

WHEN MEDIA CALLS

Quick Guide



1. Media enquiries received directly by a site, program or service are referred/transferred to the Southern Health-Santé Sud Media Intake Line at **204-424-2329**.
2. For urgent after hours media enquiries, contact the Senior Leader on call.

Quick Tips for Assigned Spokesperson:

- ~ Develop key messages for response. Identify “hot spots” or potential areas of conflict. As required, work with your Senior Leader or Corporate Communications to determine angle of story.
- ~ Conduct interview promptly.
- ~ Email mediarelations@southernhealth.ca with a brief summary re. interview date, interviewer, and broad-stroke highlights of interview.

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ABC Formula - regular interviews

- **A**nswer the question
- **B**ridge that answer
- **C**ommunicate/insert your key messages

Triple R Formula - crisis situations

- **R**egret
- **R**eason
- **R**emedy

Key Messages - Quick Tips:

- ~ **Interesting** (will the public find it interesting and useful)
- ~ **News worthy** to target audience (will it build on our reputation)
- ~ **Element of surprise** (something that the reporter may not know like facts or research data)
- ~ Do the key messages **pass the 'So What' test?**