

# Dealing with Media

## Basic Rules


1. **Never lie!**  
The size of the lie is not important; you are a liar for little lies, too, and the media will pursue all lies.
2. **Remember that “No” is an answer.**  
This is especially important if you don’t know or are uncertain about a correct answer. And, you are not obliged to answer every question by every reporter.
3. **Don’t pretend to have the answer when you don’t.**  
If you don’t have an answer, there is nothing wrong with saying; “I don’t know but I will get back to you.” So long as you do just that.
4. **Treat members of competing media equally.**
5. **Know about the media outlets you plan to deal with.**  
Different outlets will have a different focus – content, style etc...
6. **Stay on message or focus on the issues you want to address.**  
If you want to address a subject, then any reporter’s question can lead you to that subject even if there is no obvious relationship between your subject and the reporter’s question. Create a “bridge”.
7. **Never fall into a defensive stance.**  
Be positive. If there is a question or challenge about something, point to good things that are being done or the potential for positive impact.
8. **Spell names correctly** and that includes the names of organizations and titles.
9. **If you are going to stage an event,** be sure to give the media as much advance notice as possible.
10. **Don’t make a habit of talking “off the record”.**  
If you don’t want something reported, don’t say it. No matter how much faith you have in a reporter, there is always the chance it will be aired or printed.

**Note:** Some content of this document is used with permission of Shield Communications Inc.

## Media Advisory

A media advisory is issued to promote an upcoming event or session, or simply that an individual is available to chat with the media. These should be kept brief and simply outline the key information: who, what, when and where things are happening.

Here is an example of a media advisory:



**CPA**  
CHARTERED  
PROFESSIONAL  
ACCOUNTANTS

COMPTABLES  
PROFESSIONNELS  
AGRÉÉS

### Media Advisory

**Attention: Assignment Editors**

**For Immediate Release**  
Month date, year

**Canada's Chartered Professional Accountants teach financial literacy in**

**[insert local community]**

Local chartered professional accountant (CPA) *[Insert Name]* is presenting a special clinic to help improve the financial literacy of *[insert community name]* residents. The session is being held in conjunction with the Chartered Professional Accountants of Canada's (CPA Canada) financial literacy program. The program assists Canadians in gaining the financial skills, knowledge and confidence required to make the best choices for their circumstances.

This 60-min session will cover *[insert topics]*. This program is free and open to the public.

(Outline registration instructions – for example by email or website)

Details: *[session topic]*

Where: *[location of event]*

When: *[date and time]*

**For more information:** contact *[insert contact information]*

## News Release

A news release is used to promote a position, what has happened at an event, provide an endorsement etc... The information must be timely, and presented in a brief fashion. Ideally, a news release should not exceed one page – no longer than two. It must provide a contact name and the relevant contact information. It also is important that the news release contain a date. There are services available for news releases that require a wide distribution but, in many markets, a release can be sent directly to a media outlet by an individual.

Here is an example of a news release:



### News Release

#### Local Chartered Professional Accountant Lending A Helping Hand

**[LOCATION, month date, year]** – Local chartered professional accountant (CPA) *[insert name]* welcomes the opportunity to help *[insert community name]* residents strengthen their financial skills.

*[CPA's name]* is presenting a special clinic on *[list date]* focusing on *[list what the session will cover]*. The session is being held in conjunction with the Chartered Professional Accountants of Canada's (CPA Canada) financial literacy program.

"The overall goal is to assist Canadians in gaining the financial skills, knowledge and confidence required to make the best choices for their circumstances," said *[CPA's name]*. "Financial literacy requires life-long learning. Through a collective effort, we can make a difference and provide helpful guidance."

CPA Canada launched the community outreach component of its national program in 2013 with the assistance of its members. The organization also produces financial literacy publications and offers online resources ([cpacanada.ca/financialliteracy](http://cpacanada.ca/financialliteracy))

#### Session Information:

This 60-min session is free and open to the public.

**Details:** *[session topic]*

**Where:** *[location of event]*

**When:** *[date and time]*

*[Outline registration instructions – for example by email or website]*

#### For more information, contact:

*[Insert contact information]*