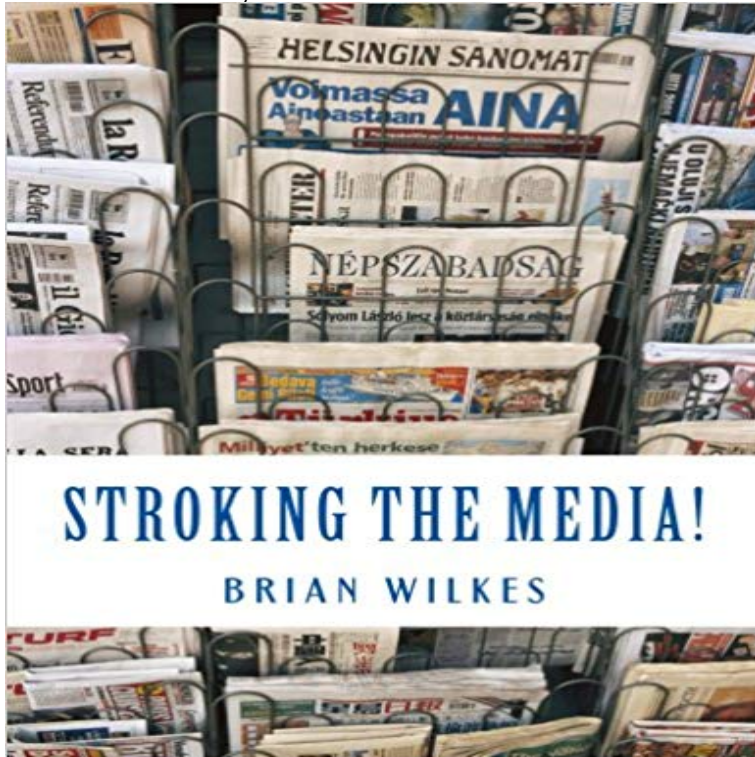


# STROKING THE MEDIA: The Anchormans Guide To Becoming Newsworthy



Our goal here is to get you the best possible FREE publicity! As Brian Wilkes puts it, You want to receive frequent mentions in legitimate news stories from local, regional and national news outlets by becoming the source! That really the main gist of this guide, teaching you how to become a great news source for news outlets everywhere who are always looking for new stories! True, there have been plenty of products on the market teaching you how to try and leverage press releases and online press release sites, but this guide is different... very different, because the purpose of this guide is to help you to help and your local and regional news media by becoming a resource instead of just a one-time story or press release. You want to become a legitimate, trusted and reliable source for newsworthy stories. How you can do that and much more is explained in this rare guide. Topics covered in this guide... - The Voracious News Beast - The True Brotherhood of Journalists - Brian Wilkes Qualifications - The Era of Infomercials and Pseudo-News - Why a News Story is Worth FAR More Than Paid Advertising - Planning Your Self-Serving Publicity Campaign - The Golden Rolodex - Developing Your Media Contacts - Becoming Genuinely Newsworthy - Writing the Anchorman News Release - Follow Up - Professionally! Brian Wilkes has worked in every field of journalism and has been the one who decided which news sources and releases could be trusted or used. Hes filled every post from street reporter, news anchor, talk show host to news director and newspaper editor. Hes also been a columnist for newspapers and national magazines, filed for wire services, and done features and ringside commentary for syndicated TV sports. His career spans almost 20 years, and now he wants to share his insights into getting your news stories picked up and published, talked about, and broadcast to the masses! So whats

included? Weve put together an awesome guide plus tools to use when you begin leveraging Stroking The Media for yourself or clients.

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