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The most important thing media relations executives should be doing now is carefully monitoring the news. It is important to see which beat reporters (i.e., feature, lifestyle, home, family, etc.) will be getting back to their regular schedules over the next few weeks. By monitoring the news, one will notice that right now it isn't wise to pitch the city desk at *The New York Times*, or even national morning shows. It's also important to monitor local media markets that were not as immediately affected as New York and Washington, DC, as they might be more inclined to get back to regular reporting over the next couple of weeks and will be the media outlet contacts to consider prioritizing for company news unrelated to the attacks. When returning to regular media outreach over the next few weeks, it's important to be very conscious of a journalist's world right now. Your approach should make it clear that you understand that the most important thing is informing the American public on the country's situation. Be sensitive to the types of PR campaigns you launch during this period. You don't want to support something inappropriate. Since the tragedy we have seen movies and other media change and postpone premiere/launch dates because the content could be seen as offensive. In addition, because of the tragedy, the media will likely seek "feel-good" stories over the weeks and months to come.