



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.



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