

## Tips for Conversations with the Press

- Be sure to identify (qualify) with whom you are talking. Editors and reporters are supposed to wear a different color badge or a ribbon at a show, but they will sometimes remove the ribbon or change out the badge.
- Press will sometimes get an attendee's badge made up, using a company name that would suggest they might be a prospect. Read the information on the attendee's badge, identify the name of the company, and ask the person a qualifying question or two about the company. This will help to verify that they are, or are not, whom they say they are. If you are at all concerned about the person's identity ask for a business card.
- Anything you tell a reporter is fair game. Remember that, from a reporter's perspective, there is no such thing as:
  - "Off the record."*
  - "Just between the two of us."*
  - "Nobody will know where I got the information from."*
  - "I am just kind of curious ... more from a customer's perspective than from a reporter's perspective ..."*
- The safest thing to remember on the show floor is that "anything you say can and will be used."
- Stay within your area of expertise. If you don't know the answer to a question, say so. You are better off spending some time getting the correct answer than having incorrect information printed and attributed to you and your company.
- Be very careful about being drawn into speculative conversations in which you would be commenting on rumors or speculation:
  - "I understand the next acquisition will be...."*
  - "We've been hearing a lot of late that you are going to sell off the XYZ division."*
  - "What's this I hear about...."*
- Speak only for your company. You cannot and should not speak for the competition. Along the same lines, don't disparage your competition because:
  - negative selling is almost always counter productive.
  - your comments can be quoted (and attributed to you) and published.
- Make absolutely no predictions or comments of any kind about your company's financial performance, stock price, business results, market share, etc. Direct such inquiries to your company's Investor Services Department.