

Fight Against Disruptive Spin ([www.spinsucks.com](http://www.spinsucks.com)) featured on the Bulldog Reporter's blog links

**Bulldog Reporter's PR University Presents:**

### **Advanced PR Technology in Practice: Bulldog Reporter's Intensive One-Day Conference in SF, November 30**

Revolutionary new technologies thrust new opportunities on PR, allowing us to profoundly expand our influence in the marketing mix and skyrocket the reach of every message we send. Bring yourself up to the minute on these exciting new techniques—search marketing, online newsrooms, web video, social media, online monitoring—in an intensive one-day learning experience. Thirty one of the savviest communications technology practitioners in the business will show you how to increase traffic to the corporate website, punch up visibility of press releases, create a more media-friendly press room, develop effective relationships with industry bloggers, create a cost-effective social media strategy and measure the impact of online PR efforts. Attend in San Francisco on November 30. Review the entire program and speaker line-up by going to [conference details](#) or printing out our [six-page brochure](#). To register, call 1-800-959-1059 or go to the [registration page](#).

## **JOURNALISTS SPEAK OUT**

Junk the Junkets: LA Times' Rangachar Dishes  
Pitching Preferences for Top Travel Desks

11/26/2007

By *Brian Pittman*

"If you're pitching travel to a daily, you'll want to remember we're usually 'general' audience," says Vani Rangachar, deputy travel editor at *The Los Angeles Times*. "That means we have a broad readership and stories have to appeal to everybody from low to high-level income groups..."

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## **THOUGHT LEADERS**

### **Corporate PR**

<http://ringblog.typepad.com/corporatepr>

Commentary on the current and future practice of corporate public relations from Elizabeth Albrycht

### **D S Simon Vlog Views**

<http://www.dssimonvlogviews.com/>

Doug Simon's video blog offering commentary and opinions on PR, marketing and media

### **Edelman 6 A.M.**

[http://edelman.com/speak\\_up/blog/](http://edelman.com/speak_up/blog/)

Insight and analysis on PR and beyond from the president and CEO of the world's largest independent public relations firm

### **The Fight Against Destructive Spin**

<http://www.spinsucks.com>

Arment Dietrich's blog that says it's "passionate about ethics -- and in the PR world, that means no spin."

### **For Immediate Release, The Hobson & Holtz Report**

<http://forimmediaterelease.biz>:

comments on PR and tech by Shel Holtz and Neville Hobson

### **Flack, The**

<http://theflack.blogspot.com>:

Peter Himler's comments and analysis of politics, media and culture geared toward shining a "brighter light on PR's subtle influence over our lives"

### **Force for Good**

[http://jon8332.typepad.com/force\\_for\\_good/](http://jon8332.typepad.com/force_for_good/) :

Jon Harmon's posts on "aspirational PR"

### **InfOpinions**

<http://auburnmedia.com/wordpress>:

insight, wordplay and analysis on marketing communications, PR and technology

### **Judy Cushman's Blog**

<http://www.jc-a.com/blog/jcablog.htm>:

Judith Cushman's Blog for senior communications professionals lists open VP positions (and above), candidly discusses human resource issues and identifies hiring trends.

### **Lubetkin's Other Blog**

<http://lubetkinsotherblog.blogspot.com/>:

Steve Lubetkin comments on news, journalism and public relations issues

### **Making News**

<http://www.makinnews.tvnenad.com/>: