Rule #1 for Dealing with the Media: Assume You're On the Record

Some high-profile members of the Donald Trump circle found out the hard way recently that they somehow had missed one of the basic rules for dealing with the media.

In a post on the website of **Muse Communications**, Amy Boardman Hunt offers a reminder about the First Rule of Dealing with the Media: Assume you are on the record.

"If you want your discussion to be off the record, i.e. the information can't be used or attributed to you, you must establish that *by mutual agreement before the information is relayed*. If the reporter doesn't agree to make the information off the record, it's not off the record," she explains.

Read the article.