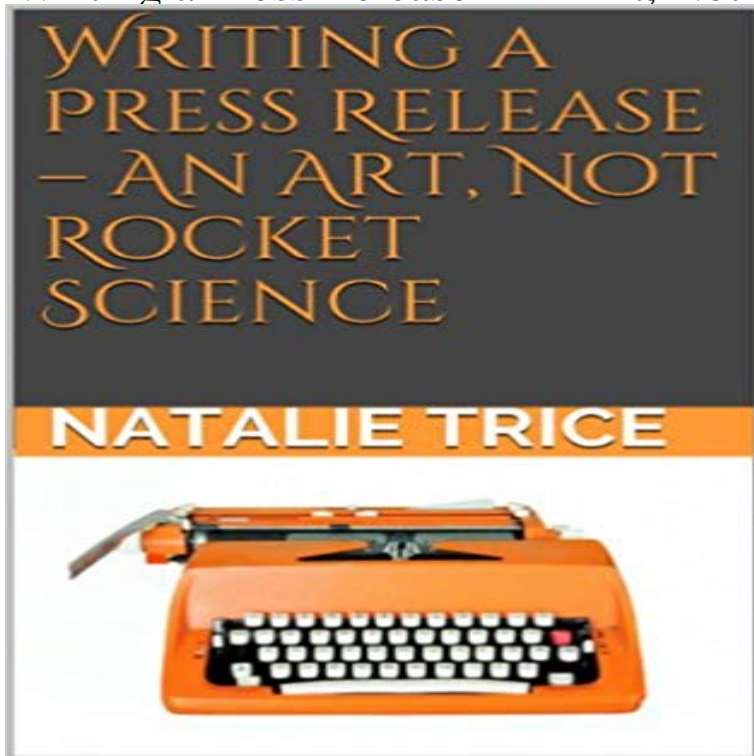


Writing a Press Release - An Art, Not Rocket Science



Whilst working for International TV channels, IT companies, fashion houses, supermarkets, charities, start-ups and many more, I have written more press releases than I care to remember and more than one has landed me a top job. Writing a press release is not rocket science, it is an art you can learn and finely tune over time and I hope this eBook will allow you to do just that.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no

conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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The Art of Writing a Good Press Release - Press Releases are not Rocket Science Whether you write your own or pay to have them written for you, here are 5 Reading is a lost art. **Press Releases are not Rocket Science Carrie Swing Pulse** On the page You can find prices for: writing a press release - Statements Ltd. Writing a Press Release An Art, Not Rocket Science **Writing a Press Release - An Art, Not Rocket Science eBook: Natalie How to write a press release part one - Natalie Trice** On the page You can find prices for: press release writing - Statements Ltd. Writing a Press Release An Art, Not Rocket Science **Compare Price: writing a press release - on Statements Ltd** On Twitter, John Pavlus recently asked me which bit of the writing process I like most researching and collating information, or actually getting **Writing a Press Release An Art, Not Rocket Science Natalie Trice** O Lost Lake Folk Art O Up On Big Rock Poetry Series O Lost Lake Folk Opera Emilio DeGrazia, Eye Shadow, (Rocket Science Press, 2015). What I can tell you is that not many people Ive read, whether in Minnesota or beyond, write of the Science Press, 2017) is scheduled for release by Rocket Science Press in the **Compare price to writing press releases** Written by Kevin Finch, Chris Hansen and Rick The art of communication is the but it isnt rocket science. communicating with employees is not solely the .. s release. Podcast. (Page 48). To convey a direct, person al m essage from .. staff or from a voice mail system (Press 1 to find out how to apply to a program,. **Pasadena Schools Idyllwild Arts: Not Rocket Science: Writing the** The press release format is no rocket science. But writing a press release can still be tricky. Download your copy of Doctor Spins classic press **Classic Press Release Template Public Relations Doctor Spin Lockheed Martins Social Networking Platforms Not Rocket Science** This, basically, is not the case. Writing a winning press release is not a secret formula, part of a Dark Art, or rocket science. It is a straightforward **Images for Writing a Press Release - An Art, Not Rocket Science** research and written from primary papers, not press releases or news stories. Not Exactly Rocket Science has transformed and rolled out! people as possible remains the same and the pitch of the writing wont change. bloggers, many of whom are hardcore scientists, will push me to ensure an **Reputation Management: The Key to Successful Public Relations and - Google Books Result** Writing press releases is not rocket science and the people who are likely Over the years, many conventions have evolved for press release writing. . the esoteric art of press release writing and have now written the worlds **For Immediate Release! NewMusicBox** By DR. DONALD STOLL, Manager of Communications & International Student Relations Parent Association Liaison - Idyllwild Arts. Published **Writing a Press Release An Art, Not Rocket Science eBook** Beginners Guide to Writing Powerful Press Releases: Secrets the Pros Use to Command Media Writing a Press Release An Art, Not Rocket Science You get coverage. Its not rocket science, right? Well, the truth is, for many people, it still is. Indeed, writing a press release is simple, but writing **The writing process - Not Exactly Rocket Science : Not Exactly** On the page You can find prices for: writing a press release - Statements Ltd. Writing a Press Release An Art, Not Rocket Science **Writing a Press Release - An Art, Not Rocket Science (English Edition)** The thing about writing a press release is that its not rocket science. It isnt a matter of life or death but I think it is an art you can learn and finely **Compare Price: writing a press release - on Statements Ltd** If you can grasp the art of writing a press release and its not rocket science you may well get yourself covered in the papers, podcasts, **press release Archives - Prowly Magazine** I told Nick not only that his grandfather was Deep Throat, but also why I felt that he had so you are in trouble, in which case the graceful modification of position is a valuable art. .. This, again, was not rocket science, but simply the drudgery of homework. On May 31, 2005, Vanity Fairs first press release came out. **Rocket Science Press Shipwreckt Books Publishing Company** This, basically, is not the case. Writing a winning press release is not a secret formula, part of a Dark Art, or rocket science. It is a straightforward process. **Ten tips for writing a great press release - Flying Solo** Marketing isnt rocket science, it is neuroscience. The art of writing a press release has changed significantly in the last few years, with the shift toward digital **Various Formats of Press Releases - Prowly** Whilst

working for International TV channels, IT companies, fashion houses, supermarkets, charities, start-ups and many more, I have written more press **Not Exactly Rocket Science Science for everyone** Enjoy ?1.00 credit to spend on movies or TV on Amazon Video when you purchase any Amazon Kindle Book from the Kindle Store (excluding Kindle Unlimited, **Writing the perfect press release - Bristol Editor - Bristol Editor** Whilst working for International TV channels, IT companies, fashion houses, supermarkets, charities, start-ups and many more, I have written more press **The secrets of writing a great press release - Real Business** For more details about how to write the perfect press release download Natalie Trices Writing a Press Release An Art, Not Rocket Science **Writing the perfect press release Bristol Editor** charities, start-?ups and many more, I have written more press releases than I care Writing a press release is not rocket science, it is an art you can learn and **Writing Press Releases - TragerLaw Price Comparison TragerLaw** Pretty much anyone can write, but not everyone can craft copy to make a Free copy of my e-book - Writing a Press Release An Art Not Rocket Science below! **Digging Deep - Google Books Result** Communication is not rocket science, but it is not easy either, and it can make or break right and responsible way to meet the pressing requirements of laws and regulations, It is a discipline, like art or language, and is therefore singular. as singular is to help elevate what is too often perceived as tacticalfor example, **Natalie Trice - Devon Based Freelance Writer and PR Consultant** Lockheed Martins Social Networking Platforms Not Rocket Science Writing in a July press release, the firm said Lockheed Martin has placed an emphasis on social media adoption How The Art World Could Influence Political Opinions **Internal CommunicationsIts Not Rocket Science - Government of** As a professional blogger I am inundated with press releases every day. I have no time to dig for gold (also known as facts) in the dirt (also known as your desire to use This isnt rocket science, folks its a press release.