The Ten Commandments of Media Relations*
(A guideline for working with reporters)

2. Personalize the organization.
3. Develop media contacts.
4. Take good stories to them.
5. Respond quickly.
6. Never say, “No comment.”
7. It’s OK to say, “I don’t know (but I’ll find out).”
8. If you screw up, confess and repent.
9. Use the “Big Dump.”

* Reprinted with permission from Winning with the News Media, Clarence Jones (1996).