

Courtesy Can Enhance Relationships with Media

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I was reminded a few weeks ago how common courtesy can build a company's relationship with the media. And what better time than during this holiday season to renew your efforts in furthering your relationship with the media and ensure that your contact with the media is not solely based on pitching a story.

Here are some quick tips to assist you:

- **Read, watch and listen.** Continue to read, watch and listen to the media and what they are reporting on – whether or not it has anything to do with your organization. This benefits you by gaining a better understanding of their focus and interests.
- **Provide compliments.** As much as we enjoy compliments for a job well done, so does the media. Did you read something that stuck out in your mind? Was a story in the evening's newscast covered exceptionally well? Don't miss the opportunity to give the kudos when due to the media's hard work.
- **Follow up with a thank you.** If a story you tossed to the media was covered, or by coincidence your company was discussed favorably, take a minute to call or email the reporter and his/her boss with a thank you.

These ideas may seem basic, but ask any reporter and they'll tell you that if given sincerely, these courtesies are extremely appreciated. And, these simple efforts will place your name and organization on top of the media's A+ list.