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Media Inquiry Procedures

**Main Contact:** Name 1

**Other Contact:** Name 2/Name 3

Description

How to handle inquiries from any media such as newspaper, radio, TV, cable access, magazine, trade organizations, etc.

Background

XXXX strives to advance its mission by communicating openly and honestly using consistent messages with its constituents, including the media. It is important for all XXX staff and board members to reinforce these messages by referring all calls from any media source to the appropriate staff. Additionally, in order to monitor news coverage of the organization, we want to be aware of all on-the-record commentary and requests.

Procedure

1. Please refer all media calls and inquiries to Name 1; cell\_\_\_ . If she is not available, refer to Name 2; or if the inquiry is specific to development, refer to Name 3.
2. If senior staff is not available, take the following steps:

* Find out the reporter’s name, phone number, and deadline.
* Find out the nature of the story *(“*Name 1 *is our Advocacy Director for XXX. She helps connect the media to the right person within our organization to answer your questions. May I ask what kind of a story you are working on so that we can gather the information and she will have all the facts in front of her when she calls you back? Also, do you have a deadline you can share?”*)
* Let the reporter know that Name 1 or another staff member will return the call by a stated time and date.
* Contact Name 1 immediately if the deadline is imminent. Her best contact information is: cell \_\_\_

1. Please do *not* offer information to media — even if you know the answer. It is helpful for XXX that all news contacts be handled by senior staff and documented. Also, it’s too easy to get quoted as an organization spokesperson if you volunteer something the reporter wants to use. Assure the reporter that someone will respond in time to meet the deadline.  
     
   If the reporter needs an immediate response, or if Name 1 will not be available in time to meet the reporter’s deadline, refer the call to Name 2, cell \_\_\_. If it’s on the subject of development, refer the call to Name 3 cell \_\_\_.
2. If you cannot reach Name 1, Name 2 or Name 3 to respond in time for the deadline, contact XXXX directly and let her know the request.
3. If you cannot reach anyone, call or email the reporter back and let them know you are working on the request. In general, it is not advisable to say “no comment,” since that constitutes a form of an answer that may be used against the organization in some instances.

Key Points To Remember When Dealing with the Media:

* Be polite.
* Be helpful.
* Find out what the reporter needs to know and what his or her deadline is.
* Don’t let a deadline pass without a response.
* Don’t get drawn into providing information or opinions that you don’t have the authority to provide.
* Always inform Name 1 of the call for follow-up.

*Thank you for helping XXX provide accurate, timely, honest, and thoughtful assistance to the media.*