



Dos and Don't of Publicity and Working with Journalists

Dos of Publicity and Working with Journalists:

1. Do your research: Before reaching out to journalists, thoroughly research their work, beats, and areas of interest. This will help you tailor your pitch to their preferences and increase the chances of getting coverage.
2. Do build relationships: Invest time in building genuine relationships with journalists. Attend industry events, engage with them on social media, and offer your expertise when relevant. Building trust and rapport will make journalists more likely to consider your pitches in the future.
3. Do craft compelling pitches: Create concise and engaging pitches that clearly communicate the newsworthiness of your story. Highlight the key points and explain why it would be of interest to their audience. Personalize each pitch to the specific journalist you are targeting.
4. Do provide valuable content: When interacting with journalists, offer them valuable content that aligns with their audience's interests. This could include expert insights, data, exclusive interviews, or unique perspectives. Providing high-quality content makes you a valuable resource for journalists.
5. Do respect deadlines: Journalists often work under tight deadlines, so it's crucial to respect their time constraints. Respond promptly to their inquiries, provide requested information on time, and be available for interviews or follow-up questions.
6. Do be transparent and honest: Maintain honesty and transparency in your interactions with journalists. If you don't have the answer to a question, admit it rather than providing inaccurate information. Journalists value integrity and are more likely to work with reliable sources.
7. Do prepare for interviews: Before any media interviews, prepare thoroughly. Familiarize yourself with the journalist's previous work, anticipate potential questions, and have key talking points ready. Practice your messaging to ensure clarity and consistency.
8. Do follow up appropriately: After a media interaction, follow up with journalists to express your gratitude and offer additional information if necessary. A brief email or phone call shows your professionalism and helps in nurturing the relationship for future opportunities.



Dos and Don't of Publicity and Working with Journalists

9. Do monitor media coverage: Keep track of media coverage related to your organization or industry. Stay informed about how journalists are covering your stories and use this feedback to refine your approach and identify potential areas for improvement.

10. Do learn from mistakes: If a media interaction doesn't go as planned, treat it as a learning opportunity. Assess what could have been done differently, seek feedback if possible, and apply those lessons to future engagements. Adapting and improving your approach is essential in the world of publicity.



Dos and Don't of Publicity and Working with Journalists

Don'ts of Publicity and Working with Journalists:

1. Don't send mass, generic pitches: Avoid sending generic press releases or mass emails to journalists. They receive numerous pitches daily, and personalized, targeted pitches are more likely to catch their attention. Tailor your pitches to each journalist's interests and preferences.
2. Don't pester journalists: While it's important to follow up on your pitches, avoid being overly persistent or pushy. Respect journalists' time and workload. If they are not interested or don't respond, it's best to move on and focus on building relationships with other journalists.
3. Don't make false claims or exaggerate: It's crucial to be truthful and accurate in your communications with journalists. Making false claims or exaggerating facts can damage your reputation and credibility, potentially leading to negative media coverage.
4. Don't ignore journalist inquiries: If a journalist reaches out to you for an interview or information, respond promptly and provide the requested details. Ignoring their inquiries can harm your relationship and hinder future media opportunities.
5. Don't speak off the record without agreement: Be cautious when speaking off the record with journalists. Clearly establish and agree upon what can be shared confidentially beforehand. Otherwise, assume that anything you say may be quoted or used in a story.
6. Don't lose control of the narrative: During interviews, be mindful of your messaging and the points you want to convey. Stay on topic and avoid being drawn into controversial or off-topic discussions that may distract from your intended message.
7. Don't burn bridges: Even if you have a negative experience with a journalist or receive unfavorable coverage, maintain professionalism and avoid burning bridges. The media landscape is interconnected, and your reputation can impact future opportunities.
8. Don't expect guarantees: Understand that journalists have editorial discretion and are not obligated to cover your story or publish it in the way you desire. Respect their judgment and decisions, even if they differ from your expectations.



Dos and Don't of Publicity and Working with Journalists

9. Don't rely solely on press releases: Press releases have their place, but they should not be the sole focus of your media strategy. Supplement them with personalized pitches, media relationships, and providing journalists with exclusive content and story angles.

10. Don't neglect social media presence: In today's digital age, having a strong social media presence can enhance your visibility and credibility. Engage with journalists on platforms they frequent, share relevant content, and actively participate in industry conversations.