



John Clare's Guide to Media Handling

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The media is an important influence on how a company or organization is perceived. This is an insider's guide to media handling, showing readers what needs to be done to achieve media success and offering them the tools to do it. John Clare is a former ITN and "Daily Mail" journalist who is now a media and crisis consultant, and here he shares his experience. He offers an in-depth examination of the different media sectors - TV, radio and print - and how to make your stories relevant to them. There is a detailed explanation of how a newsroom works, based on different desks and deadlines and how to take advantage of these. The different types of editorial pieces - news and features - are analyzed, along with the circumstances in which you should target each. The book includes coverage of the use of the Internet as a vehicle for news.

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