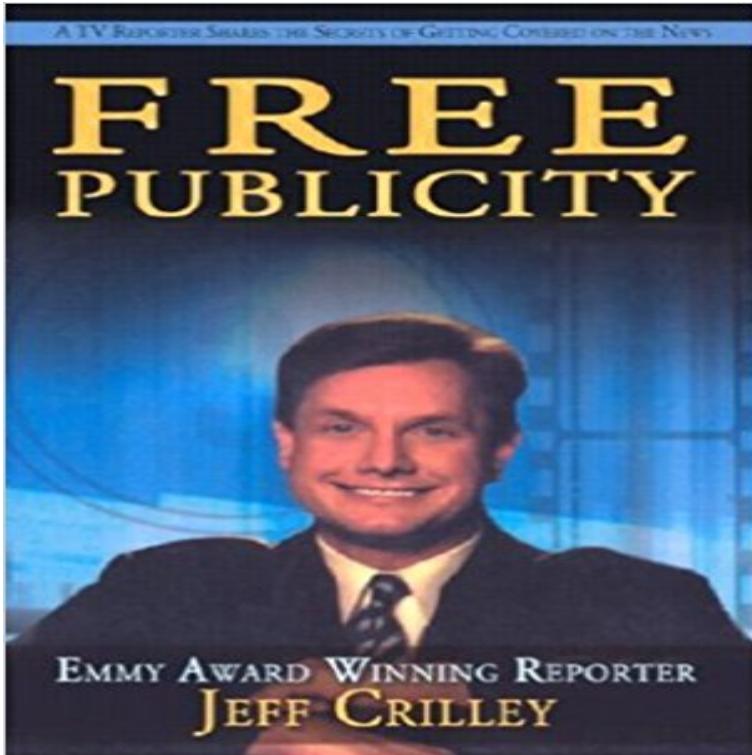


Free Publicity: A TV Reporter Shares the Secrets for Getting Covered on the News



This book is a start-to-finish guide to becoming a media darling while raking in a fortune in free publicity! You'll learn: ? How to create ideas guaranteed to get coverage ? Whom to call and when ? How to write a killer press release ? What to say during the interview ? How to hold a news conference the media will love ? How to combat negative news ? How to keep reporters coming back for more Finally, a working journalist shares the secrets of getting covered on the news! Whether you have a non-profit agency, whether you're a small business owner, an individual who wants coverage, or a PR pro, you'll learn the stuff that only those inside a newsroom know.

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