



***TWITTER TACTICS THAT  
BUILD RELATIONSHIPS  
WITH JOURNALISTS***

*CASE STUDY*

**TWITTER IS FUN, BUT IT CAN  
ALSO BE A LITTLE BIT SCARY...**





Dave Lieber, CSP @DaveLieber · Jun 18

On mission to stop receiving stupid press releases that have nothing to do with my work. @BurrellesLuce is main culprit



Dave Lieber, CSP @DaveLieber · Jun 18

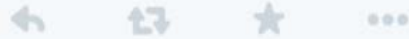
.@BurrellesLuce What makes you think that an investigative columnist for @DallasNews wants PR releases on putt-putt? Cheating clients?





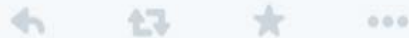
**Dave Lieber, CSP** @DaveLieber · Jun 18

On mission to stop receiving stupid press releases that have my work. @BurrellesLuce is main culprit



**DK Cartwright** @auntiemamer · Jun 18

@DaveLieber @BurrellesLuce : You Go, Dave!



**Johna Burke** @gojohnab · Jun 18

@auntiemamer @DaveLieber @BurrellesLuce #pr is often a work in progress. We appreciate the feedback.



**Dave Lieber, CSP** @DaveLieber · Jun 18

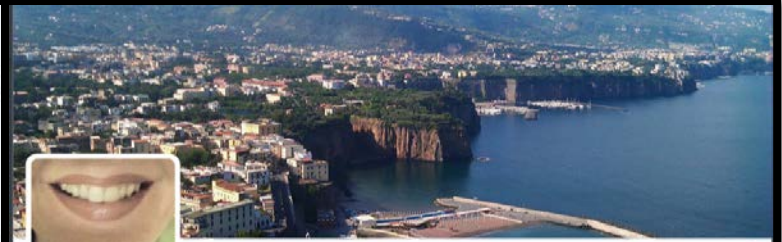
.@gojohnab @BurrellesLuce Common problem in PR industry. You tell clients about x # of reporters on lists. Yet 4 most its useless

3:58 PM - 18 Jun 2014 · Details



**Dave Lieber, CSP** @DaveLieber · Jun 18

Thanks. RT @gojohnab @BurrellesLuce @dallasnews So sorry 4 erroneous pitches. Will have you removed from our database.



TWEETS 2,335 FOLLOWING 421 FOLLOWERS 106



Following

**DK Cartwright**

@auntiemamer

Wanderlust ~. Wonder ~ Cinema ~ NYC ~ Politics ~ Failed Screenwriter (erstwhile)  
Publicist, promoter, radio talk show host, reporter, columnist

DFW

# Fresh Ideas

◀ How to Standardize Your Organization's Social Media Procedures You'll Never Believe What Upworthy is Doing With Their Online Measurement ▶

## Media Contact Lists and the Perils of Reckless Pitching

June 23rd, 2014

by [Johna Burke](#)

Media contact databases have long been considered a critical tool in the public relations pro's arsenal. But such contact lists must be used with discretion, careful targeting, and common sense.

The purpose of a media contact list is to provide

PR pros with contact information for relevant journalists, not to provide recipient list for an impersonal press release blast. This may sound like Relations 101, but when journalists receive press releases that aren't to their beat, location, or publication, they get frustrated, and it gradually erodes the quality of relationships between public relations and journalism.



flickr user A DeVigal uner CC BY license



**Dave Lieber says:**

June 23, 2014 at 1:10 pm

So well done! Turning into positive. Now that's brilliant PR!



**Johna Burke says:**

June 23, 2014 at 2:13 pm

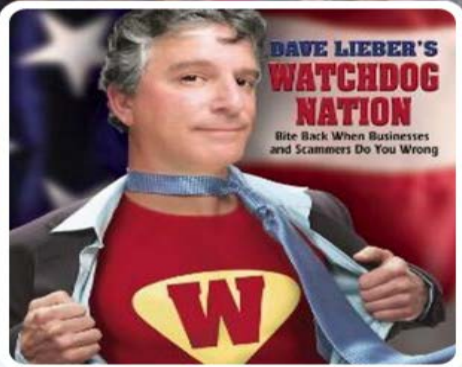
Dave,

I truly appreciate you bringing the issue to light. Sometimes it seems hollow when we discuss 'best practices' and having your public concern as something to hold out is critical in making the examples real. Nothing like a little 'don't let this happen to you' to make everyone pause and think.

~~Spray  
and  
Pray~~



# 'GOOD' NEWS...




**Dave Lieber, CSP** ✓

@DaveLieber

Crusading columnist/Dallas Morning News. Certified Speaking Professional who entertains and enlightens audiences in person, print, online and Mondays on NBC5.

- 📍 Watch my TED video
- 🔗 [youtu.be/Xig\\_r8eKfeM](https://youtu.be/Xig_r8eKfeM)
- 🕒 Joined February 2009

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### NEW JOB: Watchdog columnist Dave Lieber is back


📅 May 20, 2013 by 

 Print Friendly

[This is a second edited version of the original post.]  
I am pleased to share with you my new job! I am the NEW Watchdog columnist for [The Dallas Morning News](#).


I write this today, Monday, May 20, 2013 — my first official day on the new job.

Thank God.




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VIDEO: DAVE LIEBER TED TALK ON BUSINESS COMMUNICATION



The Book



**MEDIA DATABASES...JUST BECAUSE  
YOU CAN DOESN'T MEAN YOU  
SHOULD.**





**THIS ROOM IS FULL OF JOURNALISTS  
WHO WANT INACCURATE PITCHES**