



Media Relations Handbook: For Agencies, Associations, Nonprofits and Congress - The Big Blue Book

Bradford Fitch

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Next to the AP Style Guide, the *Media Relations Handbook* is arguably the most valuable reference available for any public affairs officer, press secretary or Beltway PR professional.

The *Media Relations Handbook* is required reading for Capitol Hill press secretaries, federal agency public affairs officers, political campaign spin doctors, nonprofit PR professionals, lobbyists or anyone involved in garnering media coverage. In this Handbook, Bradford Fitch explores theory and practice, discussing general principles and illustrating each point with real-life examples.

This book is for those who are seeking the most effective means to communicate on behalf of a government agency, a national association or nonprofit, or an elected official. It will help you channel your hot passion with the cool guidance that has been gleaned through others' experience.

The author professes no unique insight into media relations in public affairs. Rather, this book is an amalgamation of the collective wisdom of hundreds of public relations professionals in the worlds of government and politics. It is an overview of the ideas that have become the accepted rules of communications in Washington, presented in one volume.

"[T]his book will be of value to students and professionals of political communications and public relations. Summing up: Recommended. Upper-division undergraduate through professional collections."

-- CHOICE

"Although targeted for new media relations staff or ones starting a new press office, even the most experienced public information officer can learn from this book."

-- Gene Rose, Director of Public Affairs, NCSL, in *State Legislatures* magazine

"Offers a wealth of practical advice on public relations that will be of benefit to governmental and non-governmental organizations alike."

-- *Municipal World*

A rich 'how-to' lesson for pros and for novices who must negotiate the competitive landscape of America's new media."

-- Ann Compton, White House Correspondent, ABC News

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