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30 Things You Should Know About Media Relations - 2nd Edition: A Communications Survival Guide for Small Businesses, Nonprofits and Community Groups

Tim Herrera

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This book can assist small businesses, nonprofits and local community groups in getting key information across to the general public and to stakeholders. This updated edition contains new information on social media, crisis communications and strategic communications planning.

Readers will learn: What the media wants - How to create crisis communications and strategic communications plans - How to reach target audiences - How to write media advisories, press releases and organize press conferences - How to handle tough interviews and press conferences.

What communications experts are saying about 30 Things... "Tim Herrera does a tremendous job of demystifying how the news business works..." -Kevin Riggs, Sr. Vice President, Randle Communications, Sacramento

"I plan on using this as a 'must have' resource with my non-profit and civic clients." -Heather McGowan, Principal and Owner, Sounding Board Marketing & Communications

"If you want press coverage, read this book!... It should be required reading for everyone in public relations." -Kitty O'Neal, KFBK News Anchor

"Some books explain media relations and others communication. This book is a marriage of the two in the real world...."
-Tony Asaro, Motivational Speaker

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