



Master Media Relations: The Complete Guide to Getting Better Press Coverage (Paperback)

By Donna Giancontieri

iUniverse, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Master Media Relations is a comprehensive strategy for communicating with the media whether on the offensive or the defensive. This book supplies professionals across many diverse fields with the tools they need to generate good publicity, deflect negative coverage, answer questions on the fly, and handle reporters under any given circumstance. Public officials, law enforcement agents, attorneys, business owners, administrators, non-profits, and all spokespersons will learn from this guide how to steer the direction of a news story. Master Media Relations educates news sources on the realities and fundamentals of media contact: How to handle media interviews How to derail negative publicity How to manage public information in a crisis situation How to craft a story idea to promote an agenda or project How to build a relationship with reporters How to counteract errors and misquotes How to prepare for televised interviews and photos How to write effective press releases and take quality news photos.



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