

Family Media Protocol

In order to effectively coordinate media and to provide them with consistent information and response, it is imperative that all family members (and close friends) refer all interview and other requests to a single media point person.

If you are contacted by a member of the media in-person, by phone, email or social media, please follow these steps:

1. Inform the journalist that all media inquiries are being coordinated by [insert name].
2. If the journalist tries to ask you questions, explain that you are not authorized to speak for the family (and avoid answering any questions).

3. Provide the reporter with [insert name's] information:

[Insert media point person's name]

(c) [Insert media point person's cell number]

[Insert media point person's email address]

4. Ask the reporter for their name, news organization, phone number and email address.
5. As soon as you hang up, text the reporter's contact information to [insert name] with a brief synopsis of the call or interaction.
6. If the reporter calls you back and informs you that he cannot reach [Insert name] and needs immediate comment (this is a common ploy), reiterate that you are not authorized to speak and tell them you will text [insert name] and he/she will get back with you.