

Appendix A

Questions to Ask When a Reporter Calls

Reporter's name: _____ (spelling verified). Call back # _____

News organization: _____

What is your story about? _____

What/who brought this topic to your attention? _____

Who else do you wish to speak with from at the county offices? _____

May I inform them of why you are calling? _____

What are some of the questions that you might ask? _____

How long will the interview take? _____

When is your deadline? _____

Who have you already spoken with about this story? _____

Who else do you plan to talk to? _____

When do you think the story might run? _____

May we provide you with some background information on this topic? _____

How should I send that over? _____ e-mail _____ fax _____ courier _____ mail

Information sent: _____

Other notes: _____

Media & Reporter Contact Information

Organization

Media name: _____ Web site: _____

Physical address: _____ P.O. Box _____

City, state, zip: _____

Main phone: _____ Newsroom phone: _____ Fax: _____

Demographics/audience: _____

Geography/coverage area: _____

Type: ___ Newspaper ___ Magazine ___ TV ___ Radio ___ Internet only ___ Newsletter

Circulation: _____ Parent company: _____

Frequency: ___ Daily ___ Weekly ___ Monthly ___ Quarterly ___ Annually ___ other

Overview: _____

Reporters

Name: _____ (spelling verified) Pronounced _____

Title: _____ Beat/interests _____

Direct phone: _____ E-mail: _____

Address (if different from above): _____

Preferences: _____

Deadlines: _____

Past articles written:

<u>Headline</u>	Date	Topic
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Crisis Communications Response

Develop key messages or talking points. Responsible: _____

1) _____

2) _____

3) _____

____ Select spokespeople. Responsible: _____

Name: _____ Title: _____ Phone: _____

Name: _____ Title: _____ Phone: _____

____ Review talking points with spokespeople. Responsible: _____

____ Determine external interview sources. Responsible _____

Expert/involved party _____ Willing to interview? _____

Community leader _____ Willing to interview? _____

Other: _____ Willing to interview? _____

____ Follow up on unanswered questions Responsible: _____

____ Assign someone to track incoming calls Responsible: _____

____ Write press release and supporting materials Responsible: _____

____ Distribute information to the media Responsible: _____

____ Set up press briefings Responsible: _____

Unanswered questions: _____

____ Respond to unanswered questions Responsible: _____

After the crisis

____ Evaluate your response success Responsible: _____

____ Update crisis communications plan Responsible: _____