



# RULES FOR WORKING WITH THE PRESS

Press – articles, being quoted in stories, becoming a recognized source – can be an unbelievable practice-building force, but only if you know how the process works. Here’s how – our **Seven Rules for Working With the Press**, prepared by **Joshua Peck**, industry expert and head of media relations for **Duane Morris** in Philadelphia.

## 1 Answer (Now)

Reporters generally aren’t looking for the BEST source; they’re looking for the FIRST source. Be the lawyer they can find quickly, and you’ll get into their rotation of quotable lawyers.

## 2 K.I.S.S.

Keep it simple. Reporters want clear, readily digestible information free of Latin or legal jargon. Use common language, and eschew obfuscation. Speak to be understood.

## 3 Practice

Practice your interview, out loud, before you pick up the phone. No matter how experienced you are, it improves your performance.

## 4 Tell Stories

Show, don’t tell. Don’t articulate a legal principle; show the reporter how it plays out in practice.

## 5 Repeat Key Points

“Here’s the one thing private equity firms should understand...”  
Say it again. End with it, too.

## 6 Make Sure the Reporter Got it

There’s no insult in asking, “Was I clear?”

## 7 Follow Up

Two-three weeks after you’ve helped with the last piece, you notice a new wrinkle/legislative threat/industry headache. Call and share it. As my grandmother used to say, “Darling, don’t be a stranger.”

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