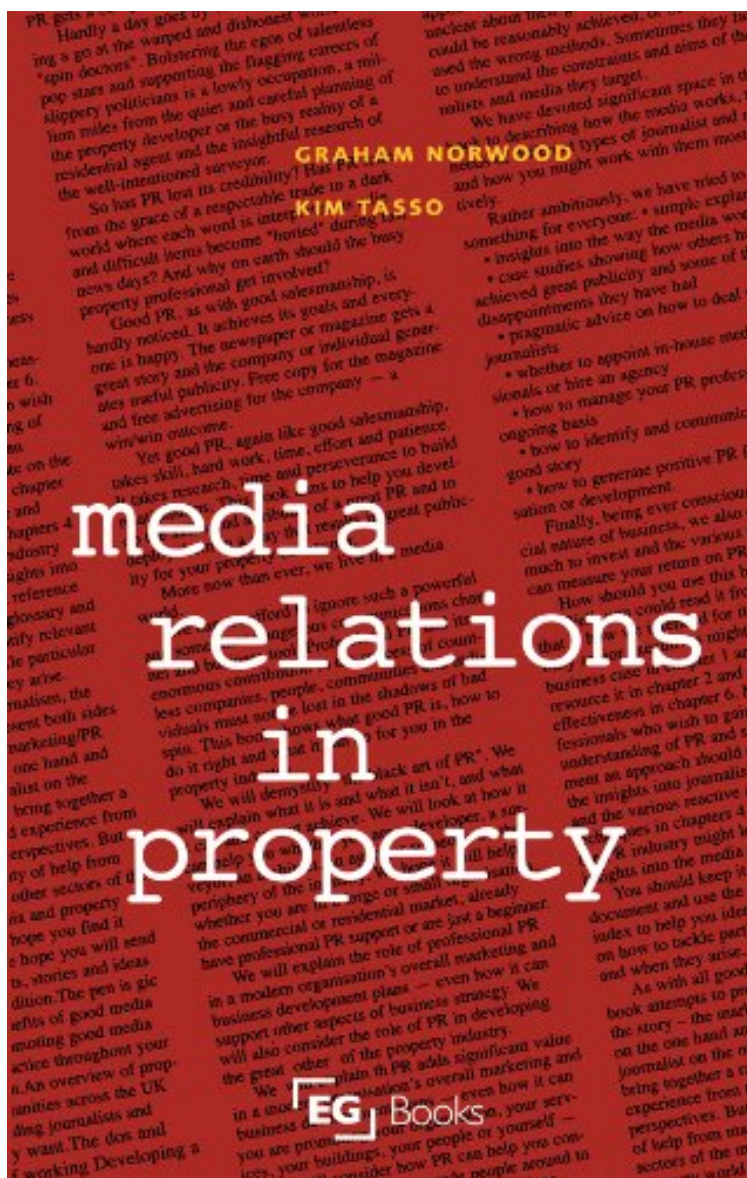


# Media Relations in Property

Graham Norwood, Kim Tasso

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**Graham Norwood, Kim Tasso : Media Relations in Property** before purchasing it in order to gage whether or not it would be worth my time, and all praised Media Relations in Property:

Media relations are a vital tool for helping property companies build shareholder value through stronger brands, develop reputations that drive a flow of new work, and help sell and let properties faster and at a fraction of the cost of

other marketing techniques, but such relationships need to be managed properly. This practical and comprehensive book – peppered with real case studies and observations from numerous people within the property industry – aims to demystify ‘the black art of PR’. Some of the topics covered include: the strategic aims and benefits of good media relations; promoting good media relations practice throughout your organization; an overview of property opportunities across the UK media; understanding journalists and what they want; do’s and don’ts of working with the media; developing a media relations plan; the costs of media relations programmes. Written by an award winning property journalist and a marketing consultant with more than forty years experience between them, this book is a must read for all property professionals looking to make the most out of the media.

Aims to demystify "the black art of PR" From the Back Cover PR gets a bad press, especially in the property industry. Yet we live in an increasingly media-driven world and cannot afford to ignore such a powerful communications tool. Media relations, when done properly, are a vital tool helping property companies to build shareholder value through stronger brands, develop reputations that drive a flow of new work and help sell and let properties faster and at a fraction of the cost of other marketing techniques. This practical and comprehensive book - peppered with real case studies and comments from numerous people within the property industry - aims to demystify 'the black art of PR'. Some of the topics covered include: \* The strategic aims and benefits of good media relations \* Promoting good media relations practice throughout your organisation. \* An overview of property opportunities across the UK media. \* Understanding journalists and what they want. \* The dos and don'ts of working with the media. \* Developing a media relations plan. \* How to hire in-house PR professionals and PR consultants. \* The cost of media relations programmes. The two authors represent both sides of the story - the marketing/PR professional on the one hand and the seasoned journalist on the other. Graham Norwood is a freelance property writer, contributing each week to the Sunday Times and regularly appearing in The Independent, The Observer, The Times, the Sunday Telegraph and the Financial Times. He also contributes to industry publications, such as Estates Gazette, and undertakes media training for estate agents and developers. Graham recently published 21st Century Estate Agency with EG Books in 2005. Kim Tasso BA(Hons) DipM MCIM MIDM MCIJ MBA is a strategic marketing and business development consultant. Property sector clients include: Allsop Co, AYH plc, Crispin Borst, IVSC, Pellings and Slough Estates. She has also written articles on marketing and client development for magazines including: Estates Gazette, Construction Marketeer, Solicitors' Journal and Professional Marketing. About the Author Graham Norwood has been a journalist for over 20 years and writes on residential property for newspapers, magazines, websites and blogs in the UK and across the world. Kim Tasso is an independent strategy, marketing and business development consultant, specialising in the professional services sector, with over 30 years' experience.