



Handling Media Calls

People's Place

When the media calls the agency for any crisis in the community or any incident involving a client or employee in a program it is important that we respond as quickly as possible. (Reminder: calls should only be handled by an Associate Director or Executive Director)

If a call from the media (TV, radio or newspaper) comes in during the day, please handle the call as follows:

1. Give the call to the Associate Director of your program at 422-8033 via Administration.
2. Administration- If the AD is on the phone, interrupt them. If they are in a meeting that can be interrupted, please do so. If they are at a meeting out of the office try to reach them on their cell phone (cell phone numbers of all Associate Directors, and the Executive Director are on the reverse side of this page). If they are not available or can't be reached ask the press person if they are "on deadline". If the answer is yes, check to see if the AD will be back within their deadline period. If yes, take a message and let the reporter know that the AD will be in contact with them before their deadline. Please let the AD know as soon as they return to the office that the media has called.
3. If the AD is not in or won't be back by the reporter's deadline, contact the Executive Director. If the ED is not available follow step 2 to contact one of the other Associate Directors.
4. If steps 1-3 fail to work, give the call to the appropriate Program Director.
5. Whoever responds to the reporter should call Administration at 422-8033. Depending on which program is involved Administration will inform any staff that had involvement or has the potential to be involved that contact has been or will be made with the reporter so that they do not also attempt to respond.
6. Any contact with the media should be reported as soon as possible to your supervisor to inform them of how the situation was resolved and which staff person spoke to the reporter.

If a call comes in when Administration is closed please handle the call as follows:

- a. Call the Associate Director of your program at home or on their cell. If they do not answer call the Executive Director.
- b. If he/she does not answer call the other Associate Directors until you speak with someone.
- c. If you have called all of the Associate Directors and have not been able to speak with anyone call your Program Director.
- d. Follow-up with anyone you spoke with previously to inform them of how the situation was resolved and which staff person spoke to the reporter.

