

TIPS FOR EFFECTIVE MEDIA RELATIONS

- Respect the role that the media plays and the pressures reporters are under.
- Develop a relationship.
- Don't hesitate to ask clarifying questions or offer topical orientation.
- Think before you speak.
- Be honest!
- Be straightforward with the facts.
- Answer the question you wish you had been asked. (It's probably the more insightful question, and there can always be follow-up if needed.)
- Stay on message.
- Consider being a "source".
- If you don't talk to the media, someone else will.
- Don't worry too much about the bad story.
- Can you be good at your job without being good at this part of your job? No!