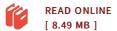


101 Ways to Connect With Modern Newsrooms (Paperback)

By Simon Holt

Lulu.com, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The beauty of modern media is that there are fewer rules. There is a higher level of collaboration. But are you, as a public relations professional, delivering your pitch in a way which suits the needs of a changing newsroom? Find 101 tips which explore how you re delivering news tips, what type of content you re providing, how you re selling it, and ways your message can make its way into the mainstream.





Reviews

These kinds of book is every thing and helped me hunting forward plus more. It is probably the most remarkable book we have read through. It is extremely difficult to leave it before concluding, once you begin to read the book. -- Everett Stanton

It is great and fantastic. It can be writter in easy phrases and never hard to understand. You will not really feel monotony at at any time of your respective time (that's what catalogues are for concerning if you request me). -- Michel Halvorson

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