

# The Ten Commandments of Media Relations

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1. **Don't lie** - Once you lose your credibility, it is nearly impossible to get it back.
2. **Personalize the organization** - Put faces with the organization. (Cadets, etc.)
3. **Develop media contacts** - Reporters are looking for stories... you have some.
4. **Take good stories to them** - Reporters have deadlines... help them meet them.
5. **Respond quickly** - Get a pager... maybe even a cell phone.
6. **Never say "No Comment"** - It's almost like pleading the 5th amendment. If you look like you're hiding something, they'll start looking.
7. **It's okay to say "I don't know"** - (See Rule #1.) But follow that with "I'll find out and get back to you."
8. **If you screw up - confess and repent** - (See Rule #1). But make sure all information conforms to CAP Regs.
9. **Use the BIG dump** - Get it all out in the open at one time.
10. **PREPARE** - Preparation can help you avoid mistakes -- and can reduce the likelihood you'll need to follow rules 8 & 9.

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Items in **bold type** courtesy Mary Nell Crowe