



**How do you establish a good working relationship with your key media?
Having worked in newspapers and PR, I've picked up a few handy hints (as well as more than a few bugbears over the years).
Here are just a few of them:**

Do your homework and take the time to find out which journalists and publications would genuinely be interested in your news. This might mean actually picking up the 'phone and asking them rather than relying on media databases.

Do use your common sense when targeting media - a local paper in Andover may be in Hampshire but it won't be interested in something taking place in Portsmouth.

Do create an online media resource but keep it up to date with your latest press releases, features and images for journalists to use. Remember to include the contact details for media enquiries.

Don't ask journalists to register to use your online press office but do give them the option to request your news releases and give them the option to unsubscribe.

Don't issue a press release the day before you go on leave (or the day before your key spokesperson goes on leave).

Do allow journalists to speak directly with experts in your organisation – particularly if their enquiry is technical or complex.

Do consider giving your key spokespeople some media training.

Do establish a no, no comment policy and learn to accept negative as well as positive coverage.

Don't promise something you can't deliver.

Do remember a press release is not paid advertising so there is no guarantee of coverage.

Don't pester journalists with calls asking why something hasn't appeared yet or asking when it will.

Do let the journalist know if you are pleased with their coverage and make sure you have their contact details for future relevant news releases.

Don't pursue journalists who are not interested in your news releases and remove their details from your database.