



Easy Step By Step Guide To Building A Positive Media Profile

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Summary : Free easy step by step guide to building a positive media profile pdf download - editorial coverage carries at least two and a half times the weight of advertising it is a very cost effective way of raising an organisation s profile this book looks at how to build a positive media profile for an organisation it provides information on how the media work and how to build good media relations it also shows how to write a news release and get it published how to conduct a radio and tv interview and how to handle a bad news story

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