

Tips For Relaying Crisis Information to Media Outlets

- Realize that working with the media will be stressful and is one of the most important aspects of responding to a crisis.
- Designate a media spokesperson within your Crisis Management Team.
- Consult with the camp's Crisis Management Team before relaying any information to the media.
- Do not deny media requests for information, but respond carefully and responsibly.
- All camp staff should be polite to members of the media.
- Request all staff to direct any questions posed by media outlets to the designated member of the Crisis Management Team. Emphasize the importance of this!
- Have a prepared response for all staff members that will easily allow them to direct media questions to your camp's crisis management team's spokesperson. Rehearse this response with staff.
- Keep the camp's formal media statements as short and simple as possible.
- Consider using historical information pertaining to your camp in your initial statement released to the media. This will provide positive information about the camp (Example: "*Camp XYZ was established in 1935 and is privately owned by the Doe Family. The Doe family has operated the camp for its entire history. Camp XYZ is a co-ed camp and is located in Charleston, SC.*")
- Provide the most pertinent facts about the crisis event.
- Do NOT release names or other personal information for any camper involved in the crisis event.
- Do NOT provide a subjective analysis of the crisis event. Avoid speculation and stick to the facts!

Remember, media outlets have an obligation to report events that are newsworthy for the community. You have the responsibility to maintain the health and well being of your camp community. You also have the responsibility of responding reasonably, realistically and within a timely manner when your camp is affected by a crisis event.