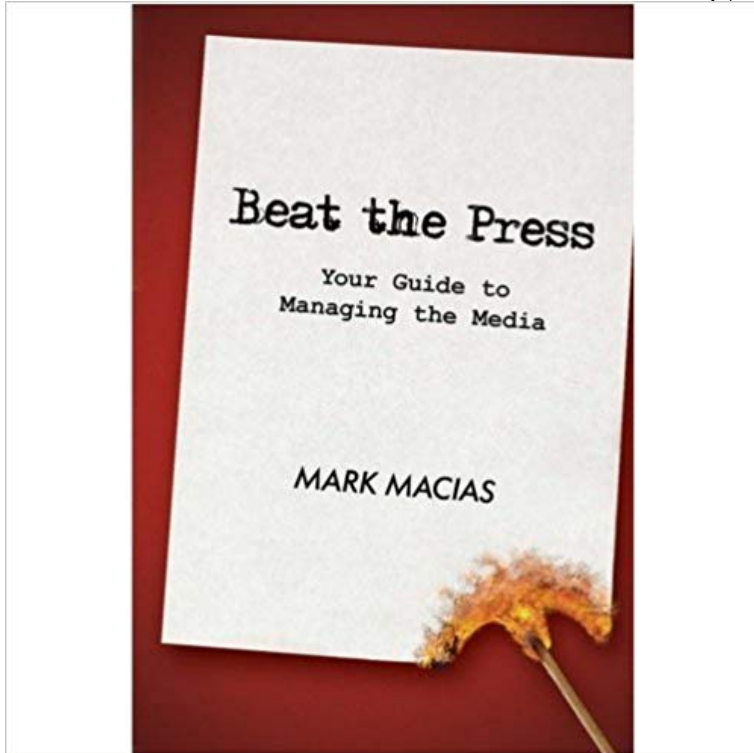


# Beat the Press: Your Guide to Managing the Media



There's a popular saying in journalism, same story, different day. If you turn on the news tonight, you may hear a different story from yesterday, but it will have the same theme. That's because journalism is about people, and ultimately, people make the same mistakes day in and day out. Likewise, most journalists cover those mistakes the same way. It's a pattern of coverage, and once you understand how that coverage is transcribed, you will have a better grasp of manipulating the message from the start. *Beat the Press* teaches you overt and covert tactics that only a media insider would know. From leaking information to a specific source; to answering a reporter's difficult questions; to finding the right media hook to pitch, *Beat the Press* provides practical steps to help you spin any story into your favor. Some of the tactics revealed in this book will be simple, like learning how to answer a tough question with another question. Other steps require the strategy of a war planner, like approaching the proper reporter, producer, editor or news executive when pitching a story. You will also learn in this book how to assess the cost and risk of speaking to a reporter on the record versus a written statement. Real life examples are scattered throughout the chapters, teaching you what businesses and people did right and wrong with their media encounters. The media loves stories with conflict and resolution, preferably a David and Goliath tale. But don't fret if you are a small business owner going up against a media giant. It is possible to influence the way your story is told. It is conceivable to alter the outcome of your story. The challenge lies in learning how to position you, your character and your story before the media has a chance to write it. For excerpts go to: [www.BeatthePressBook.com](http://www.BeatthePressBook.com)

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**Healthcare and** Written exclusively for Local Victory by Guest Columnist Mark Macias, author of *Beat the Press: Your Guide to Managing the Media*. There's only one real way to