

Module 12: Media Strategies

Investigating Allegations of Staff Sexual Misconduct with Offenders

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Basic Principles for Media Matters

- Be *Ready* for media inquiries before they come
- Be *Responsive* to media inquiries, friendly or not
- Be *Rapid*, answering inquiries as quickly as possible
- Be *Right*, even if it means waiting to respond fully

Be Ready:

- Who takes media calls?
- What is the procedure for promptly responding?
- Who are your spokespeople?
- Do you have a template press release ready?
- Do you have a media list?
- Do you have a media outreach plan?

Be Responsive:

- Building a reputation for honesty
- Building relationships with the media
- Doing a service for the public
- Protecting your institution

Be Rapid:

- Determine the deadline
- Build credibility
- Get ahead of the story

Be Right:

- Being accurate is priority #1
- Respond fully only when you have the full answer
- Correct mistakes quickly
- Build a reputation for honesty

Best Practices for Press Releases

- Informative
- Accurate
- Neutral
- Concise

Broadcast Interview Do's

- Do: settle on a message in advance
- Do: prepare, prepare, prepare
 - read, write, moot interviews
- Do: think before answering
- Do: speak slowly, in short sentences
- Do: get comfortable, smile where appropriate

Broadcast Interview Don'ts

- Don't: go beyond what you know
- Don't: get defensive
- Don't: be afraid to correct a mistake