



How to Write a One Page News Release: Make Your Own News and Get it Covered for Free. A White House TV News Correspondent's Simple System

By Robert John Hughes

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What happens at your organization when someone says: "We should get out a press release." Most people know it's important, but few know where to start. Former White House TV news correspondent Robert John Hughes reveals a simple system that allows you to make your own news and get it covered for free. This book is really about how you can create and tell stories that build your brand and your reputation, attracting attention, followers and customers.

TOPICS:

- How to create a compelling news story
- How to take a boring, mundane story and make it irresistible to the media
- 50 Ready to Write News Headlines - plug in your name, your organization, your event
- How to use the One Page News Release Blueprint to write and refine your release
- Simple techniques to make your writing media friendly
- How to "sell" your story to major media
- How to capitalize and leverage your success

My book is loaded with specifics and real-life examples. This material goes way beyond reputation management to reputation building. It's essential knowledge for every one.

You'll learn step-by-step how to create a professional looking One Page News Release. You'll learn who to send it to and how. And what to do when they call back to cover your story. As Robert explains: the media needs you and wants your story. You'll learn how to think like an editor, how to appeal to their endless thirst for new content, and what mistakes and pitfalls to avoid. In today's "copy and paste" media environment, there's often no one actually standing between you and media access. This means: if you're good at writing a One Page News Release, you will frequently find your story in print, on-line, or on the air exactly the way you wrote it. How to Write a One Page News Release by Robert John Hughes can help you do that job very well indeed.

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How to Write a One Page News Release: Make Your Own News and Get it Covered for Free. A White House TV News Correspondent's Simple System By Robert John Hughes Bibliography

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