



Operations Manual

Governed By: Marketing/Communications	Effective Date: 01/01/2011
Procedure: #13 - Press Interview Guidelines	Updated Last: 4/4/2013
Purpose: To offer support to staff who have agreed to do an interview with the press	
Refer to Policy #:	

Summary:

Please be reminded that Press Contact must be approved by the Marketing and Communications Specialist. Some things to keep in mind if you are approved to speak on behalf of the organization:

- Try to remember to use the CEO name in your statement. If possible, try to refer to programs as belonging to CEO, such as “CEO’s YouthBuild program” or “CEO’s WIC program.”
- If you are asked a question that makes you uncomfortable, you can refuse to comment. In most cases, it is better to not to say anything at all, rather than to say something inappropriate. The Marketing and Communications Specialist can always issue a “formal response” at a later time, if necessary.
- Be professional. Avoid making jokes or speaking too loosely. The press can take things out of context – do not let them “read between the lines.”
- Be conscious of how you speak, and if you need a moment of pause, feel free to take it. A good line to use is: “That is a very good question - I need to think about that for a moment. Why don’t we continue and we can circle back to that question later?”
- After giving a statement, feel free to ask the reporter to read it back to you, and correct anything that was misquoted.
- After the interview, you may think of something you should have said, or something you forgot to mention. You can always contact the reporter again to add something after the fact- they may or may not include it.
- Remember that the Marketing and Communications Specialist is there to support you. If you hit a road block, you can defer to the Director and he/she can jump in. If the situation becomes uncomfortable, or if there is a “fire that needs to be put out” it is the Director’s job to handle those situations – don’t ever feel like you are facing the situation alone.

Program or Site: (program name)	Effective Date: (mm/dd/yyyy)
Procedure: (procedure name)	Updated Last: (mm/dd/yyyy)



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Purpose: (what is the purpose of this procedure?)

Summary: