

“Dealing with Investigative Reporters and Gotcha Journalism”

Presentation Outline

1. Investigative Reporting vs. Gotcha Journalism:
What’s the Difference?
2. What Makes Good Investigative Stories?
3. You Are Being Watched:
Paper Trails, People Trails, Money Trails
4. All Media, All the Time:
Journalism in A Web 2.0 World
5. Your Best Defense: Strategic Public Relations
6. PR Traps, Pitfalls & Blunders