

Media Crisis Management Points

When a Crisis Develops

- Convene a crisis management team (DG, Rotary club president, attorney, district and/or club public relations chair, RPIC)
 - Gather all the facts.
 - Offer timely briefings to team members.
 - Designate a Rotary spokesperson.
 - Tell clubs/Rotarians to refer all media inquiries to the spokesperson.
 - Prepare a statement that accurately states the facts and conveys the appropriate tone.
 - Develop key messages to convey Rotary's position
 - Contact RI Media Relations immediately if there is a potential for national/international media interest.
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When Media Contact You

- A media interview is an opportunity to convey the facts and Rotary's position to the public.
- Respond to media calls promptly.
- If you need time – tell the reporter you will call back – and then call back promptly.
- Be completely honest and truthful.
- Do not cover up the situation or make excuses.

Prepare statement, expressing Rotary's position. The statement should:

- Give the facts of the situation (attribute to authorities)
- Be open and sincere
- Offer sympathy and concern
- Outline action and follow-up

Create Key Messages

- Rotary is committed to the safety of all those who participate in our programs.
- Rotary takes very seriously every allegation of inappropriate behavior or abuse and immediately prohibits all contact between the victim and the person in question.
- Rotary fully cooperates with law enforcement agencies investigating allegations.

Conducting the Interview

- It is a reporter's job to ask difficult questions.
- Organize your thoughts and speak in short, simple sentences.
- Emphasize key points.
- Control your tone and body language.

After the Interview

- Remember to thank the reporter for the opportunity. Offer to be a resource.
- Monitor print, TV, radio, online and social media for accuracy
- If Rotary is misrepresented, contact the media directly or write a letter-to-the-editor.

For clubs and districts active on social media

- The same media crisis rules apply.
- Always treat social media as a public forum.
- Do not feel obligated to respond and engage with all comments.