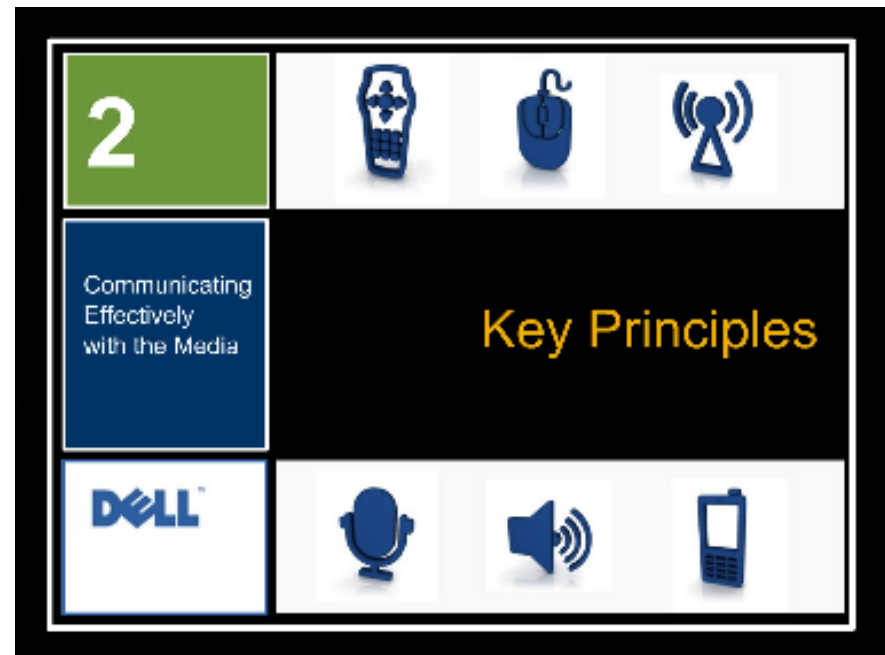


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Sticking to your Agenda



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Summary Tips

NEWS

- Get background detail on the particular media and story

NEWS

- Contact details
- Name of publication
- Deadline
- Main audience?

▪ You may get the questions in advance but don't bank on it



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