

Concise, expedient, clear communications are critical to employee, partner and public health education. Here are some reminders to keep everyone informed via the news media as critical updates are on the rise amidst fewer journalists and outlets.



Crisis Media Inquiries Checklist

- ⊕ Do you have all the facts?
- ⊕ Are you a designated spokesperson?
- ⊕ Is that spokesperson prepared with facts, calls to action and what type of interview?
- ⊕ Who needs to authorize statements to the media and press releases?
- ⊕ Questions on that first call/email:
 - Name of reporter/editor and phone/email?
 - Will the interview be in person (from a safe distance) or phone/video chat?
 - Print, online or broadcast?
 - Live or taped?
 - What are they looking to find out with this inquiry?
 - When is their deadline?
- ⊕ Do you have a designated order of internal, partner and external stakeholders?
- ⊕ Is your social media person looped in on the crisis details and plan?



Reminders when dealing with the media

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| Be prompt | Repeat key messages/calls to action |
| Be accurate | Model good behavior (don't touch face or stand near people) |
| Be honest | Nothing is off the record |
| Be prepared | Don't answer with negative statements |
| Be kind | |



Ways to get the word out via the news media

1. Press release to all area print and broadcast
2. Opinion piece—contributed to key newspaper/s
3. Editorial board
4. Contributed video—edited
5. Social media—such as livestreamed video, geo-targeted and promoted posts
6. Webinar for reporters/partners

Disseminating critical information and behavioral changes—as to not overwhelm your systems and services—is of the utmost importance. If you do not have the capacity, get some assistance.