

## **Media Sense and Savvy: The Inside Scoop on Effective Media Relations and Outreach** **Empower yourself or your organization with a deep understanding of publicity and media relations and a strategy for the year ahead!**

What does it take to garner valuable exposure for your business, events or expertise? Why does that *other* book get all the media attention while yours sits virtually undiscovered? How do professional public-relations reps build and maintain trusting relationships with members of the media?

Year-'round publicity and media coverage are within your reach if you understand and can serve the needs and expectations of journalists, media outlets and their audiences.

**Start thinking and communicating like a PR pro.** Get the “inside scoop” on effective media relations and outreach, press-release development, professionalism in written and spoken communications and more from Nora Firestone, professional writer, freelance journalist, editor, author of “The \$10,000 Apostrophe” and original *Step-by-Step* media-relations coach. Taking this affordable, **in-depth, four-day workshop** can easily result in thousands of dollars' worth of publicity/exposure, cost savings and image-boosting communications knowledge. 2016 full-length workshops, held in February, April and August/September (your choice), cover:

- Fundamental principles of promoting your business.
- How and why to avoid some of the most common errors in business messaging and media relations/outreach.
- Understanding members of the media and their outlets, audiences and needs.
- How to become the kind of source a journalist seeks.
- How to recognize opportunities for media coverage and connect with journalists and others looking for news and expertise like yours.
- How to properly develop, target, time and submit effective, “newsworthy,” and relevant press releases and pitches about your business, books events, etc.
- Developing and submitting guest columns/articles for possible publication.
- Use of proper grammar, punctuation, spelling, capitalization and style in your media outreach and other public communications.
- What your website needs to attract, appeal to and best serve journalists.
- Much more!

**Who should attend?** This workshop was designed especially for entrepreneurs, small-business owners, authors and others in charge of pursuing media exposure and attention for their causes, books or organizations.

**When:** Next workshop August 26 and September 2, 3, 9 and 10, 2016 (32 hours in five live sessions).

**Where:** Step-by-Step Presentations, 2224 Virginia Beach Blvd. (Chambord Commons shopping center), suite #101.

**Cost and Reservations:** Live workshop \$395; seating limited. Digital/online workshop \$149; learn at your own pace in your own space. References available. Money-back guarantee. Register now: 757-705-7174 or [www.norafirestone.com/contact](http://www.norafirestone.com/contact)

*“You have helped me greatly by sharing the \*\*\* source and by sharing templates and development instruction for press releases. The collective knowledge you've imparted over the years has resulted in an array of media coverage and exposure I'd otherwise not have received. You have empowered me to be the master of marketing principles for my business.” Jacque Whitt, president, Adios Adventure Travel*

Nora Firestone is a professional writer, freelance journalist, website designer, editor and acquisitions editor for Koehler Books publishing company. She is the area's original developer of workshops that communicate these valuable media-relations insights and journalists' perspectives to the people who need them most. Since 2011/'12, Nora has been developing and leading instructional presentations and workshops on writing for business messaging and search-engine optimization, effective media relations and outreach, do-it-yourself website design and management and more. [www.norafirestone.com](http://www.norafirestone.com)

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While I can't prevent others from imitating my original workshop material, outline and model, I do deem such behavior shameful, untrustworthy and devoid of integrity. Leaders seek leaders; don't be fooled by impostors. ;)