

Handling calls from the media

When a journalist calls, stay calm and be polite.

Ask:

- The name of the person calling and the publication for which they write/broadcast
- What information they want and by what time
- A contact number/email

Listen to the questions but **do not give an immediate response**. Say, can I call you back? I may need to speak to someone to get more information.

Then contact the communications office on 01392 294905 or out of hours on 01392 294919.

The Director of Communications (DOC) or Publications Officer has experience in dealing with emergency/negative press enquiries and can provide a single point of contact for journalists. S/he can offer:

- A consistent response to several enquiries
- May be more aware of potential pitfalls in conversations with journalists
- Can take a wider view in parishes/dioceses best interests

The DOC will be able to advise you on how to deal with that call. S/he may:

- Be able to answer the query directly with a previously drafted response
- Find out more before giving a response and need you to help draft a statement
- Contact a bishop, archdeacon etc to deal with the press directly.