

# Media handbook for SMMEs, NGOs

A new e-book entitled *How to get quoted in the media* has been released by co-authors Damaria Senne and Christelle du Toit to help SMMEs and NGOs negotiate the media landscape.



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Written by experienced journalists and communications practitioners, the book serves as a guide for companies and causes to tell their stories in the mass media without incurring unnecessary costs. At the same time, it assists them to satisfy the needs of journalists, by clarifying what is news.

With sections dealing with not only the standard press release, but specialised interview tips and relationship management guidelines, the book is a resource for both new and experienced communicators.

"Many non-profit organisations are doing good work, but not getting their message across to the broader public," says Senne. "This book shows how to package a story in a way that appeals to journalists and editors and to get the public to care about and support a cause."

## Purposely user-friendly

Du Toit adds that the book is purposely user-friendly, "For a business-owner who is not that familiar with journalists, the mass media market can be very daunting. If you know the rules of the game, you can make your voice heard and build good relations that will benefit you in the long-run."

Marketing professional and former journalist, Nkuli Mngcungusa and Itumeleng Mogaki, a PR practitioner and former journalist both have praise for the book, stating that it is relevant and offers a systematic guide on how to build meaningful and long-lasting relationships with the media.

Published by Damaria Senne Media CC it is available at <http://damariasenne.blogspot.com>.

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