

Dealing with the Media

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Introduction

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* Do you have a story? * Clarify your issues * What's your key point? * Newsworthiness * Clear writing * Translate complex themes * Good research * Visuals and graphics * The tools of the trade * Planning, strategy and the right outlets * Timing * Defamation * Defending your story * Rejection: get used to it * Cuts, mistakes and misquotes * Publicists, PR and spin

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4 Special skills

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References