



TOP 10 TIPS FOR WORKING WITH THE PRESS

1. Be prompt and polite in response to media requests
2. Google the reporter before a call and read their last several pieces
3. Pause before the call, breathe, and reflect on your top priority
4. Clarify the rules of engagement at the very start of the conversation (Speaking on-the-record, off-the-record, or not-for-attribution?)
5. Always tell the truth; if you can't, be silent
6. The more you say, the more you stray; stick to facts or be silent
7. Don't comment on everything, but never say "no comment"
8. Be clear about any legal or regulatory confidentiality limits
9. Share your mission statement or brief background
10. Follow up via e-mail following the call to highlight one brief point or share a background resource