



Managing In The Media

Carole Howard, Wilma Mathews



Managing In The Media:

Managing Media Organizations John M. Lavine, Daniel B. Wackman, 1988
Deuze, 2010-07-29 Managing Media Work provides a comprehensive cross national overview of the theory and practice of working in the media in the digital age Focusing on three key areas new media work media professions and media management this text prepares students to effectively manage their own media careers and to manage human capital in creative companies Written by leading international scholars the book addresses the increasingly global networked and unpredictable nature of the media industry as well as the growing complexities of media work On Deadline Carole M. Howard, Wilma K. Mathews, J. Suzanne Horsley, 2020-12-30 With a clear and fast moving style the Sixth Edition maintains its status as the foremost book on media relations in the corporate nonprofit and government sectors The authors retained the best and enduring aspects of media relations in the previous edition while skillfully integrating all current trends such as the increased reliance on technology complex legal rulings and concerns about credibility that have had an impact on how professionals work with the media On Deadline is must read for prospective and current media relations professionals dedicated to maximizing their organization s results As one reviewer remarked On Deadline is like having a professional mentor and media consultant on speed dial It presents all the tools necessary to plan and implement a successful media relations program from relationships with reporters crisis management and global media relations to spokesperson training ethical and legal issues news conferences and special events New case studies illustrate the multiple roles of media relations professional as planner crisis manager communicator counselor and strategist in a world that encounters ubiquitous messages dispersed at the speed of light **Media Management** Jan Wicks LeBlanc, George Sylvie, Jan Wicks, LeBlanc, 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 Managing in the Media William Houseley, Tom Nicholls, Ron Southwell, Pamela Block, 2013 Managing in the Media has been devised for a broad

audience It is based upon the perceived need for a text that amalgamates cultural theories film and television analysis management theories and media production practice into one volume There are many books on film and cultural studies Similarly there are copious numbers of texts written on management To date little has been written that analyses the management of the audiovisual industry set against the backdrop of the cultural and economic environment within which the media manager operates Managing in the Media is divided into three sections that take the reader from the global to the specific from the strategic to the tactical Each chapter discusses specific topics that can be read in isolation yet contribute to the theme within each part Taken as a whole the book provides the potential professional media manager and current practising media manager with a framework of issues that will give them an awareness of the range of knowledge needed by the successful media manager This book does not try to be a manual to success The media industry is awash with successful individuals none of whom needed textbooks to set them on their chosen career paths Yet these exceptional people prove the rule that in the main most media practitioners would benefit from some additional support and guidance The aim of this book is to present to them some of the management issues that have or will have an impact upon their working careers The accompanying website www.mediaops.net which can also be accessed via www.focalpress.com features Tutor notes and reader activities Updated list of further reading Additional support material such as production templates Interviews with the authors A discussion forum Industry and education links Media News

Managing Media Businesses Mike

Rosenberg, Philip H. Seager, 2017-05-22 This book is a practical guide to every aspect of managing media businesses Written by a team of experts and illustrated with interviews from leading industry players it addresses the unprecedented change and uncertainty facing the industry Do newspapers magazines or books have a future Will terrestrial television or cable services exist as meaningful players in five years time Is there a way to make multiple consumption platforms work together in a way that extracts the revenue needed to support the creation and development of quality content While more and more content is being published fewer and fewer businesses are finding a way to do so profitably and sustainably Your answers to these questions that vex your media or entertainment business will depend on your frame a frame based on experience gained in days that were less uncertain less fluid and much much simpler Those frames need to be broken if you are to survive in times of such rapid change This book is based on IESE s Advanced Management Program in Media Entertainment which IESE Business School has been running in New York and Los Angeles since 2011 It combines contributions from leading professors and practitioners as well as real life case studies to establish a base upon which you can start to build the set of managerial tools that you will need to manage fast changing media and entertainment businesses Media Management Bernd W. Wirtz, 2020-09-11 Digitalization significantly changes the media To cope with this change and to exploit new market opportunities is a major challenge for media corporations Bernd Wirtz provides a valuable guideline for this new world combining theory facts and practice Dr Hubert Burda German publisher and Managing Corporate Partner of Hubert Burda

Media Holding KG The media business is subject to substantial change while differences between distinctive media areas are fading away This is due to technical innovation in areas like transmittance of content bearer of content and recording devices but also due to new formats trends and constant change of consumer behavior The textbook Media and Internet Management stays abreast of changes and covers this topic on a well founded and comprehensive basis It makes a valuable contribution to theory and practice in media management and is highly recommendable to media managers Christoph Mohn Chairman of the Supervisory Board Bertelsmann AG The world of media is full of challenges and dynamic conditions for its field The dynamic of this market is accelerated even more by new digital technologies and ongoing globalization This book is an absolute must have for everyone who wants to know more about the basics conditions and requirements of modern media management The analytical clearness and structure make this publication highly relevant for students but also for managers Urs Rohner Chairman of the Board of Directors Credit Suisse Group AG Media Management is a textbook but a very welcome newcomer for students and teachers as it fills a market gap for good educational material in this rapidly evolving field It is concise simple but not simplistic and contains a contemporary overview of concepts and tools for media managers Prof Dr Bozena I Mierzejewska Editor of The International Journal on Media Management Fordham University New York Summed up with his second edition Wirtz managed to strengthen the outstanding position of his publication Media Management His textbook shines because of its content analytical clearness and the high relevance for business practice without losing its academic background With the second edition this book has established its position in the field of media business as the leading standard reference book in Germany It is suitable for business students lectures as well as managers who can gain magnificent information from it Prof Dr Wolfgang Fritz Director of the Institute of Marketing Braunschweig University of Technology Germany Honorary Professor at the Institute of Business Administration University of Vienna Austria

Managing in the Media William Houseley, Tom Nicholls, Ron Southwell, 2013-04-26 Managing in the Media has been devised for a broad audience It is based upon the perceived need for a text that amalgamates cultural theories film and television analysis management theories and media production practice into one volume There are many books on film and cultural studies Similarly there are copious numbers of texts written on management To date little has been written that analyses the management of the audiovisual industry set against the backdrop of the cultural and economic environment within which the media manager operates Managing in the Media is divided into three sections that take the reader from the global to the specific from the strategic to the tactical Each chapter discusses specific topics that can be read in isolation yet contribute to the theme within each part Taken as a whole the book provides the potential professional media manager and current practising media manager with a framework of issues that will give them an awareness of the range of knowledge needed by the successful media manager This book does not try to be a manual to success The media industry is awash with successful individuals none of whom needed textbooks to set them on their chosen career paths Yet these exceptional people

prove the rule that in the main most media practitioners would benefit from some additional support and guidance The aim of this book is to present to them some of the management issues that have or will have an impact upon their working careers The accompanying website www.mediaops.net which can also be accessed via www.focalpress.com features Tutor notes and reader activities Updated list of further reading Additional support material such as production templates Interviews with the authors A discussion forum Industry and education links Media News *Managing Electronic Media* Joan M. Van Tassel, Lisa Poe-Howfield, 2010 The book explains the new vocabulary of media moguls such as bandwidth digital rights management customer relations management distributed work groups centralized broadcast operations automated playlists server based playout repurposing mobisodes TV to DVD and content management **Managing Media Firms and Industries** Gregory Ferrell Lowe, Charles Brown, 2015-08-20 This volume provides rich insight into the nature and practice of media management Contributions assess the degree to which management of media firms requires a unique set of skills highlighting similarities and differences of media firms compared with other industries in terms of management practices HR development and operational aspects Success and limitations of research on media management theory is evaluated both drawing on management theory and examining insights from other disciplines Dimensions for future research are considered along with practical implications for media managers and corporate structures The book serves as a valuable reference for researchers advanced students and practitioners in media industries **On Deadline** Carole Howard, Wilma Mathews, 2000 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 Strategic Management in the Media Lucy Küng, 2023-12-07 Its scope and learning are brilliant and dazzling Eli Noam Columbia Business School How did The New York Times transform its organisation for the digital age How does Netflix drive performance through culture Why did Disney struggle to find a CEO to replace Bob Iger How did the BBC drive equal gender representation in its news programmes The media industry is developing furiously and fast and its organisations face unprecedented levels of transformation and challenge This fully

revised third edition of the classic textbook on strategy in the media Explores key shifts in the strategic environment including the digital platforms streamed media the creator economy the metaverse and generative AI Explains key concepts in strategic management with insight and clarity Applies all theories to the sector illuminating all dimensions of the strategic task from understanding competition and building core competencies to driving innovation shaping culture and finding the right leadership approach Takes readers deep into innovation disruption and strategic adaptation in action with an expanded set of new cases on a diverse range of global companies from Scandinavia to South Africa Provides new Resources and Questions sections to guide readers further study and support classroom learning Lucy K ng has again written the essential guide to strategy and management in the media industry This is the ideal text for students of media studies media economics and media management Professor Lucy K ng is an expert on strategy innovation and leadership and focuses on successful responses to the challenges of digitalization She is Senior Visiting Research Associate at the Reuters Institute Oxford University and Non Executive Board Member of the NZZ Media Group and formerly of Swiss PSM broadcaster SRG and VIZRT the media tech provider She has held professorships at the University of Oslo the Institute for Media and Entertainment New York IESE and the University of J nk ping

The Rowman & Littlefield Handbook of Media Management and Business L. Meghan Mahoney,Tang Tang,2020-12-15 The Rowman Littlefield Handbook of Media Management and Business connects research and industry practice to offer a strategic guide for aspiring and current media professionals in convergent environments As a comprehensive one stop reference for understanding business issues that drive the production and distribution of content that informs entertains and persuades audiences aims to inspire and inform forward thinking media management leaders The handbook examines media management and business through a convergent media approach rather than focusing on medium specific strategies By reflecting media management issues in the information entertainment sports gaming industries contributed chapters explore the unique opportunities and challenges brought by media convergence while highlighting the fundamental philosophy concepts and practices unchanged in such a dynamic environment this handbook examines media management through a global perspective and encourages readers to connect their own diverse development to a broader global context It is an important addition to the growing literature in media management with a focus on new media technologies business management and internationalization

Management and Innovation in the Media Industry Cinzia Dal Zotto,Hans van Kranenburg,2008-12-28 This comprehensive book covers relevant issues on how media companies are currently embracing innovation the levels at which they are doing so and how innovation can help media companies to meet their development needs in the future The primary focus of this study is the relationship between management and innovation in the media industry The book evaluates the importance and the role of innovation within the media industry and helps identify and evaluate the drivers of innovation The contributors demonstrate and build upon an understanding of the issues and strategies that bind media firms to new

processes and technologies and offer clear guidelines on how media companies can accelerate growth through effective internal and external collaboration Management and Innovation in the Media Industry highlights those issues that influence strategies organizational structures media content management and public interest within media firms This unique study offers both new theoretical and empirical insights on decision making aspects of innovation relevant for those executives and policy makers operating within the media or related industries It will be of great interest to academics and students in the fields of communication and journalism as well as innovation management

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

Media Organization Management: Balancing on the Wire: The Art of Managing Media Organizations (Second Edition) James Redmond, 2004 The book provides prospective and current media managers with considerable pertinent and useful information developed from rigorous academic research court decisions legislative actions and the authors cumulative experience in mass media Presented in a readable and interesting way it helps students understand how to manage creatively in a challenging media environment

Managing Media Services William D. Schmidt, Donald A. Rieck, 2000-01-15 Intended as a textbook for graduate and some undergraduate students in audiovisual and technology management classes this book covers all aspects of the media manager's role from supervision and budgeting to public relations and evaluation Its pragmatic approach deals with such tasks as acquisitions circulation collection development and maintenance facility design managing legal issues and dealing with technological change The book also makes an excellent reference book for media managers in educational corporate government and nonprofit agencies Based on the more than 40 years of media management experiences of the present and previous authors this new edition has been substantially revised to reflect the phenomenal technological changes in the field over the past 10 years

Value-Oriented

Media Management Klaus-Dieter Altmppen,C. Ann Hollifield,Joost van Loon,2017-04-27 In the light of a rapidly changing media industry with new technologies actors and advertising models and the critical role of media in society this volume highlights the meaning of different values in media companies and media managers decisions It discusses how economic as well as societal values can be equally integrated in media management processes and how such values affect the internal as well as external environment of media companies The contributions analyze various issues in media management such as the relationship between quality and audience demand the role of branding in building values changes in the value chain and the impact of deregulation Further important topics include hypercompetition mediatization challenges for media managers and the meaning of corporate social responsibility **Handbook of Media Management and Economics** Alan

Albarran,Bozena Mierzejewska,Sylvia M. Chan-Olmsted,Jaemin Jung,Michael O. Wirth,2006-04-21 This comprehensive Handbook provides a synthesis of current work and research in media management and economics The volume has been developed around two primary objectives assessing the state of knowledge for the key topics in the media management and economics fields and establishing the research agenda in these areas ultimately pushing the field in new directions The Handbook s chapters are organized into parts addressing the theoretical components key issues analytical tools and future directions for research Each chapter offers the current state of theory and scholarship of a specific area of study and the volume contributors all well established in their areas of specialty represent domestic and international scholarship With its unparalleled breadth of content from expert authors the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms and establishes the direction for the next phases of research in this growing arena of study The Handbook of Media Management and Economics will serve to stimulate future thought and research in the media management and economics disciplines As such this volume will be a required reference for students professors and industry practitioners for years to come

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