



## The Amazon intro to **Dealing with the media**

**This short guide shares some top tips on dealing with the media, which applies to the worlds of print, broadcast and online.**

**For more information and guidance, you might like to explore media training, which we can arrange for individuals or teams, tailored entirely to your needs.**



### **1. Don't just launch in**

When calling journalists, don't just launch into a long pre-prepared spiel – carefully introduce yourself, make sure they understand where you're calling from and ask them whether it's a good time to talk. If it's not, there's no point in irritating them by trying to plough ahead anyway.

### **2. Understand who you're speaking to**

It's vital that you get to know the media you're dealing with – who their target audience is, the topics they cover, their editorial style, the frequency of the publication or when they broadcast. Only by developing this in depth understanding can you hope to get your own messages included in the right way.

### **3. Accept that not every media outlet is right for you**

It's crucial to acknowledge that not every media channel will be, or can be, interested in what you have to say. Unless you can make it relevant to them, there's no point in trying to push it to them. You'll only alienate contacts for the future.

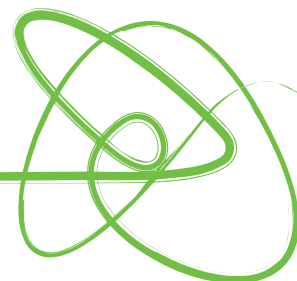
### **4. Put yourself in their shoes**

Approach journalists and producers as professionals in their own right. Respect their role and their experience.

### **5. Be helpful**

If someone in the media approaches you for comment, or to try to find a case study, be as helpful as possible. If you're not interested in the opportunity, or if you're not going to be able to give them what they're looking for, tell them that from the outset and give them a chance to find it somewhere else.

Perhaps you can even signpost them to other organisations or individuals. This way, you'll gain their respect and build a positive basis for future contact.



### **6. Work to their deadlines**

Building on the previous point, recognise that journalists work to tight deadlines, and make sure you know when they need something by. If you agree to meet a deadline, make sure you stick to it. You'll be creating significant problems for them if you don't, and they'll be reluctant to seek input from you again.

### **7. Prepare for visits**

If someone from the media is visiting your organisation, make sure everyone who'll be on site is aware of the visit and fully prepared.

Ensure they know who is coming, that they understand the programme or publication, and they have some interesting, on-message points they are ready to make if asked to comment. That said, make sure nothing is too staged – don't have a load of people milling around who wouldn't usually be there. It's easy to see through this and it will ruin your credibility.

### **8. Build a photo library**

Have a comprehensive library of good, high resolution photographs depicting your work and the key people involved, so they can be provided to media at short notice.

### **9. Think before you speak**

Never talk 'off the record'. Ultimately, if there's something you wouldn't want to share widely, it's best not to discuss it at all.



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For more information, you might also want to look at the **Amazon intro to media interviews**, available at [www.amazonpr.co.uk/resources](http://www.amazonpr.co.uk/resources).

**If you'd like to discuss how we might be able to help you deal with the media, develop a communications strategy, or provide media training to you or your spokespeople, please get in touch.**

We work with clients in the voluntary and public sectors, and social enterprises, creating and delivering communications campaigns that raise awareness, transform the way people think and help to deliver real change.

**We'd love to hear from you...**

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