

## WAYS TO ABSOLUTELY, POSITIVELY ANNOY REPORTERS

- Use a lot of graphics in your press release, or sending large photos or files that they haven't asked for.
- Send your e-mail pitches "ganged up" so that reporters see who else you are pitching.
- Fail to ask when you call whether they are on deadline and/or have time to talk with you.
- Don't indicate why you are writing to them in the subject line of your e-mail.
- Attach your news release in a PDF format so the reporter can't cut and paste for the story.
- Pitch a reporter and then be gone for the day when they call back.
- Leave a long, unfocused message on their voicemail.
- Call and pitch reporter without doing any research on his/her beat or geographic region.