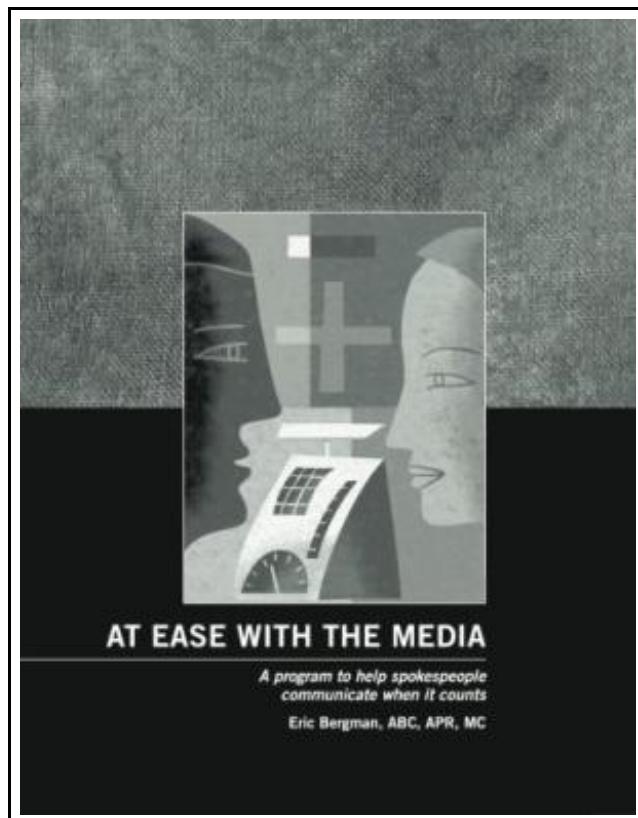


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Petticoat Creek Press Inc., United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. At Ease With the Media is designed to help an organization's spokespeople manage exchanges with journalists to win-win outcomes. The book begins by explaining that excellence in media relations is based on balance. On one side, the spokesperson wants to help journalists get their stories by answering questions in clear, concise terms. On the other, the spokesperson wants to achieve a strategic gain-by using the exchange to influence the attitudes, opinions and behaviour of specifically-identifiable audiences important to the organization's success. Along the way, spokespeople want to protect themselves and their organization at all times. From there, the book provides insight into: - Understanding the media. - Working with reporters. - Answering questions effectively. - Preparing themselves and their messages. - Four important priorities. - Negotiating interviews effectively. - Applying specific strategies for success. During the past 20 years, At Ease With the Media has provided thousands of spokespeople from five continents with the skills and tools to manage exchanges with journalists to win-win outcomes, while protecting themselves and their organization at all times. Eric Bergman, BPA, ABC, APR, MC, FCPRS Eric Bergman is the world's most experienced and credentialed media training professional. He conducted his first media relations campaign, and coached his first spokespeople, during the summer of 1981, when he promoted two student theatre productions, *Pal Joey* and *A Funny Thing Happened on the Way to the Forum*. I gave very similar advice then to what I would give today, he says. Relax, let the interviewer guide the process, tell the story, and make sure people know when the plays are running and how they can purchase tickets. Eric...

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