



Pressearbeit der Polizei: Leitfaden für die Praxis (German Edition)

Jan Schabacker

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Dieses Buch beschreibt für Praktiker in den Polizeipressestellen sowie Polizeibeamte, die in ihren Funktionen Kontakte zu Medien haben, das konkrete Wie und Was der polizeilichen Medienarbeit.

Die inhaltliche Gestaltung berücksichtigt dabei alle Themenfelder der Ablauforganisation einer modernen Polizeipressestelle und bietet verlässliche Informationen für den Umgang mit den Medien.

Neben der klassischen Pressearbeit gehen die Autoren auch auf die Medienarbeit vor der Kamera ein und beleuchten die Auswirkungen des Internets und von Social Media wie Facebook, YouTube und Twitter, die heute wesentliche Teile der täglichen Pressarbeit mitbestimmen.

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