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# Spokesperson tricks of the trade



**As a media contact you only have three tools**

**Your telephone**

**the press release**

**and your email**





**Make your phone number known**

**Wiki, www, e-mail footer...**

**Just not your private number**

**or they will call you at 3 am. With death threats**



**When the phone rings**

**Always put down the name, the number and the organisation**

**Google spreadsheet works great**

**And greet the journalist right the next time he or she calls**

A bronze sculpture of a globe made of puzzle pieces, held up by several hands. The globe is the central focus, composed of numerous interlocking puzzle pieces. Several hands of varying sizes are shown reaching up to support the globe. The background shows a red-tiled roof and a perforated metal structure.

**You're basically a telephone exchange**

**so know your telephone numbers to wikimedians**

**Remember the sister projects**


A painting of a man and a woman in a close embrace, kissing. The man is on the left, leaning towards the woman on the right. The woman has her eyes closed and a serene expression. The background is a mix of dark and light green tones, suggesting an outdoor setting. The painting style is somewhat impressionistic, with visible brushstrokes and a focus on light and color. A black rectangular text box is positioned at the top center of the image.

**When it comes to actual tools**

**KISS!**

This Government has been informed that a Jewish state has been proclaimed in Palestine, and recognition has been requested by the <sup>provisional</sup> Government thereof.

The United States recognizes the provisional government as the de facto authority of the new ~~Jewish~~ <sup>State</sup> ~~state.~~ <sup>of</sup> *Israell*

  
*Harry Truman*

**Those days are long gone my friend**

*May 14, 1948.*

**And you're not Harry Truman**

**You're a journalist, so remember of 5W+H**

A detailed oil painting of a diverse crowd of people in a mid-20th-century setting. In the foreground, a man in a dark suit and a blue fedora hat is reading a newspaper titled "THE OBSERVER". To his left, a woman with dark hair and large, round sunglasses looks towards the viewer. In the center, a man and a woman are kissing. Other people in the crowd include a man with a cigarette in his mouth, a woman with glasses, and a man in a red jacket. The overall atmosphere is one of a busy, public gathering.

**When selling your news**

**Friends go first**

**Unless you really need engagement**



# Authors

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