



Doing Business with the News Media

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Know Your Message

- Ask questions
- What is the reporter writing about?
- What is the reporter seeking?
- What other sources will be included?
- What is the deadline?



Know Your Message

- Plan
- Professional society meetings
- Trade shows
- Available resources
- Practice talking about your work



Know Your Message

- Be disciplined in your speech
- Don't ramble
- Don't answer questions until asked



Know Your Message

- Debate – don't argue
- Reporters get the last word
- Never tell a reporter how to write
- Never lie, falsify, misrepresent
- Be trustworthy
- Credibility is key



Know Your Message

- Clear ideas
- Watch what you say
- Think through your comments
- Don't overestimate
- Have facts
- Background information, papers if available



Know Your Message

- Advise management
- Notify funders, program managers
- Advise Lab Management
- Advise anyone who needs to know
- Advise CP&A