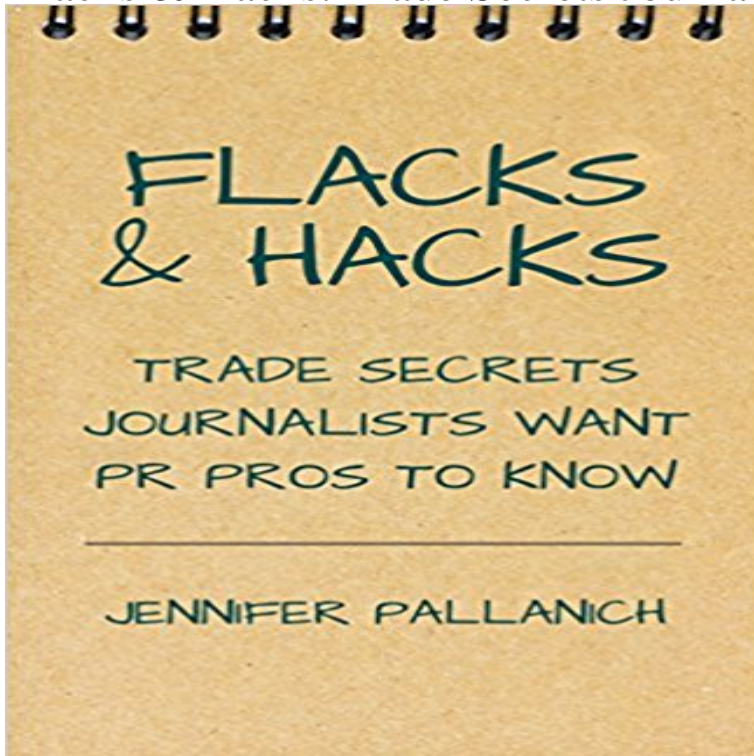


Flacks & Hacks: Trade Secrets Journalists Want PR Pros to Know



The ultimate guide for Flack-Hack relationships. What separates effective PR people from ineffective ones? For every public relations professional who lands a story in the industry's most prestigious trade magazine, some don't achieve those results. *Flacks & Hacks: Trade Secrets Journalists Want PR Pros to Know* will let you stop wondering why trade journalists don't run your stories, don't call you back, and don't respond to your emails. You can take charge by learning what trade journalists want from you and they do want something. The first tip is free: you have to write about things your target publications' readers actually care about. Trade journalist Jennifer Pallanich has drawn on 15 years of experience to create the ultimate guide to flack-hack relationships. *Flacks & Hacks* provides insider tips that will win over your trade journalists and make them want to call you back. This book is packed with information on the topics most valuable to PR pros: How to create a feature story for a trade magazine. The elements of a great press release, along with what to include and the 5 big no-nos. How to draft a solid story pitch, including making promises you can keep, keeping your pitches fresh, what makes a journalist want to pursue your story, how to turn a maybe into a yes, what to do after you send the pitch. How to organize interviews, including choosing your experts, preparing for the big moment, and creating a great interview environment plus interview situations to avoid. The importance of meeting deadlines—they're not just targets! How to hold an effective press event, including managing expectations, inviting the right people, and avoiding pitfalls. How to organize a great presentation, including creating truly useful slides, preventing death by PowerPoint, being enthusiastic, and the importance of practicing. How to get a journalist's interest at trade shows, including working with the

schedule, picking your battles, standing out in the crowd, and treating journalists like humans. How to deliver a well-appointed press room. In addition, the author provides tried and true templates you can develop for your own pitches, as well as examples of good and bad pitches and press releases. Her checklists for story packages, press releases, and press packs will help you ensure you've covered all your bases. Jennifer Pallanich is a Houston-based journalist who has by-lined about half a million words about the oil & gas industry for trade magazines (Upstream Technology, Offshore Engineer, Offshore), newsletters, and websites for 15 years.

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