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In the News, 2nd Edition

The Practice of Media Relations in Canada

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Are you or your organization going to be in the news? Do you want to be in the media spotlight and do you know how to deal with it?

In the News provides an introduction to media relations in Canada, from a practical and philosophical approach. Grounded in the latest research on how to work with media, it explains current media practices and demonstrates how to take a proactive, planned approach to dealing with media.

First published in 2002 to wide acclaim from media and academia alike, the second edition is revised and updated containing two new chapters that outline emerging trends in media relations as well as connecting larger issues in media to its role in modern society.



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