Crisis communications media guideline

7. Establish a phone number where the PIO can be reached for information.
8. Maintain constant access to the media, otherwise they will begin speculating or look for information elsewhere.
9. Return all phone calls from the media.
10. Don't try to avoid the media. “No comment” is not a sufficient answer to a question — and it appears evasive.
11. Establish a designated area to be used for media briefings and interviews.
12. Verify all media credentials.
13. Be well-prepared for all briefings and interviews with the media. Identify in advance, the questions you anticipate will be asked. Develop answers to those questions, paying particular attention to the most difficult or sensitive subjects.
14. Provide baseline information first, then fill in the details as they become available.
15. Begin and end your statements to the media with a compassionate statement communicating your care and concern for those involved in the crisis.
17. Never repeat questions asked by an interviewer.
18. Don't focus on the problem but what you're doing to address the problem. Accentuate the positive.
19. Establish eye contact and keep it.
20. Don’t let an outrageous accusation or statement go unchallenged. It gains more credibility the longer you let it linger before refuting it. Rebut it politely. Maintain your composure and don’t engage in a debate.

For more information, contact Helen Richards, 800-528-7730 | helen.richards@wellsfargo.com