



## **Media Tool-Kit**

As this crisis situation proceeds, media interest will naturally heighten, as well the media's desire to find new, original stories that haven't been told as this crisis goes on.

Member Associations and clubs will undoubtedly be contacted by media outlets; with that in mind, here are some tips and strategies for dealing with these inquiries. Some are general in nature, others are more specific.

— If someone within your jurisdiction has become infected, it is crucial that you do not name this person (nor their gender, age, or any other identifier). This is private information, and not yours to share in any medium (traditional media, social media or even in your circle of close friends).

— In general, answer only the question you are asked. This is a common mistake: to expand on an answer and open more doors for media inquiries that you perhaps may not be prepared for. Listen to the question, take a moment to gather your thoughts, and answer only that question.

— Don't speculate. If you don't have all of the facts at your disposal, don't speculate on what you don't know for sure. And with this in mind, if a question is asked about something you don't have information on, tell the questioner that you will provide that information if and when you have it. (And follow through on this).

— When it comes to answers, evading the question rarely works, and rarely makes your organization look competent/professional/aware. Shoot straight; give your information in a clear, concise manner. It will be appreciated by the media. Never, under any circumstances, give information that isn't true. Transparency is crucial.

— If you are not in a position to answer a question, say exactly that. (For instance, when asked about current COVID-19 guidelines; unless you are a health-care professional, it really isn't your place to comment on existing guidelines, nor to pass judgement on previous sets of guidelines.)

— Make sure that all answers are given with the philosophy and tone of protecting the public.

If you need further guidance, I'm always available.

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