

Healthcare PR

REACTIVE MEDIA CHECKLIST

STEP 1: AFTER RECEIVING AN INQUIRY, REQUEST ADDITIONAL DETAILS FROM THE REPORTER

- Reporter's deadline (date & time)
- What does the reporter want to know?
- Why are they interested?
- Who else does the reporter plan to interview?
- Thank the reporter for their time and let them know you'll get back to them.

STEP 2: KEEP A TRACKER WITH THE INQUIRY DETAILS

- | | |
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| <input type="checkbox"/> Date of inquiry | <input type="checkbox"/> Reporter's deadline |
| <input type="checkbox"/> Name, phone and email of reporter | <input type="checkbox"/> Status of the inquiry |
| <input type="checkbox"/> Outlet | <input type="checkbox"/> Statement provided |
| <input type="checkbox"/> Brief summary of inquiry | <input type="checkbox"/> Outcome and link to article |

STEP 3: MAKE A RECOMMENDATION

- Assess the inquiry with a PR lens
- Develop a recommendation (within 30 minutes of receiving the inquiry)
- Send the recommendation to your client for approval
- Discuss next steps with your internal team

STEP 4: IF RECOMMENDATION IS APPROVED, REACH OUT TO THE APPROPRIATE STAKEHOLDERS

- Email appropriate stakeholders to discuss the inquiry (legal or HR?)
- Keep all stakeholders on the thread
- Keep your internal account team cc'd on all communication
- Professionally address each person on the thread
- If you address more than one person in a single email, bold their names for clarity

STEP 5: CRAFT A STATEMENT AND RESPOND

- Craft a statement or prepare a spokesperson for an interview
- If drafting a statement, share with your client for final approval
- Share the approved statement with the reporter, being clear if it is an official statement or 'on background'
- Save the statement in your tracker

STEP 6: SHARE THE OUTCOME WITH YOUR CLIENT AND ANY STAKEHOLDERS

- Share the result (article, tv broadcast, radio segment) of your reactive response with your client if it mentions their health system or healthcare company
- Highlight if any spokespeople or stakeholders are mentioned by name