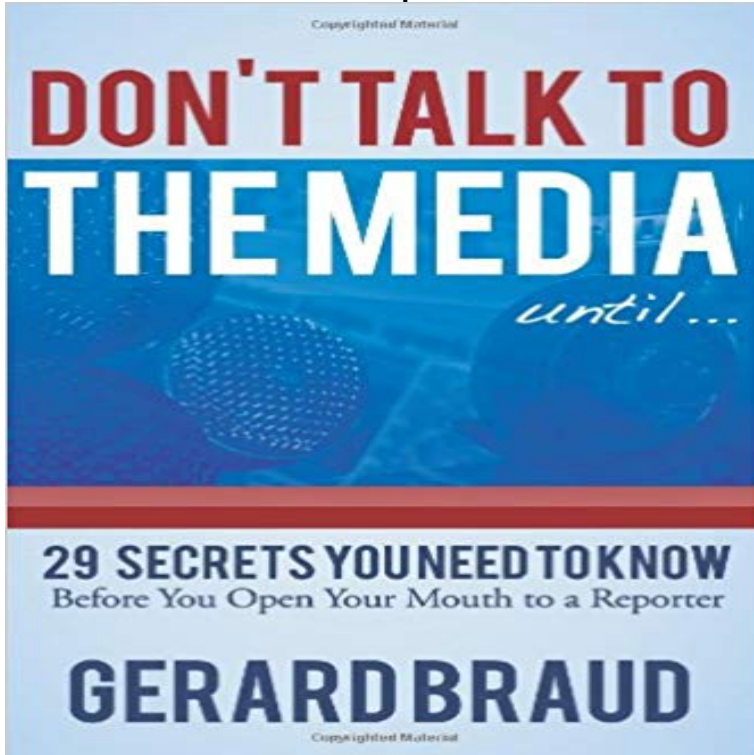


Dont Talk to the Media: 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter



The perfect resource for anyone who is about to be interviewed by the media. A wonderful, quick to read, easy to understand pocket guide. Perfect for a busy corporate executive, government employee, or those who work in the not-for-profit sector. A great precursor or follow up to Media Training.

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Social Media When It Hits the Fan - Gerard Braud Rule #1: Dont talk to the media, but rather talk to the medias audience. Spokespeople mistakenly put reporters on a pedestal. The reality is 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter. He is a **Prescriptions for Great Media Interviews: Secrets You Need to Know** Dont Talk to the Media: 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter However, it gets four stars for being absolutely perfect for people in your executive team to read. Gerard Brauds experience as a TV reporter and a PR professional informs each of the 29 lessons he shares in this book, **Social Media and Technology for Crisis Communications of the Future When crisis strikes: 3 ways to think, act and - Region 10** Dont Talk to the Media Until by Gerard Braud. Dont Talk to the Media Until Learn the 29 secrets you need to know before you open your mouth to a reporter. **Communicating the Tough Stuff - Gerard Braud** Gerard Braud is the author of Dont Talk to the Media Until 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter. **Crisis Communications Plans Built to Fail: 3 Warning Signs and How** Dont Talk to the Media: 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter Books by Gerard Braud Gerard Braud. **Combining Technology and Social Media for Effective Crisis** He is the author of Dont Talk to the Media Until 29 Secrets You. Need to Know Before You Open Your Mouth to a Reporter. Gerard has a gift for foreseeing. **Hits the Fan - Gerard Braud** Braud is the author of Dont Talk to the Media: 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter, and has had news reports featured by **Dont Talk to the Media: 29 Secrets You Need to Know Before You** You Versus the Eye Witness. Who will tell Dont talk to the media - Talk to the medias audience. Know your opening lines & add context immediately. Refining 29 Secrets You. Need to Know Before You Open Your Mouth to a Reporter. **Who should be your spokesman in a crisis? Articles Crisis** The reporter asks you a question and you begin to answer. While you

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