

3 Media Relations Guidelines for an Era of Growing Distrust

1.



Focus on Media Relations Fundamentals

- Pitch genuine news, not promotional content or stories already told.
- Anticipate and answer questions in your media materials.
- Be on time and respect media deadlines.
- Offer up credible, quotable sources that are ready to go.

2.



Avoid Partisan Politics

- Don't alienate your audience with political partisanship.
- Steer clear of language or references that smack of politics.
- Keep communications professional, factual and relevant to your purpose.
- Focus on shared values, like community impact, innovation and safety.

3.



Publish Your Own Content

- Build and maintain a blog to share company news and thought leadership.
- Use email, social media and search engine strategy to distribute original content.
- Consider podcasts, print publications and other regular comms to build reliability.
- Manage a calendar to make your content activities systematic and strategic.