


**Business Litigation 2010:**  
Unlocking Successful Strategies  
for Wisconsin Companies

## Dealing With the Press and the Blogs

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## The Public Relations Counsel...

- Take the time to prepare for an interview.
- Take the time to understand a reporter's question and think about your answer.
- Don't comment off the cuff, guess at answers you don't really know or, worse, become flippant or humorous with your answers.

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## The Public Relations Counsel... (cont.)

- You are never off the record.
- Don't lie. Don't guess. Don't fabricate an answer.
- Never say "no comment" or hang up on a reporter.
- The journalists are not your enemy, but they are also not your friend.



## The Lawyer...

- Help your client balance needs and risks.
- Don't blow the attorney-client privilege.
- Let your court papers do the talking.
- Never lie or foster a lie.
- If the lawyer speaks, stick to the basics.
- And the blogs – dealing with anonymous slams.



## The Journalist...

- Call back.
- Give information if you can.
- Help explain what's happening.
- What, why, how big?
- Access to sources.
- Copies, links.



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