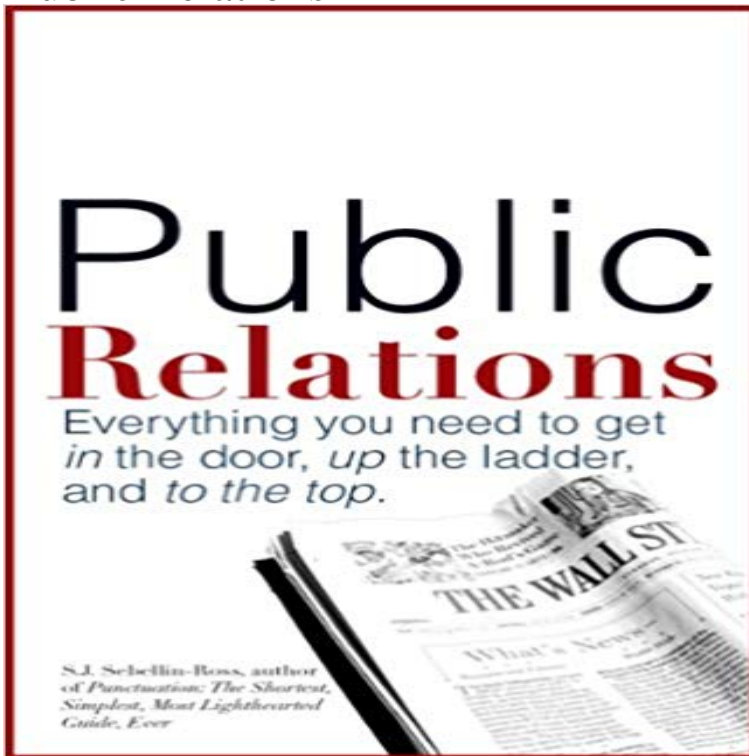


## Public Relations



Here, for the first time, ever, are not one, not two, but all three of the noted Mediabistro Public Relations lectures. Taught for several years at Mediabistro, this is the up-to-date version of the three classes: Introduction to Public Relations, Public Relations Plans and Press, and Advanced Public Relations. You will learn everything the Mediabistro PR students learned, including: \* What PR is and how it works \* How to write PR plans \* How to write PR documents, from news releases and pitches to biographies, case studies, and speeches \* How to create media lists, get interviews, and generate coverage \* How to use social media tools including how to pitch bloggers and use twitter You will get everything the Mediabistro PR students received, including: \* Tons of examples \* Case studies \* Resources, including recommended books and websites and press rooms \* The best places to find PR jobs Mediabistro charged hundreds of dollars for each course. Here, you get all the knowledge at a fraction of the cost. Making this the best deal in town.

ABOUT THE AUTHOR Noted restaurant critic, food journalist, and cookbook author, S.J. Sebellin-Ross ([www.FormeofCury.com](http://www.FormeofCury.com)) is a top-selling writer whose books include Culinary School: Three Semesters of Life, Learning, and Loss of Blood, the bestselling memoir of her time as a culinary school student; Culinary School: 101 Things Every Culinary Student Should Know Before They Go, considered the must-read book for anyone interested in culinary school and food; and How to Write about Food: How to Become a Published Restaurant Critic, Food Journalist, Cookbook Author, and Food Blogger, the definitive guide to breaking in and making money as a published food writer. Sebellin-Ross, who has more than a decade of experience writing for publications including The Washington Post, Parenting, and the New

York Times, and is invited to speak at events including the BlogHer Food Conference, previously wrote for clients such as DreamWorks and HBO and taught public relations for schools such as Mediabistro and UC Berkeley. To see all the popular Sebellin-Ross titles, click the author name, above.

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