

Category	Public Affairs
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Approval:
Charles B. Dempsey

TITLE: COMMUNICATION WITH THE MEDIA

1.0 Purpose

Calls from members of the media are anticipated due to the nature of the research being conducted at the National Risk Management Research Laboratory (NRMRL).

To ensure proper coordination, and respect the time constraints of our subject matter experts, this standard operating procedure (SOP) has been established to provide instructions for all NRMRL employees communicating with members of the media.

2.0 Revision History

History of document changes

Date	Revision No.	Change	Ref. Section
11/13/06	New	New Procedure	N/A

3.0 Persons Affected

All NRMRL Employees

3.1 Points of Contact in the Public Affairs Office

Pati Schultz Phone: 513-569-7966 Cell: 513-207-4094

4.0 Policy

5.0 Definitions

5.1 Media: Any member of the print or broadcast media (reporters).

6.0 Procedures

6.1 Notify the public affairs office prior to responding to a media request for the purpose of informing management and ensuring the most appropriate office and expert is providing the response. (Public Affairs Office: 569-7966)

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- 6.2 Public affairs specialist will notify the ORD News Director and enter the activity into VOCUS, a web-based interactive tracking system for media relations used by Science Communication staff.
- 6.3 Public affairs representative will assist the reporter in obtaining additional information and ensure that an ORD subject matter expert is the most appropriate person to respond. If not, public affairs specialist will refer the reporter to the appropriate laboratory/center/office. NRMRL does not address budget or policy-related issues.
- 6.4 If the reporter is a member of national media (e.g., CNN, Time, L.A. Times, Chicago Tribune, Newsweek, New York Times, etc.), the public affairs representative will refer the call to OPA in Washington and notify the ORD News Director. Otherwise, will work with the subject matter expert to either obtain information to meet needs of the reporter, or upon approval of laboratory director, will arrange an interview.
- 6.5 If an interview is arranged, management will decide if the public affairs specialist will sit in on the interview. If the public affairs specialist does not sit in, the subject matter expert will send an e-mail summary to public affairs immediately following the interview.
- 6.6 During meetings and conferences, a subject matter expert may be questioned by an unidentified member of the media. If time permits, address science-related questions, and notify the public affairs specialist so a VOCUS entry can be completed.
- 6.6 Public affairs specialist will log all activities and close out action in VOCUS.

Prepared by: PS