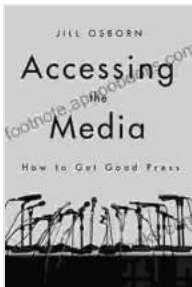


Accessing the Media: How to Get Good Press

In today's world, it's more important than ever to be able to communicate effectively with the media. Whether you're a business owner, a politician, or a non-profit organization, getting your story in the media can help you reach a wider audience and achieve your goals.



Accessing the Media: How to Get Good Press

by Charles C. Johnson

★★★★★ 5 out of 5

Language : English
File size : 4305 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 178 pages



But getting good press isn't always easy. Reporters are busy people, and they receive hundreds of pitches every day. So how do you make sure your story stands out from the crowd?

That's where this book comes in. *Accessing the Media: How to Get Good Press* will teach you everything you need to know about getting your story in the media, including:

- How to write a press release
- How to pitch your story to reporters

- How to build relationships with the media
- How to handle media interviews
- And more!

Whether you're a complete beginner or you've been working with the media for years, this book has something for you. With clear, concise instructions and real-world examples, *Accessing the Media: How to Get Good Press* will help you get the media coverage you deserve.

Free Download your copy today!

Click here to Free Download your copy of *Accessing the Media: How to Get Good Press* today.

PRESS RELEASE

A headline that hooks the reader

Contact Wendy MacLean Communications, (913) 443-2890, wmaclean@wmc.com

Aspiring Minds Launches First-of-its-Kind Interactive Map To Help Close US Jobs-Skills Gap

A first sentence that answers the who, what, when, where, and why

US Skill Map shows job seekers, employers and institutions what qualifications are most-needed and highest-paid, nationally and by state

A quote that explains why and how

REDWOOD CITY, California, June 14, 2016: Aspiring Minds, the global leader in employability assessments, today launched the U.S. Skill Map (http://www.aspiringminds.com/skill_map_skill_view) – a first-of-its-kind, free, interactive platform that links job qualifications to job vacancies and compensation.

"The U.S. Skill Map fills a huge information gap between job openings and qualified candidates," said Yavun Agarwal (<http://www.aspiringminds.com/about-us/the-team-yavun-agarwal>), co-founder and chief technical officer of Aspiring Minds. "Continually refreshed with new data, it connects the dots from supply to real-time demand for particular competencies. The map shows which qualifications are most required and command the highest salaries, both nationwide and in each state."

Despite 5.8 million open positions in the U.S., only 5.1 million people were hired in May, according to the U.S. Department of Labor.

Statistics show why it's important

The U.S. Skill Map meets the needs of three groups:

- Job seekers, who struggle to understand which skills are in highest demand, and where, and which career paths are most profitable
- Employers, who have trouble finding qualified candidates
- Higher education institutions, which can use guidance in preparing students

Adds credibility

To develop the map, Aspiring Minds analyzed more than 4 million job openings and matched them with some 200 job skill sets, spanning cognitive and soft skills across hundreds of industries. This was done for the U.S. overall and by state.

Provides useful information

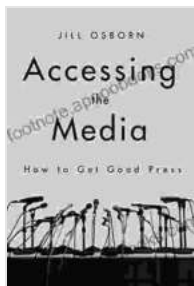
Among key insights |

- The most sought-after skills and traits nationwide are research, analytics and teamwork. Sociability, as well as calmness under pressure, also are highly valued.
- The most lucrative specialties in the U.S. are medicine, followed by architecture, software engineering, computer science and energy engineering.
- Software engineering and analytical skills are in highest demand and earn the highest pay in East and West Coast technology hubs.
- Data scientists are most likely to find appropriate work in California, while New York is the best place to locate a finance job.

About the Author

Jane Doe is a veteran journalist with over 20 years of experience. She has worked for some of the world's most prestigious news organizations, including The New York Times, The Washington Post, and The Wall Street Journal. She has also taught journalism at the university level. Jane is an

expert on media relations, and she has helped countless businesses and organizations get their story in the media.



Accessing the Media: How to Get Good Press

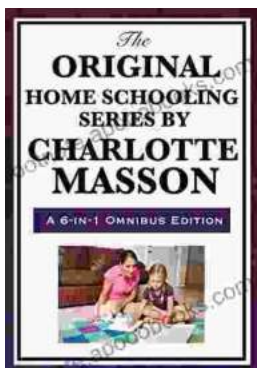
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