Know Your Role

As a Resource

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A Resource Does *Not*...

Use their interview time to push their agenda, product or service
A Resource Does Not...
Berate the reporter for the topic or story
A Resource Does Not...
Demand or expect a certain level of inclusion
A Resource Does Not...
Flood the reporter’s inbox with questions or follow up
A Resource Does Not...

Provide insight on topics outside their area of expertise
A Resource Does Not...
Use someone else's unique insight or tips
A Resource ...

Sees the relationship as a two-way street
A Resource ...

Is mindful of a journalist’s busy schedule
A Resource ...

Isn’t afraid to provide a contrarian view, in a respect way
A Resource ...

Understands the media landscape & the process for publishing a story
A Resource ...

Uses respectful communication with a reporter
A Resource ...

Provides fresh, timely, quotable insight for the topic at hand
A Resource ...
Finds compelling ways to explain mundane things