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Hitting the Headlines in Europe: A Country-by-Country Guide to Effective Media Relations

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Hitting the headlines in Europe: a country-by-country guide to effective media relations, by Cathie Burton and Alun Drake. Kogan Page. 230p. Reviewed in 2005Feb CHOICE.

Burton and Drake's guide offers a practical approach for British or American flacks who are planning public relations campaigns in Europe. The first half presents an overview of the European media landscape with specific advice about approaching print media, news agencies, and media centers. The second half profiles 43 European countries, surveying the general media environment and noting key players in various media genres. Country profiles run two to three pages and summarize information about political, demographic, and linguistic information, as well as circulation data for print sources and market share for broadcast outlets. The tone of these profiles is conversational, and useful data is sometimes embellished with broad cultural observations of dubious value ("Romanians are a people who love debate, much like the Irish, so they enjoy information of any kind"). Finally, in appendixes, the authors supply contact information for media outlets, radio, and television organizations belonging to the European Broadcasting Union and an eclectic group of organizations from the European Union to the World Trade Organization. A concluding appendix supplies the International Federation of Journalists' "Declaration of Principles on the Conduct of Journalists." **Summing Up:** Optional. Upper-division undergraduates; media professionals.

-- *P. Finley, University of Nevada, Las Vegas*