

# How to Get Media Coverage for Your Event

California Library Literacy Service

Thursday, March 2014

## Do's and Don'ts of Dealing with a Reporter

- Alert anyone who answers the phone, etc.
- Take the call immediately
- Prepare yourself by verbalizing
- Get name, publication, phone number, etc.
- Allow a reporter to tape record
- Answer question beginning with question
- Give more than yes/no answer
- Don't use technical jargon.
- Never talk "Off the record"
- Never say, "As I said before..."
- Use humor with caution
- Suggest reporter call with further questions
- Ask when article is to be published
- Offer to send additional information
- Never call a reporter and inquire about status.

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