

DO's and DON'Ts

Top Ten Ways to Have Good Media Relations

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- **DO** always think before you speak.
- **DO** make an effort to understand the environment of the newsroom and the (deadline) pressure reporters face.
- **DON'T** ever lie.
- **DON'T** ever say, "This is off the record" or "I have no comment."
- **DO** treat media contacts as opportunities, not as punishment for being in public office.
- **DO** remember that the media shall always have the last word.
- **DO** remember the chain of command in the newsroom.
- **DO** respect the media and the role it plays in our government.
- **DO** remember that you need them more than they need you.
- **DO** learn to roll with the punches.