

Wellspring Info

Handling the Media During an Emergency



Consider adding a Media tab to your emergency response plan if it isn't there already. Here are a few tips:

- Direct all media inquiries to the proper department – usually Media Relations.
- Avoid saying “No comment” – it insinuates guilt. Instead, try, “I’m not sure, I’ll be happy to find out who can answer your question.” Get the person’s name and contact information and pass it along to the appropriate person.
- Definitely do not talk “off the record.” Nothing is off the record.
- If there’s a microphone visible, assume it’s on. If a microphone isn’t visible, assume one is nearby.
- If you’re not sure that you should be speaking about something, you probably shouldn’t be.
- Even the things you say in your private life – on your blog or personal Facebook page – are in some way a reflection of the organization you work for.
- The Internet is forever. Even when you delete something, it is not truly deleted.

“It takes 20 years to build a reputation and five minutes to ruin it.” —Warren Buffett

Wellspring Info can improve your emergency response plan, boost your OSHA-compliance and then turn your plan into emergency guidebooks or an app:

Guidebooks: www.WellspringInfo.com

App: www.WellspringInfoApp.com

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