

## Episode 51: Talking to the press

Every company has rules about who can and cannot talk to the press. These rules exist for many reasons, including legal and financial. Breaking them can be expensive for your company and maybe even you.

### 1. Get trained professionally

When you see a PR disaster getting worse, it's usually someone untrained who is talking. I don't care how good you think you are, get professional training. We all do. Online or print media is different from TV and radio – get training in that too.

### 2. Hire people who know what they are doing

You need to hire a PR team that knows what they are doing and let them do it. If you don't think you have one, you can use an agency to help. BUT, don't abdicate this to an outside firm; you need someone you trust on the inside.

### 3. Above all, honesty

Only a fool would think PR people are all about lying, and only a fool would try to lie. You need to make sure when dealing with the press you are honest. But, honesty doesn't mean telling the whole truth all the time. It's not enough to hope that you will not be caught in a lie.

### 4. Build relationships

In life, things gets better when you have personal relationships with the people you are dealing with. If you have a continuous relationship with the press, they will have one with you. If you are open, honest, say what you know and what you don't, they will learn to trust you too.

**Bottom Line:** Remember journalists are people too and they have a job to do. Treat them with respect and they will treat you with respect in return.

