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GUIDEBOOK**

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**Access  
Intelligence**

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# LETTER FROM THE EDITOR

Dear Reader,



Remember when you were growing up, your mother or well-intentioned elder would tell you, "If you haven't got anything nice to say, don't say it?" That's a wise old adage that gets a lot of mileage in etiquette books but is it really applicable in the harried, often thorny world of media relations? The answer (sorry mom) is a resounding no.

For instance, suppose your company is embroiled in a major crisis or under attack by a competitor making lots of noise in the marketplace, are you, as a seasoned corporate communicator or media professional going to sit back... and say nothing? Of course not. To do so would be tantamount to committing professional suicide as far as your company's reputation goes.

This is why media training is so critically important to communications practitioners. Your company can be stellar in terms of product, cachet and personnel, but without effective media communication skills, your message will be lost or ignored.

In the latest edition of *PR News Media Training Guidebook*, top media trainers and PR professionals offer a smorgasbord of tips and best practices designed to hone your media skills and make your C-suite execs media-ready and rippling with pithy sound bites. From pitching the media and identifying your spokesperson to handling an interview and building relationships with journalists, this Guidebook provides a wealth of information that should steer you to the top of the pyramid when it comes to mastering the nuances of media relations.

Mom might have meant well with her heartfelt advice to maintain silence rather than voice ill will. However, in the high-octane, corporate jungle, you will need a far more pro-active, strategic approach to communicate with the media. Reading this Guidebook is guaranteed to do just that. Please let me know what you think, off the record.

Best Wishes,

Iris Dorbian  
Group Editor  
PR News