



## The 10-Paragraph Press Release (Paperback)

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By Deborah a L Friend

Write Away Whitsundays, United States, 2015. Paperback. Book Condition: New. large type edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The 10-Paragraph Press Release takes you through a media release, paragraph by paragraph, and explains exactly how to construct your release to give it the best chance of being published. Using real examples of news stories printed in the Sunday Mail, The 10-Paragraph Press Release walks you through writing a release in the same way a journalist would approach a story. The simple, 10-step format is a formula that will work again and again. There are also useful pointers on writing style, key messages, quotations and sending your release, as well as a Bonus Section to help with news values and tight writing.



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