

Media Management

A Casebook Approach

George Sylvie
Jan LeBlanc Weeks • C. Ann Hollifield
Stephen Lacy • Andlyth Broadrick Sohn

Media Management A Casebook Approach Routledge Communication Series

Ardyth Broadrick Sohn

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Media Management Ann Hollifield,Jan LeBlanc Wicks,George Sylvie,Wilson Lowrey,2015-08-11 Media Management A Casebook Approach provides a detailed consideration of the manager's role in today's media organizations highlighting critical skills and responsibilities. Using media based cases that promote critical thinking and problem solving this text addresses topics of key concern to managers diversity group cultures progressive discipline training and market driven journalism among others. The cases provide real world scenarios to help students anticipate and prepare for experiences in their future careers. Accounting for major changes in the media landscape that have affected every media industry this Fifth Edition actively engages these changes in both discussion and cases. The text considers the need for managers to constantly adapt obtain quality information and be entrepreneurial and flexible in the face of new situations and technologies that cannot be predicted and change rapidly in national and international settings. As a resource for students and young professionals working in media industries Media Management offers essential insights and guidance for succeeding in contemporary media management roles

Media Management Jan Wicks, LeBlanc,George Sylvie,C. Ann Hollifield,Stephen Lacy,Ardyth Sohn, Broadrick,2014-04-04 Media Management A Casebook Approach provides a detailed look at each of the major areas of responsibility that fall to the managers of media organizations such as leadership motivation planning marketing and strategic management. Retaining its core content and case study approach this third edition draws upon the latest organizational and management research to guide students in the development of their managerial skills. It provides media based cases that give students the opportunity to develop their critical thinking and problem solving skills. Updates in this edition include research and examples to reflect the current state of the industry material on convergence new media and international aspects as well as their influences on leadership and planning information and research on new media the Internet and their future implications for media managers technology and online resource sections and examples and information on data used by advertisers and media organizations. This textbook also offers new material on the structure of the Internet new media and converged and international media organizations. It is intended for advanced undergraduates and graduate students in media management courses

Media Management Stephen Lacy,Jan LeBlanc Wicks,1993 This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis. Although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases. Approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations. All cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three

extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers The book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization Practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion Original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

Crisis Communications Kathleen Fearn-Banks,2010-10-04 Crisis Communications presents case studies of organizational and individual problems that may become crises and the communication responses to these situations Helping professionals prepare for crises and develop communications plans the third edition of this essential reference explores critical issues concerning how organizations companies and individuals communicate with the news media employees and consumers in times of crisis Author Kathleen Fearn Banks addresses how to choose the best possible words to convey a message the best method for delivering the message and

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The Media Handbook Helen Katz,2016-08-25 The Media Handbook provides a practical introduction to the advertising media planning and buying processes Emphasizing basic calculations and the practical realities of offering alternatives and evaluating the plan this sixth edition reflects the critical changes in how advertising in various media is planned bought and sold by today s industry professionals Author Helen Katz looks at the larger marketing advertising and media objectives and follows with an exploration of major media categories covering paid owned and earned media forms including digital media She provides a comprehensive analysis of planning and buying with a

continued focus on how those tactical elements tie back to the strategic aims of the brand and the client Also available is a Companion Website that expands The Media Handbook's content in an online forum Here students and instructors can find tools to enhance course studies such as chapter overviews PowerPoint slides and sample questions With its emphasis on real world industry practice The Media Handbook provides an essential introduction to students in advertising media planning communication and marketing It serves as an indispensable reference for anyone pursuing a career in media planning buying and research

The Business of Sports Mark Conrad,2017-02-17 The Business of Sports provides a comprehensive foundation of the economic organizational legal and political components of the sports industry Geared for journalism communication and business students but also an excellent resource for those working in sports this text introduces readers to the ever increasing complexity of an industry that is in constant flux Now in its third edition the volume continues to offer a wealth of statistics and case studies up to date with the newest developments in sports business and focused on cutting edge issues and topics including the many changes in international sports and the role of analytics in decision making and tax rules that have a major effect on athletes and teams

Media Management Ardyth Broadrick Sohn,1999 Using case

studies of media management this volume provides exercises including practice in role playing leadership communication and decision making with consequences Students are encouraged to distinguish between arts activities actors meanings relationships and settings of importance

The Mediation of Sustainability Ben Harbisher,2023-03-14 In 2015 the United Nations set out an ambitious plan under UN Resolution 70/1 to prioritize seventeen separate goals over a fifteen year period to promote health life equality and the environment The Sustainable Development Goals include ending poverty and hunger reducing inequality promoting good health and well being quality education gender equality clean water and sanitation affordable and clean energy decent work and economic growth industry innovation and infrastructure sustainable cities and communities responsible consumption and production climate action life under water life on land peace justice and strong institutions and developing partnerships to achieve these goals This book examines the way in which SDG initiatives have been disseminated by mainstream media in government discourse and by NGO's charitable organisations and campaign groups It questions to what extent sustainability narratives are being supported and how they are represented how saving the environment can be made pertinent to someone who has no access to clean food or running water and why local initiatives in which indigenous populations are making a real difference are overshadowed by multinationals whose attempts to rectify the damage their goods have done gains more credible reportage Contributors Mariana Abreau Rhys Davies Jenifer Ere Shiv Ganesh Steven Graham Ben Harbisher Delayney Harness Candy Marisol Hernandez Richard Irwin Julius Klingelhoefer Jason Lee Michel Leroy Barbara Lima and Stuart Price

Forthcoming Books Rose Arny,2001-06 Books in Print,1994 **Bibliographic Index**,2006 **The British National Bibliography** Arthur James Wells,2005 *JQ. Journalism Quarterly*,1994 Includes section Book reviews and other bibliographical material **Public Relations: The**

Basics Deborah A. Silverman,2025-12-24 This concise and accessible second edition introduces readers to one of the most exciting and fast paced media industries public relations its history and current practice the types of employment roles available and practitioner job responsibilities including writing research and strategic planning Orienting readers to this dynamic and engaging industry this book gives readers the tools they need to consider career prospects and professional duties It weaves case studies and practical examples with a brief but foundational look at communication theories helpful to a public relations professional This edition continues to feature an overview of education for a public relations career job opportunities and tips for launching a career in public relations as well as addressing ethics professionalism and public relations writing The four phases of public relations campaigns are also covered research strategy tactics and evaluation Updates to this second edition include discussions of artificial intelligence misinformation and disinformation crisis communication diversity equity and inclusion corporate social responsibility and the use of social media This edition also incorporates new or updated international case studies throughout the text ensuring that the book is relevant to a global audience and features PR Profiles of four public relations leaders offering insights on the profession Public Relations The Basics 2nd Edition is pitched to a variety of audiences interested in learning more about public relations including general readers students exploring career options and guidance counselors and university career advisers [Subject Guide to Books in Print](#) ,1997 **The Cumulative Book Index** ,1999 **American Book Publishing Record** ,2006 *Communication in the Age of Suspicion* Vian Bakir,David M. Barlow,2007-04-12 *Communication in the Age of Suspicion* explores and interrogates the relationship between media and trust It begins by examining the decline of trust in key institutions and the relationship between Trust Studies and Media Studies Fourteen international contributions follow focusing on a variety of genres and examining a number of media forms Can we speak of The End of Trust The book concludes by delineating three emergent themes before outlining implications for media communication and future directions for research in this Age of Suspicion **Books in Series** ,1985 Vols for 1980 issued in three parts Series Authors and Titles

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