

# 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**