

MEDIA PROCEDURES FOR CHURCH, DISTRICT, AND CONFERENCE STAFF

Handling Telephone Calls from Reporters

- Take a written message (don't transfer to voicemail without taking message)
- Get reporter's name, media outlet, direct phone #, and deadline
- Ask for topic of story
- Explain that a church spokesperson will return call
- Don't answer questions yourself
- Be polite, but firm
- Keep a log or written record of media calls

"Hold Response"

"I want to make sure we give you the most accurate and up-to-date information. Our (conference communicator) or (pastor) or (appropriate person) can best help you. If you give me your contact information, deadline and topic that you're calling about, I'll have that person return your call as soon as possible."

Handling Reports On-site

- Refer questions to pastor, conference communicator or district superintendent.
- Again, be polite but firm.
- Do not communicate in any way your personal opinion.
- Don't make any attempt to speak "off the record."
- Don't ever respond with "no comment."

Handling Casual Conversations or Question about a Crisis

- Don't speculate, repeat unconfirmed information or express personal opinions
- Don't feel that you are obligated to answer questions
- Do respond with a brief, positive, general statement

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