
Rules For Dealing with the Press

1. You are always on the record. Even when you agree to go off-the-record.
2. Know *your* message points, repeat *your* message points and find a way to turn the answer to the question into *your* message points.
3. Never lie. Never predict. Talk process if you do not know the answers.
4. Say something. Never say, “No comment.” Repeat *your* message.
5. Ask for forgiveness not permission.
6. Your job does not end when the reporter’s story comes out – correct the record and state your case aggressively.
7. If you have to choose between being respected and being liked – get the respect.
8. Be accessible - no matter where you are or what you are doing.
9. Be yourself and use humor – try and make a personal connection.
10. Know whom you are talking to, who their competition is and what their plans are that evening.
11. The reporter is not the audience – speak to your audience.
12. Remember that the people who told you what to say have never been in front of a camera.

