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| MEDIA COMMUNICATION | | | | NO. 679 | |
| In order to communicate accurate messages to the media, when on the phone or when they are present in the facility, there are appointed Winning Wheels spokespersons. These spokespersons are:   1. Director of Public Relations 2. Winning Wheels Administrator; or 3. Other members of American Health Enterprises   It is to be understood that when media representatives enters the facility or phones, the responding Winning Wheels staff member shall get the media representatives name and contact one of the listed spokespersons. No other Winning Wheels staff member is to answer media questions.  What to say to a media representative  You may feel like you're on trial when a media representative enters the building and projects 20 questions at you. That's their goal! But directing them to a spokesperson should be your goal. Use these ideas when communicating with the media:   1. I apologize, but I don't have enough information to sufficiently answer your question. Please let me get our facility spokesperson. Could I have your name and what organization you are with? 2. Our facility policy states that we have you speak with one of our spokespersons. Let me get them for you. Could I have your name and what organization you are with? 3. Could I get your name and what organization you're with and I'll page our Administrator for you? | | | | | |
| Approved: | Effective Date: | Revision Date:  3/17 | Change No.: | | Page:  1 of 1 |