


GREAT COMMUNICATORS ARE MADE, NOT BORN

WORKBOOK

Media Relations 101: Rebooted ***Secrets to a Re-Energized PR Program***

Reputation Management, LLC

Sarasota, Florida • Columbus, Ohio • Tel: (614) 486-5000
Email: anthony@communicateclearly.com • Web: www.CommunicateClearly.com • Twitter: [anthonyhuey](https://twitter.com/anthonyhuey)

© 2020 Reputation Management, LLC
Reprint With Permission Only

Anthony Huey
President

Anthony Huey, CSP®, is a highly-rated international speaker who offers session attendees pragmatic communications tools, tips and techniques they can use immediately. Anthony has presented more than 3,000 paid communications workshops, seminars and speeches in his career, and was named a Certified Speaking Professional (CSP) by The National Speakers Association, an honor awarded to less than 12% of its speakers worldwide.

Anthony's 25-year career includes tenures as a news reporter and senior editor, crisis management specialist, media relations consultant and executive speech coach. He owns Reputation Management, LLC, one of the nation's leading communications training and crisis consulting companies.

His past client work includes a wide variety of advertising, public relations and communications initiatives for hundreds of trade associations, municipalities and companies, including Nike, Victoria's Secret, Eli Lilly, Nationwide Insurance, The Kroger Company, Procter & Gamble, and many more.

Anthony holds a Bachelor's degree in Journalism from The Ohio State University.

Media Relations 101: Rebooted

Secrets to a Re-Energized PR Program

Why PR?

Key #1: Be Newsworthy

Tips on Newsworthiness

- Timely
- Relevant
- Localized
- 'News is People'

**Media Relations 101: Rebooted
Secrets to a Re-Energized PR Program**

**Key #2:
Follow the 'Rules'**

**Key #3:
Build Relationships**

**Key #4:
Be a Good Interview**

EVALUATION FORM

May we please use a quote from you about Anthony's presentation?

Contact Information

Name (please print) _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Phone # _____

Email address _____ Twitter: @ _____

How would you rate this presentation? Average Good Excellent

I would like information on hiring Anthony for:

TRAINING: Presentation Skills Advanced Selling Skills Crisis Communications
 Conversation Skills News Interview Skills Pitching the Media
 Customer Service Skills

CONSULTING: Message ("Nugget") Development Public Relations
 Executive Speech Coaching Communications Audit
 Incident Response Platform

Check if you would like to receive the supplemental presentation packet:

Referral?

Do you know of any associations/organizations/people that would find Anthony's topics of high interest?

Thank you for your business and taking the time to fill out this form.