



Media Smart: How to Handle a Reporter - By a Reporter

Dennis Stauffer

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This tutorial from a reporter discusses answering questions, holding news conferences, remaining anonymous, becoming famous, and controlling damage. Many people have a story they want to tell, and Stauffer explains how to get it across so that it has the best chance of being reproduced accurately. Such terms as "off the record" and "not for attribution" can mean different things to different reporters, and Stauffer stresses how important it is to get the lingo and the message straight. An excellent guide for those with press releases in hand and even for those who want to avoid talking to the media.

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