What to do if a reporter contacts you

- You are not required to call the Public Relations office about every request from a reporter, but it’s usually a good idea.
- PR must get involved in: sensitive or potentially negative issues; any visit by a reporter/TV crew/photographer; any PR or news situation involving a patient or research volunteer
- Time is critical! Reporters have tight deadlines & news spreads fast on Facebook/Twitter. Don’t let inquiries sit.
- How to reach PR: Call 764-2220 weekdays 8 a.m.–5 p.m. Evenings/weekends/holidays: PR person is on call via 936-4000
- PR people can help you: decide whether to give an interview, anticipate questions and prepare key messages/sound bites.
- If you speak to a reporter: Avoid jargon and remember that everything you say is “on the record” & can be used. Ask to have them read your quotes back to you.
- If you can’t or don’t want to speak: It’s fine to refer a reporter to the PR office, or to others with appropriate expertise.
- Anyone who is asking for money for the opportunity to be on their show/publication/website isn’t a reporter. Send ‘em to PR.