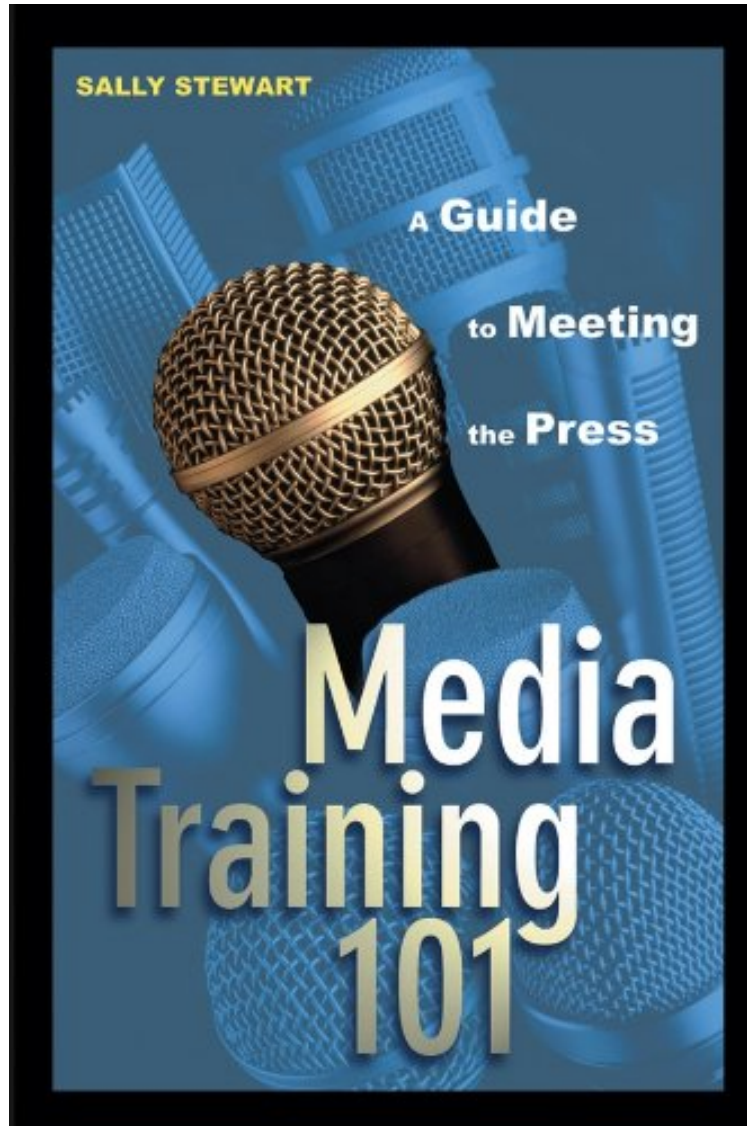


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## Media Training 101: A Guide to Meeting the Press

*Sally Stewart*

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**Sally Stewart : Media Training 101: A Guide to Meeting the Press** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Media Training 101: A Guide to Meeting the Press:

0 of 0 people found the following review helpful. Five StarsBy Celia Carrentilde;ogood0 of 0 people found the following review helpful. Arming yourself to handle the media!By John Darrell SparksLet's face it..negative word of mouth in any industry is a tough, tough killer. But while you can't afford for customers to say bad things about you or your company, noone can afford to have members of the media also plotting against them! Sally Stewart knows the media business and can help you save your business alot of grief by teaching you how to deal with the press

effectively. Sally is a veteran journalist who worked for USA Today and covered many tough stories like the Los Angeles Riots and the OJ Simpson Double Murder Trial. In her book, "Media Training 101", Sally provides great strategies to combat reporters' built in prejudices and interest them in positively reflecting the work you are doing. I highly recommend this book to anyone interested in media relations. John Darrell Sparks - Media Relations and Communications Specialist. John.sparks@hotmail.com 7 of 8 people found the following review helpful. Packed with Knowledge! By Rolf Dobelli This book gives you the essentials about dealing with the media, starting with interviews and calls from reporters. Sally Stewart, former journalist and PR practitioner, delivers the nitty-gritty. Her advice to recognize reporters' financial and emotional pressures is particularly useful. Reporters have two clear priorities, she says, to write good stories and to go home. If you want their good will, try a little respect, she suggests, although she displays considerable cynicism and negativity about them. Her lessons include getting reporters to pay attention and which reporters to contact and how, be it by phone, e-mail or fax. Stewart tells you how to deal with unexpected calls from the press, and how to decide whether or not you want to be part of a story. If you do, here's how to make the most of it. And if you don't, this book tells you how to extricate yourself, if possible. Along the way Stewart explains how to dress for a television appearance. If this paragraph mentions any core skill you don't already have, we have a newsflash for you: get the book.

Written by a seasoned journalist and public relations professional, Media Training 101 is your essential guide to handling the news media. A former USA Today reporter and consultant to major companies, Sally Stewart leads you through every step in developing a communications blueprint and a strategic public relations plan to support it. She shows you how to communicate effectively with the media in any given circumstance and how to control the way your company is portrayed in the media. Each chapter includes vignettes, anecdotes, and real-life case studies that help you know what to expect.

From the Inside Flap Media Training 101 is an in-depth guide to handling the news media, written by a seasoned journalist and public relations professional. A former USA Today reporter and consultant to major companies, Sally Stewart leads you through every step in developing a communications blueprint and a strategic public relations plan to support it. She shows you how to communicate effectively with the media in any given circumstance and how to control the way your company is portrayed in the media. Each chapter includes vignettes, anecdotes, and real-life case studies that help you know what to expect. Media Training 101 offers proven advice on topics such as gaining control during a crisis, following the rules for interviews, and capitalizing on a story once it's out. It explains the fundamentals of good public relations, such as devoting enough time and effort to manage your company's image and relying on facts in a crisis rather than spin, which often appears suspicious. You'll learn to craft a core message that will resonate with the public. Media Training 101 shows you how to employ proven strategies for communicating your core message effectively, without sounding too rehearsed. You'll learn how to: Answer tough questions on the fly Assess media opportunities Avoid traps that lead to negative coverage Present yourself to the press Refine your company's presentation materials and pitching style You'll also discover what journalists consider newsworthy and how they operate. This information will enable you to develop realistic expectations for media coverage. Ultimately, Media Training 101 teaches you how to work with the press. This is invaluable information for all professionals and business owners. From the Back Cover "Navigating the media can be treacherous. Sally Stewart offers a practical, no-nonsense road map to make sure you come out smelling like a rose." —Dominick Dunne, Columnist, Vanity Fair and author of Justice: Crimes, Trials, and Punishments "If you need one guide to building your brand through media and public relations strategies, this is it. Sally Stewart provides invaluable information about what the landscape is today. I know from my own experience that Media Training 101 works—and works great." —Michael Greenberg, President, SKECHERS USA, Inc. "Everything you need to know about the care and feeding of the media—and then some. With equal parts William Randolph Hearst, James Carville and doting Jewish mother, Ms. Stewart delivers a killer guide to coping with the press—and turning it to your advantage." —Dennis Kneale, Managing Editor, Forbes This helpful, practical guide offers proven strategies for dealing with the news media in any situation. Ideal for company spokespersons, public relations officers, or anyone who will have to deal with the press sooner or later, it also includes expert advice on designing a public relations plan and implementing it effectively. You'll learn how to: Dodge deadly pitfalls Control a crisis Employ interview tactics that really work Follow the ethical rules of public relations Design stellar press kits Develop your key message points Understand how journalists think and behave Know what's news and what's not Avoid the ten things you should never say to a reporter Write great press releases Pitch your company's story Hire good outside public relations professionals About the Author SALLY STEWART is a former news reporter at USA Today and an ad hoc commentator for CNN as well as a seasoned public relations expert. Since 1996, she has worked as a communications consultant for a variety of public companies, private enterprises, and nonprofit organizations. Today, she heads her own consulting group, SA Stewart Communications, headquartered in Santa Monica, California. She appears frequently on TV current affairs programs. For more information, visit her web site at

