

## INTERACTING WITH THE MEDIA

- Everything you do and say can be used by the media
- Only designated company spokespeople should discuss an incident with a reporter
- If contacted by a reporter and you can't immediately direct to a spokesperson, you should:
  - Get the reporter's name, phone, email and affiliation
  - Ask what information the reporter needs
  - Ask the reporter's deadline
  - Repeat the information collected back to the reporter to ensure accuracy.
  - Pass the information to your media relations person or Emergency Operations Center by phone – it's important to confirm receipt
- Keep a log of all calls



## Direct media calls to:

Name: \_\_\_\_\_

Cell: \_\_\_\_\_

Name: \_\_\_\_\_

Cell: \_\_\_\_\_

Name: \_\_\_\_\_

Cell: \_\_\_\_\_

### DO'S

- Project calmness and competence
- Be corporative and polite
- "I am not able to speak on behalf of the company, but I will have someone get back to you"
- Be honest, but do not give out information about the incident

### DON'TS

- Say "no comment" instead say "someone will get back to you"
- Lie, speculate or provide opinions or assumptions
- Use aggressive body language – don't cross your arms or avoid eye contact
- Allow them to wander unescorted
- Discuss information within earshot of people you don't know