

Victims' General Rules For Dealing with Media Crises

- Know all of the facts. Never rely upon hearsay or secondhand information.
- Don't be evasive. Honesty is the best policy. If you try to hide or minimize relevant facts, it will appear that a cover-up is occurring.
- Thoroughly brief all of the organization's principals about the situation, its cause(s), and possible outcomes.
- Require that staff and volunteers refrain from speaking to the media or others about the incident at hand. This will prevent discrepancies in public statements.
- If the crisis is of major significance, call a press conference to present your organization's view of the situation.
- Always present your views in writing to avoid any misinterpretation of your perspectives.
- Avoid being defensive or argumentative, and never say "no comment."
- Refrain from publicly attacking another individual or organization.