

WHEN WORKING WITH THE PRESS

DO

DO NOT

<p>Know to whom you are speaking. Get their name, telephone number and affiliation.</p>	<p>Do not speculate on the cause of the situation, monetary value of the loss, resumption of normal operation or blame for the situation.</p>
<p>Rely only on facts. Do not speculate. Offer only verified information approved for release.</p>	<p>Do not flatly refuse information. Always give a good reason why it is not available.</p>
<p>Tell your story quickly, openly and honestly to allay suspicion and rumors. Speed is important. All reporters have deadlines.</p>	<p>Do not overact or exaggerate a situation. And most important - do not answer hypothetical questions.</p>
<p>Report your own bad news. If the media has to dig, they may decide we are guilty.</p>	<p>Do not repeat negative or inflammatory words used by the reporter. You could be quoted. Always start with a constructive, positive position.</p>
<p>Be accessible to the media so they will not go to other sources for your news.</p>	<p>Do not be afraid to pause for a moment to gather your thoughts. If you are not satisfied with your answer, simply say, "I haven't made myself as clear as I would like"....begin again.</p>
<p>Avoid "no comment;" it leads to speculation. Say, "I don't know" if you do not have the answer. Then get the answer and contact the reporter.</p>	<p>Do not feel obligated to answer a multiple-part question. You choose the part you want to answer.</p>
<p>Keep your composure even if a reporter gets "snappy."</p>	<p>Do not make off-the-record statements. There are no such things!</p>
<p>Disseminate information from one central source. Speak with one voice via designated spokespersons.</p>	<p>Do not use terms or industry jargon no one will understand. When using technical terms, follow with a clear and simple explanation in layman's terms.</p>
<p>Provide sufficient evidence for all statements you make.</p>	<p>Do not speculate on a person's injuries. Let a physician or hospital supply that information.</p>
<p>Record events as they occur, including photographs, videotapes, new releases, and press clippings, so you can later present our side of the story, if necessary.</p>	<p>Do not ask to see a reporter's story but if you feel a reporter is misinformed, contact the reporter at once and make a clarification.</p>
<p>Be alert about photographs. You cannot control photographs taken outside company property, but you have every right to control photos taken on company property.</p>	<p>Do not jeopardize safety. Advise reporters if dangerous conditions prevail at or near a site. Make it clear you are trying to ensure their safety. Be vigilant.</p>