



Media Training 101: A Guide to Meeting the Press

Sally Stewart

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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.

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