

When a journalist calls...

Dealing with the media is part of your role, but it can feel overwhelming if you've not had to do this before. The diocesan communications team is always happy to provide help and advice if you're not sure what to do.

Enquiries will range from arguments about graveyards to the faintly ridiculous. Our favourite request was for a vicar to go on air to talk about the Easter Bunny, but even that request led to a great interview. Take a listen: <http://bit.ly/graham-easter-interview>

Our top tips

- There is no such thing as off the record. Anything you say could be reported, so always be polite and courteous. It's OK to say that you will get back to the journalist. Ask them what their deadline is and be sure to respond before deadline if the question is something you can answer easily.
- If the issue is controversial, or if you're not sure how to respond, then it's always best to ring the communications team for advice and support. Safeguarding matters and stories involving the police must always be referred to the communications team before you commit to speaking with a journalist.
- While it's important to be friendly, it's also important to be factual and to the point. Whether you're being interviewed or helping the journalist with information to support their story, never speculate!
- Never say 'no comment'. Either refer the journalist to us or, if it's an interview, say confidently "that's not something I can answer... but what I can say is this..."

Who to contact

We're generally available between 7am and 10pm each day of the week, but please try not to call outside of office hours unless it's an urgent issue.

- For general enquiries and interview practice during working hours, please call:

Jo Duckles, Senior Media Officer – 07880 716761

- For out of hours advice and crisis management issues, please call:

Steven Buckley, Director of Communications - 07824 906839