



Media Relations: From a Journalist's Perspective

David Henderson

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Media Relations: From a Journalist's Perspective David Henderson

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Media Relations: From a Journalist's Perspective is the quintessential how-to guide for working with the media that also provides an insider’s view into the news business. Author David Henderson delivers valuable lessons for communicating clearly and accurately with reporters, editors and producers; controlling message content; and achieving accurate, credible and effective coverage in the news media.

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