

COVID-19

Communicating with Media



As the pandemic progresses, both national and local journalists are searching for stories and angles. A few helpful do's and don'ts for managing this situation.



Do...

- **Do** provide written statements that have been reviewed by legal counsel. The following are recommendations to be included in written media release statements:
 - **Do** emphasize that you care about the residents.
 - **Do** thank both your staff and the families for being supportive.
 - **Do** use sample press releases we've prepared
 - **Do** appoint one person to speak for your community and have a dedicated number that goes in to voicemail, allowing you to return the call (or not), ask for an email address if it is the media, send your prepared statement.



Don't...

- **Don't** participate in a live interview where you are unprepared for the questions that may be asked.
 - **Don't** say that you don't have enough PPE.
 - **Don't** say you are understaffed or are having staffing problems (even if true).
 - **Don't** ever talk about a specific resident even if the family has talked to the press due to HIPAA concerns.