

Tips for Working with Journalists

- » Don't send your press release out and then leave town or even leave the office for long. If they call, you should be available.
- » Respond promptly. If they call and ask you for information you don't have 48 hours or 24 hours. You should respond as soon as you get the call.
- » Freelancer, fact checker or editor, you should treat them all the same. Today's fact checker may be tomorrow's editor so get the relationship started now.
- » Research the journalists and publications that you would like to interest in your business. Find out what kind of stories they are writing and how they like their information delivered: fax, e-mail or mail.
- » Help out journalists even if it is not going to do you any good today. Let's say they call to talk about Sangiovese and you don't produce it. Tell them about a winery that does. They will remember you were helpful.
- » Make sure you don't write and distribute press releases just to be doing it. It should be newsworthy information. Otherwise like the boy who cried wolf, journalists will start ignoring your releases.
- » Change your press kit when you change your audience.
- » Freebies work.
- » Start a database of media contacts and add in every little detail you find out about each contact. Any thing you learn can be a way to further your relationship.