

The Painted Turtle

a serious fun camp founded by paul newman



Media Call Response Protocol

It is imperative no staff member or volunteer ever answers media inquiries or provides any information to a reporter. Please follow the below protocol should you receive a media request (phone call or email).

- **Phone Response:**

“Thank you for your call. Our Chief Executive Officer is our primary spokesperson for The Painted Turtle on this matter. May I please take your name and phone number and I will have them get back to you as soon as possible.”

- **Do not answer any questions.** You may be pressed with questions. Simply repeat:

“I have taken down your information and I will pass it along to our Chief Executive Officer.”

- **Do not give out any personal cell phone numbers (Chris, April, Jessica, Alexis)**

- **Collect the following information from the reporter and offer to forward their request to camp’s Communications point person: Jessica Santos 310-451-1353 X 109 or jessicas@thepaintedturtle.org**

Reporters Name _____

Name of News Outlet _____

Phone Number _____

Email Address _____

What is the inquiry regarding? _____

What is the reporter’s deadline? _____

- **Once the above information is taken, respond:**

“I have taken down your information and inquiry, and the appropriate person will get back to you as soon as possible.”

- **Immediately (within one hour) forward the information to Jessica Santos via email and phone call.**

CC/send to Alexis and Chris in the event Jessica is unavailable.