



The Easy Step by Step Guide to Building a Positive Media Profile: How to Raise the Profile of Your Organisation Through the Media (Easy Step by Step Guides)

Pauline Rowson

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This guide provides a discussion of how you can build a positive media profile for your organization. It examines how the media works and provides comprehensive information on the dos and don'ts of building good media relations. It also shows how to write a news release; how to conduct a radio or TV interview; how to build and maintain good relations with the media; and how to handle a media crisis.

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