



# Building Media Relationships

*Susan Sommers*

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## **Building Media Relationships** Susan Sommers

A solid media relations plan is one of the most powerful tools a company can draw upon to raise a profile, attract new clients, and generate sales. *Building Media Relations, Second Edition*, is a comprehensive guide to working professionally and productively with the media.

Sommers provides students with the critical theories and strategies necessary for successful media planning and management. Throughout this edition, students are exposed to tools and techniques--from the use of media kits, databases, and event planning, to the necessity of research, analysis, and evaluation--that shape the success of media relations professionals and the businesses they represent. This book is a phenomenal resource for students of Communications or Media and Public Relations as well as anyone who is responsible for generating media understanding and coverage.

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