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# MEDIA PROTOCOL

## What do you do when you are approached by the media:

Media inquiries must be responded to in a way that is clear, concise, accurate and timely to help ensure the media reports accurate information and offers a balanced view of the issue.

To ensure a controlled message, statements to the media will be made only by designated members of your staff (to be coordinated by your PR Firm, after contacting the interested media outlet.) Under no circumstance should any unauthorized employees talk to the media.

## If the media approaches an employee, he/she should:

Decline requests for an interview or a statement.

No matter the circumstance, do not say “no comment”

Ask for the names, affiliations and / or business cards of the media.

Inform the media that, “I’m sorry I cannot speak with you at this time, but if you let me know what information you are looking for, I will have the appropriate person respond to you.” {See protocol on following page...}

## Report the request immediately to:

<< **NAME** >>

<< Company Name >>

<< Phone Number >>

<< Email Address >>

**RECEPTION:** If a TV camera approaches reception, offer to place them in a conference room while you seek an appropriate company representative.



# MEDIA PROTOCOL (CONTINUED)

## Protocol for phone calls from the media:

In the event that you receive a phone call from a member of the news media or a news media representative comes to the office, the following procedure should be implemented:

Please respond in the following manner:

**“I am sorry, the person who you should speak with is not available at this time. We want to meet your needs in a timely manner and I will have someone get back to you as soon as possible.”**

(Ask the caller for the following information)

Can I get your name?

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What is the name of your organization?

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What is a telephone number where you can be reached?

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Do you have a deadline? \_\_\_\_\_ What is it? \_\_\_\_\_

**“I will pass your message along to the appropriate people and someone will get back to you. Thank you.”**

As you receive calls, forward the information to:

**<< NAME >>**

<< Company Name >>

<< Phone Number >>

<< Email Address >>

