CRISIS COMMUNICATION TIPS

If you are contacted by the media, stay calm and professional, thank them for contacting you and say: *"I'm not the right person to speak to you, but I'm happy to take your information, and we will have someone contact you immediately."* Please collect the following information: outlet, reporter's name, phone number, email, reason for contacting, specific questions they'd like answered, and deadline.

- Be courteous to all members of the media.
- Do not engage in detailed conversations with reporters unless authorized.
- If you are unsure of answer, do not speculate.

MEDIA CRISIS CONTACT CARD

If you are contacted by a member of the media regarding a crisis, remain calm. Notify your manager and one of these contacts immediately:

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