

The Painted Turtle

Media Call Response Protocol

Date Created: 1/30/2014

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No staff person or volunteer should answer any questions from the reporter or provide any information to them. Please follow the below protocol should you receive a call from the Media.

1. Politely collect the following information from the reporter and offer to forward their request to camp's communications point person: Julian Lorentz 310-451-1353 x105 or julianl@thepaintedturtle.org
 - a. Reporters Name _____
 - b. Name of News Outlet _____
 - c. Email Address _____
 - d. Phone number _____
 - e. What is the inquiry regarding? _____
 - f. What is the Reporter's deadline? _____
2. Once the above information is taken **respond** with
 - a. "I have taken down your information and your inquiry and the appropriate person will get back to you as soon as possible."
or
 - b. "I am sorry, but I am not authorized to handle press inquiries. I have taken down your information and someone will get back to you as soon as possible."
3. As soon as possible **forward the information to Julian Lorentz** via email and phone call. CC April Tani in the event that Julian is not available. Do not give media personal contact information.