

## Some Do's and Don'ts of Media Relations

- Do make contact often so your media contacts remember who you are. Remember, SEVERAL people and organizations contact them on a daily basis.
- When your reporter covers your event(s), do thank them.
- Do call and remind your reporter of the event they are supposed to cover 24 hours in advance.
- If your reporter is continuously making mistakes in their articles about your group or event(s), do kindly point out the mistakes to them.
- Do provide a press release at least a couple of days before an event or interview.
- Don't call your reporter the day of an event and expect them to be able to cover it.
- Don't tell your reporter to be at something at 4 p.m. if it doesn't actually start until 5:30 p.m. Remember, reporters have lives too.
- Don't, under any circumstances, ever ask to see the written article before publication. This is against journalism ethics.
- If doing an interview, don't supply a press release at the interview.
  - Don't get ahead of the reporters questions during an interview. Simply answer their current question and wait for the next one.
  - Don't show up at the interview with a pre-written article. It's the reporters' job to write the articles.