

[Gregg Doyel](#) – [Indy Star Sports](#) – [Sports Columnist](#)



- Sportswriters need you just as much as you need them
- Tolerate and trust them
 - They have a job to do too
- Say something “off the record” to build trust
 - Give something... ANYTHING. But it builds equity and it allows them to *earn* your trust
 - Treat them like people... not writers
- “You Good?” is a half-hearted question... it’s a formal kindness that’s fake
 - At least formulate a sentence and act like you care
- If you leak stories to nation writers over local writers, do it at your own risk
 - Your local guys are more important
 - They have earned the right to get scoop
 - Some day you will need them in your corner
- Because writers are human, they are biased (it’s reality)
- Win over the media
 - Doing the right thing
- No one knows your team like you... give media guys feel-good stories!
- Get your message out in the right way
- Don’t ever pull the “I coach and you don’t” card on media members
- Get ahead of the message and if the story is coming out anyways, tell them about it... and hope
- You will hit a wall at some point in your career
 - Young coaches are sprinting and you simply cannot keep up
 - Don’t do it alone
 - Have support, have people to talk to, etc.
- If something negative is written that you don’t agree with, PRIVATELY confront the writer & talk
 - Take a step back and have clarity
 - Outbursts against media members never end well for the people yelling
- How you are portrayed in the media is important to your bosses and to the community
- Sincerity always works
- Treat every interview like it’s an investment in your future
 - Because it really REALLY is