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Publisher's Letter

Dear Reader,

“No Comment.”

We all know by now that those are two words any spokesperson should avoid when confronted by reporters. There are a few exceptions, as with everything. But, turning and twisting one axiom on its head: even if you've got nothing nice to say, say something. Or else the journalist, looking for a sound bite or some cogent explanation for a part of his story, might say it for you.

As a journalist with 20 years' experience, I've met many outstanding spokespeople and media-savvy corporate representatives. These are the people who can distill the critical information for us journalists, respect our time (and our job), and make our stories not only readable, but enjoyable to read. Are you one of those spokespeople? Are your top executives among them?

Truth is, most organizations are inconsistent in their relations with the media. The message may even be consistent, but how that message is communicated needs some work.

PR News has presented a half-dozen Webinars in the past year on media training. Upwards of 500 communications professionals have attended these programs. We knew we were on to something; that is, there's a hunger to learn more about being media-trained, because it's a difficult skill to master and always needs honing.

This *PR News* Media Training Guidebook is your lesson plan for improving your skills before the media and training your key executives to be media-ready. From communicating to the media during a crisis to holding an effective press conference, this Guidebook offers the steps you must take to become a media-trained, outstanding communicator. We asked the top media trainers and PR professionals to share their secrets and tips for communicating to the media in situations you're likely to face again in your career.

If this Media Training Guidebook doesn't make you a better communicator, then this particular journalist has two words to say: “No Comment.”

Enjoy, learn and prosper,

Diane Schwartz
Vice President & Group Publisher
PR News