

Building Rewarding Relationships with Reporters

Building relationships with the news media takes time, but if done well can be very beneficial for both your organization and the media. Here are a few tips that media relations experts put into practice every day.

Stay in Touch

- * Don't just call the media when you want something
- * If your organization does a special publication, share it with your media contacts.
- * Find out the personal interests of your media contacts (for example - if they have children make sure they know about your special children's programs).
- * When you're providing a reporter with information, don't just give them the facts - give them a story.

Congratulations

*If a reporter has been recognized or received an award, send a personal congratulations note or email.

Be Persistent

- * Be persistent, but not obnoxious.
- * Follow-up phone calls or emails on a particular topic are acceptable, but no more than two.

No "No Comment"!

* Never say "no comment." If the question is clearly something that you can't comment on, you can say something like, "While I can't forecast what _____ will be in the future, I can tell you that today our business....(insert your key message).