



Managing the Media

ASSESSMENT # 3

Total Marks: 30

Answer the following questions:

1. What are the basic steps for building a good relationships with reporters? 7
2. What is SIM model of sound bites? and how can we use it? 7
3. Discuss the guidelines for handling difficult questions from the Media? 8
4. What is a press release? Explain the important aspects of a press release? 8