

Learn to Professionally Deal with Media Mistakes

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One of the questions we are asked most frequently during Q&A sessions following presentations at conferences, is how do we handle instances in which we, or our clients, are misquoted or the information reported is inaccurate.

Of course, there are numerous options to respond and we've witnessed many of them – from a screaming retort to the threat of pulling advertising to publicly condemning the reporter or the media. None of these actions will benefit you or your story.

We recommend that you first determine how important the error is to your organization. Is it something that is detrimental to your business or is the story as reported just an irritation? If it's an error or misquote that you can live with, let it go.

But if not, contact the reporter directly via email or phone and calmly explain the mistake. If it's important enough and easily correctable, ask for a retraction or correction.

It's obviously harder to confirm misquotations in print than it is the broadcast media so don't try unless you have absolute confirmation that you've been misquoted.

Mistakes do happen, but it's how you deal with errors that can possibly take a very negative situation and help you build a relationship with the media. Remember, the media want to be as accurate and complete in their reporting as you want them to be.