

Working With Journalists

Communications & Media

A working relationship built on being useful and being accurate.

Builds standing

- Fast, accurate answers, even unhelpful ones
- Knowing their beat and deadline
- Saying no comment honestly, not evasively
- Correcting your own error first
- Offering the expert, not the executive

Destroys it

- Blanket pitches to the wrong beat
- Demanding copy approval
- Going over a reporter's head to an editor
- Threatening the advertising relationship
- Denying something later proved true

THE DIFFERENCE THAT MATTERS

The relationship is an exchange: usefulness and accuracy bought with attention and time.

You are dealing with people who write things down and remember. One false denial costs more than any single story it prevents.