



2013 FLORIDA CAPITOL

PRESS CORPS GUIDE

SACHSMEDIA
G R O U P

MEET REPORTERS' DEADLINES.

News is a daily business. Your comments won't be reflected in the story if you don't return press calls in time to meet reporters' deadlines.

ALWAYS TELL THE TRUTH.

You learned it in kindergarten. It still applies, especially when dealing with the media.

EXPECT TO BE TAKEN OUT OF CONTEXT.

Reporters take miniscule excerpts from lengthy interviews and include them in stories. They can't report everything you say.

ASSUME YOU ARE ON THE RECORD.

Don't say a bunch of things you don't want to see in the story and then tell the reporter after the fact that he or she can't use what you said. Unless you have an agreement to speak on background or off the record ahead of time, anything you say is fair game.

DON'T CALL WITH A NON-URGENT PITCH ON DEADLINE.

Whether they work for print, broadcast or online media outlets, reporters deal with a 24-hour news cycle, which means they are always on deadline. However, this is amplified after 3:00 p.m., when stories must be finalized for the evening news or the next day's papers. This is **not** the time to call to pitch an idea, unless you are weighing in on a breaking story or have a hot, timely news tip.

BE QUOTABLE.

If you want to be part of a story, have something to say. If you can turn a clever phrase or are prepared to express a strong opinion, there's a good chance you can earn a place in a story.

BE A SOURCE.

The best way to cultivate good, long-term relationships with reporters is to be a good source of information.

Their success depends on getting to the facts first. Call with good tips and you will become a trusted source.

KEEP YOUR PERSONAL SOCIAL MEDIA SITES PROFESSIONAL.

When you put something online, everyone can see it. Only put status updates, pictures or links that are useful to followers or friends and would represent you or your organization as a credible source.

USE SOCIAL MEDIA TO LISTEN AND SPEAK.

It's a two-way street. Social media provides the opportunity to transform your connections in cyber space into personal ones. Effectively build relationships with reporters or bloggers by listening to their needs so that when you speak it's effective.

WHEN IN DOUBT OR IN TROUBLE, CALL A PROFESSIONAL.

Sachs Media Group has been helping corporate, non-profit and government clients get their stories told for 17 years. We can help you break through the clutter and deliver your message, too.

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Senate President's Communications Office:	850.487.5632
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House Speaker's Communications Office:	850.488.1450
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Attorney General's Office:	850.245.0150
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Office of Insurance Regulation:	850.413.2515
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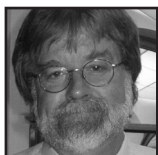
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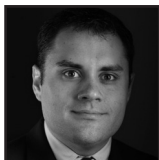
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THE WORLD IS CHANGING. SO ARE WE.



Today, there are more ways than ever to get a message out - and more competition for your audience's attention. People are choosing the content **THEY** want, in a new reality that affects every organization. We can help you navigate this constantly shifting ground and succeed. Ron Sachs Communications now is Sachs Media Group. New strategies for a changing world.

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