



## Media Protocol

Center For Family Services' Public Relations team is prepared to respond to members of the media and the community. We ask our staff to follow our media protocol to inform the PR office of the call, and we will follow up.

Please follow the media protocol if you receive a call and print/post/share this information with any staff answering the phone in your building/program.

These are the steps to follow when any contact is received from media or community by phone, email or in person.

- 1) Thank the person for calling.
- 2) Take callers name, number, and email address. Find out from where they are calling.
- 3) Let the person know one of our Associate Vice Presidents will call them back.

"Thank you for your call. May I please take your name, phone number, and email address."

"May I ask where you are from?"

"One of our Associate Vice Presidents will be in touch with you. Thank you for your call."

If a reporter is particularly persistent, you may state, "I am not a spokesperson for Center For Family Services, but I will be sure to have one get in touch with you quickly."

- 4) Never say, "No Comment".
- 5) Do not give any information.
- 6) Remain calm, polite, and pleasant. Do not appear defensive or fearful.
- 7) **Contact Jen Hammill, Vice President of Development and PR, immediately** via phone and email at (609) 238-1271 or [jhammill@centerffs.org](mailto:jhammill@centerffs.org) – to inform her of the call and to share the caller's contact information. Or, contact **Mary Beth Woodward, Associate Vice President – Communications** at (609) 977-6332 or [mwoodward@centerffs.org](mailto:mwoodward@centerffs.org)

Thank you for your assistance in following our Media Protocol.