

## QUICK GUIDE

### Handout 1

Here is a quick guide to the right road in handling news releases and in dealing with the press:

#### 1. **The Do's:**

- Do be available at all hours.
- Do tell the truth and nothing but the truth.
- Do get the facts, get them right, and get them out.
- Do be considerate of the paper's space and deadlines.
- Do know press personnel.
- Do know each paper's audience.
- Do "localize" information from National Headquarters.
- Do point out-tactfully-misinformation or mistakes in news stories to the reporter who made them, not the editor.
- Do tell the reporters you appreciate their work-if they have done a particularly good job.
- Do know your activity and your assignment.
- Do make CAP news important to your local papers.
- Do submit your story to the right department (city desk, society, sports, etc.).

#### 2. **The Don'ts:**

- Don't lie and quibble with half-truths.
- Don't evade.
- Don't let stories based on rumors get by.
- Don't insist on corrections or retractions by the editor if a mistake has been printed.
- Don't complain about reporters' mistakes to their supervisor.
- Don't formally thank the editor for printing your releases.
- Don't ask for a plug (recognition for yourself).
- Don't ask for clippings.
- Don't show partiality in dealing with reporters.
- Don't reveal to one newsperson information given you by another one.
- Don't submit a story lacking in news or feature interest.
- If you have any doubts, don't use it-or query the editor first.
- Don't deliver press releases or visit a newsroom at deadline time. Know your paper's deadlines and go when the pressure is least.
- Don't send more than one copy of a news release to a newspaper or deal with more than one individual at a time on the same newspaper.
- Don't overlook the radio and TV stations (they have regular newscasts every day).