

Effective Communication Strategies, Inc.

Press Release

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Reporters: Read All About It! *The Reporter's Military Directory*

Now, news reporters, military public affairs offices and student journalists have a reference book, *The Reporter's Military Directory*, to use as both a handy reference and guide to over 1,300 U.S. military installations in the United States and around the world.

No longer will you have to travel the maze of government links, websites and red tape to get to the right Air Force, Army, Navy or Marine public affairs office to obtain your story sources and facts. All public affairs office listings are categorized by state or country, and include the address and phone number of each public affairs office.

The book's creator, retired Air Force Reserve Colonel Phil Johnson, determined a need for this type of book while making personal visits to radio, television and newspaper outlets in the greater Los Angeles area as a public affairs officer representing Los Angeles AFB and March AFB, CA. And following the September 11, 2001 tragedy, Johnson was asked to discuss the goings-on at the Pentagon prior to plane crashing into the building by KPNX-TV (NBC), Channel 12, in Phoenix, AZ. He later backgrounded the news people at the NBC affiliate on the Persian Gulf Region and Somalia.

Also included in this edition of the book is a bonus Air Force section that provides background statistics on the DoD budget, Air Force personnel—to include a breakdown by age, sex, officer/enlisted, ethnic origin, pay categories for both military and federal civilian employees, aircraft, satellites and other major equipment. For the novice, Air Force rank insignia as well as medals and ribbons are provided.

The Reporter's Military Directory is available in print or electronically for \$34.95 plus shipping and handling. For those who do not want the entire book, individual chapters may be downloaded for \$9.95 plus handling. Both Amazon and Barnes and Noble have the book available on their websites. To order directly, call 800-592-0304. Military and students rates are also available when ordering through the 800#.

Finally, please note, Mr. Johnson is available as a consultant to national and international news organizations, and as a guest speaker at college and universities. Interested parties can contact Mr. Johnson at Effective Communication Strategies, Inc. 11293 E. Butherus Drive, Scottsdale, AZ 85255; or by calling 480-425-8219; or e-mailing pjohnson65@hotmail.com.