

# **YOUR PASSPORT TO SUCCESS!**

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## INTRODUCTION

Even people who speak for a living (e.g., attorneys, pastors and salespeople) don't always shine when interviewed by the news media. It's because reporters are looking for short, succinct answers that pack a punch.

Many people would love to make it on the news—they want the positive publicity for their company or organization. However, some complain that the media just covers the negative stories. It's true—journalists do report on crime, corruption and catastrophe. Even so, local outlets appreciate knowing about human interest stories, and reporters at trade publications are always looking for success stories in the industries they cover.

Fortunately, if you do a good job as a newsmaker the first time, the journalist will come back to you again and again. Now, go

**Be A Newsmaker!**

*Be A Newsmaker*