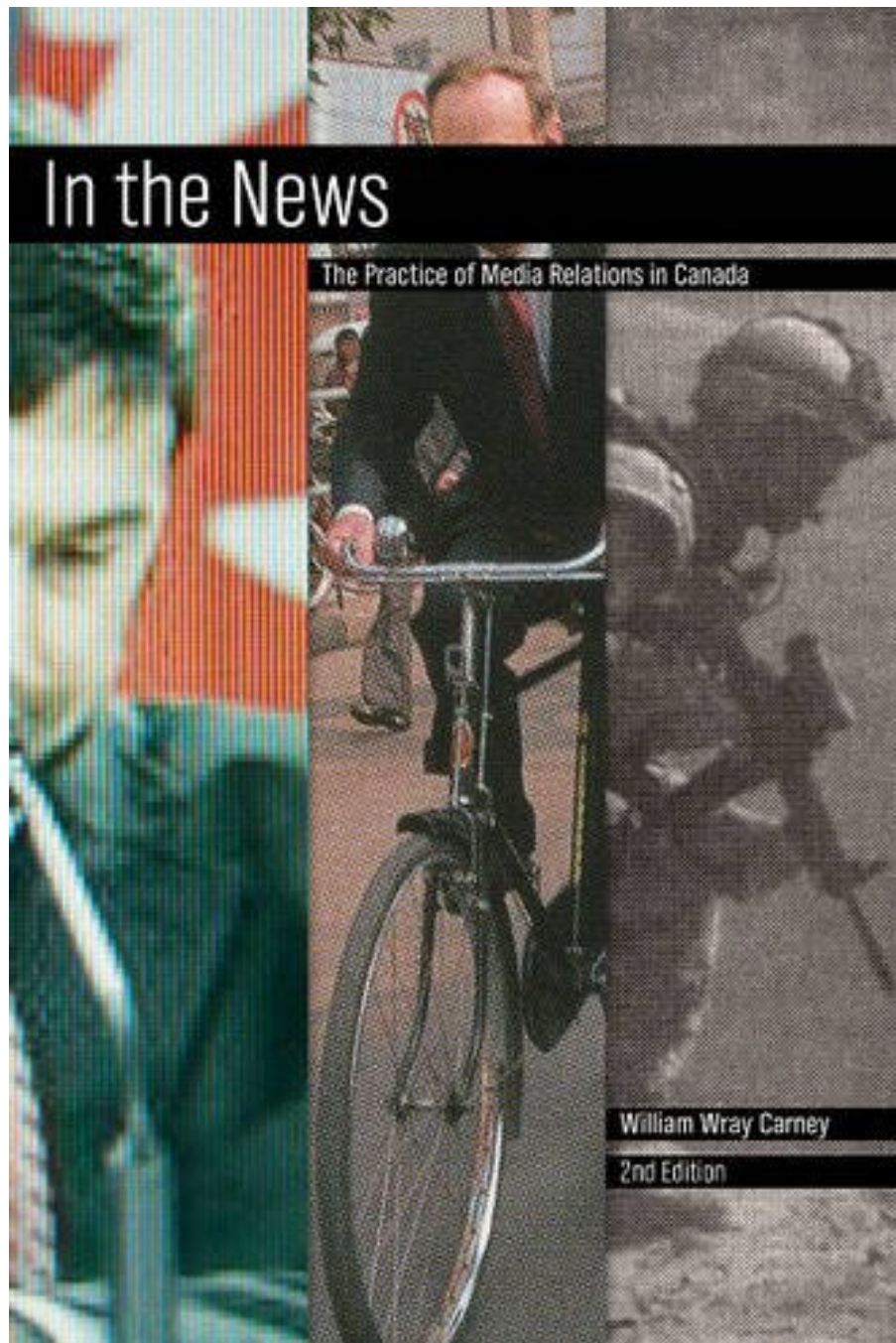


IN THE NEWS, 2ND EDITION: THE PRACTICE OF MEDIA RELATIONS IN CANADA BY WILLIAM WRAY CARNEY



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Review

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- Sales Rank: #2766266 in Books
- Brand: Brand: The University of Alberta Press
- Published on: 2008-05-02
- Released on: 2008-05-02
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .75" w x 6.00" l, .97 pounds
- Binding: Paperback
- 292 pages

Features

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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..

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"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.

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PRCanada review

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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

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