

Coaches want news that will promote their programs + not cause any trouble
Press wants news that will interest readers + viewers

Ideal — happy medium, where each understands other's problems

Publicity Principles

1. Shoot Squarely

- most are pretty sharp: can spot phony easily (deal w/so many)
- must remember press fires last shot
- open door policy (don't censor - if do, will print w/o asking you)
- if more than one outlet, don't show favoritism

2. Give Service

- interesting, unusual facts about athletes for features
- meet deadlines - know them - news is perishable
- be as complete as possible + prompt (news people work on time)
- ask ways to help — report bad as well as good

3. Don't Beg

- like telling someone how to do his job
- don't complain - same as criticizing

4. Don't Ask for Kills

- no right to request suppressing a story - crude insult
- "The way to keep unfavorable stories out of the press is to keep situations which produce such stories from happening."
- OK to request a delay if explain why - lay cards on table
- be as cooperative ⁱⁿ giving bad news as well as good - gain confidence
- "Good press relationships don't happen - they're earned"

5. Don't Be a Pest

- learn what media wants - train brain to be automatic in reacting