



Here are ten tips for working with 1105 Government Information Group reporters to get your company, products and services in the news:

1. **Lead with the news hook.** It's the best way to catch a reporter's attention.
2. **Anticipate the "so what?" question.** Be ready to explain why a reporter should care about a particular story idea.
3. **Know what a reporter is looking for.** Match a story pitch to a reporter's interest and beat.
4. **Know the magazine.** What are the magazine's hot button issues? They will mirror what the leaders in the community are talking about.
5. **There is a way to pitch "case studies."** Pitch stories about technology solving an agency's problem -- what we call agency systems stories.
6. **Do not ask customers for testimonials.** Ask them to explain to a reporter how technology solved a particular problem.
7. **Build a relationship with reporter.** Just like sales, building trust with reporters improves chances of getting stories in the magazine.
8. **Find a technology champion in your company.** This should be an executive well-versed in the company, the technology and the federal market.
9. **Make the fast-turnaround.** One of the best ways to keep a reporter calling is to make executives available even on tight deadlines.
10. **Never send faxes.** Send e-mail, and then follow up with a call if needed.



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