

What to do when the media **GETS IT WRONG**



Hi Shelby,

It's happening more and more... media stories full of errors, from small mistakes like spelling and grammar mishaps to egregious errors that impact reputations.

As a PR professional for two decades, I can tell you how frustrating it is to spend hours carefully writing a press release, going through internal approvals and sending it to the journalist only to then see the news story full of errors.

There are many reasons behind this phenomenon. Despite the reasons, it's something any company or firm that engages in public relations has to confront. In my latest blog post, I cover strategies for dealing with media errors after the fact, as well as how to prevent them in the first place.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **[10 motivational speakers that will rock your next event](#)** — If you're responsible for finding keynote speakers for industry or company events, this list will help. Michael Brenner of the Marketing Insider Group lists 10 speakers he says will "inspire others and who are at the forefront of their fields." (*Marketing Insider Group*)
- **[Lee Iacocca's media rules of the road](#)** — Lee Iacocca, who led both Ford and Chrysler, died recently at the age of 94. This article explores the famous pitchman's rules for working with the media. (*Throughline Group*)
- **[Why customer experience is the ultimate marketing tool](#)** — Numerous studies are showing how customer experience — the combined interactions a customer has with a brand — is becoming more important than price and how marketers can improve it. (*Convince & Convert*)



WHAT WE'VE BEEN DOING

Last month we celebrated eight years in business. While that may not seem long to some, as a small business owner I celebrate every year in business with great pride.

I am thankful to all of our clients — including many long-term ones that we've worked with since year one or two — as well as the strong, tight-knit team we've built.

I'm also thankful to you, dear reader, for joining us in this journey. Here's to many more!

MEDIA INTERVIEW CHEAT SHEET

How to Rock Your Next Interview

Your PR agency has scored a high-profile media interview, and now it's your (or your thought leader's) turn in the spotlight. How can you make the most of the opportunity? Download our Media Interview Cheat Sheet to prepare for — and succeed at — any interview.

[Learn More](#)



ABOUT US:

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

We get you. And we'll make sure your clients do, too.

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