



Working with Public Information Officers: A Supplement to Explaining Research (Paperback)

By Dennis Meredith

Glyphus LLC, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Public Information Officers (PIOs) can be invaluable allies in your communication efforts. They can offer expert advice, as well as access to communications machinery for reaching the media and other important audiences. This guide supplement to Explaining Research (Oxford University Press, 2010) will help you develop the most beneficial relationships with those PIOs, whether they are in your institution, at a journal, in a scientific society, or in your funding agency. Working with Public Information Officers shows how your PIO can serve as - an editorial and media relations expert who can write and distribute news releases, pitch media on story ideas, develop media strategy, and manage communication crises - an institutional ambassador who conveys to administrators the significance of your research and your positions on important issues - an educator who teaches you how to develop clear research explanations and work with media - a hard questioner who confronts you with those tough questions that you must answer if you are to preserve your reputation and advance your work. For further information, visit [Reviews Scientists who want to communicate their work are...](#)



[READ ONLINE](#)
[6.35 MB]

Reviews

This book is definitely not easy to get going on reading but extremely entertaining to learn. It is actually filled with knowledge and wisdom I am very easily will get a delight of reading a composed ebook.

-- **Krystina Breitenberg**

Complete information for publication fanatics. It is actually rally intriguing throug reading period of time. I am happy to explain how this is actually the greatest publication i actually have read inside my own daily life and may be he finest ebook for possibly.

-- **Ms. Heidi Rath**