**One Surfrider: It’s a Sprint and a Marathon**

**10 things to keep in mind when working with media**

**1. Key actions to take if contacted by journalist:**

-Thank them briefly for reaching out

-Ask if they are working with a specific deadline

-Request full name of journalist and publication

-Ask for their contact information (both phone number AND email address)

-State ‘to ensure we connect you with the best contact, is there a list of questions that you’re working with or that you’re able to send along?’

2. **Who responds to media inquiries:**

Local publication/ local topic = local with national support

National publication/ local topic = national with local support

Local publication/ national or sensitive topic = national with local support

National/ national = national with potentially executive support

3. Response: build positive working relationship by being polite, responsive, friendly, helpful, professional and timely with reporters.

4. Keep in mind journalists’ goals at all times: they are looking for quick, accurate, factual information from experts, supplemented with quotes to add depth to stories.

5. Nothing is ‘off the record’ when speaking with a journalist, regardless of any indication otherwise

6. Be honest, if you don’t know the answer to a question, it’s ok to state: “I don’t know (or I don’t have that information readily available) but allow me to find that out for you” and then just be sure to follow up or send to the correct PR contact to follow up.

7. Sound bites: if there’s something that wouldn’t make sense without surrounding context, avoid saying it and try to be as clear and straightforward as possible with messaging.

8. Representation: anyone who is speaking with the media on behalf of an organization (staff or volunteer), is seen as an extension and viewpoints stated will be perceived as the view of the organization.

9. Articles online: resist any immediate urge to respond to negative articles and if there’s concern, send a note to the Communications Team (Melissa/ Kyle). Media coverage is monitored daily and there may already be communications in the works for a streamlined, singular response from the organization as ‘One Surfrider.’

10. Any questions? Please send a note to the Communications team (Melissa/ Kyle) and we’re happy to help!

**Thank you!**