

# Media Contact Guide

If you are approached by media to speak about your FRDC funded project, you are required to notify FRDC Communications (comms@frdc.com.au) and the FRDC Project Manager, before you respond.

When you contact the FRDC Communication team, you should aim to provide the journalist's name, their media outlet, their contact details and if possible, an outline of the nature of their enquiry.

## Example email template when contacting FRDC about media involvement:

Dear FRDC Communication team,

My name is [blank] and I am the Principal Investigator for FRDC-Project [Project Number and name]

I am notifying you that I have been contacted by [journalist name] who works at [media outlet].

The Journalist's contact details are [contact details]. They have indicated they would like me to talk about [questions/comments made by journalist when they contacted PI].

Could someone from the FRDC Communication team please contact me and advise whether you are happy for me to speak about the project, or whether FRDC will respond to the journalist about this project?

Kind regards,

PI Name and contact details

## Guidance for PI's who are approved by FRDC to speak to the media

### Tips when speaking to the media

- Prepare yourself before the interview by documenting your key messages and even rehearse them with a colleague.
- Ensure you are well across the project and any external communication that has previously occurred. Be clear about the status and the expected project outcomes.
- If you don't know the answer or how best to respond to a question, don't be afraid to let the journalist know and commit to getting back to them with a response as soon as possible.
- Ensure your key messages (created in your communication plan) come across clearly
- Acknowledge FRDC's support in funding the project
- Keep your body relaxed
- Make sure there is no background noise or if being filmed, check the background environment to make sure it's not distracting.
- If filming on location, eg. a boat, marina, aquaculture pen, etc, make sure all the correct safety equipment and clothing is being used.

### Things to consider

- Exercise caution when dealing with the media, particularly if the project is contentious.
- Always maintain a professional attitude
- Always treat journalists as 'on the record'. Be careful what you say, as any comments or remarks you make could be used in a story.

### **What to do if the media gets it wrong**

If a media outlet has published something with factual errors, contact the reporter directly and ask for a correction to be made. If you are unable to contact the reporter, go to the editor of the media outlet and ask for a correction. If you are unable to get in contact with either, notify FRDC immediately.

### **What to do if you wish to approach media**

If you wish to contact the media to promote your project, notify the [FRDC Communication team](#) and your relevant FRDC Project Manager.

Outline your plan of action and what materials (if any) you will be sending to media outlets. If you are planning on distributing a media release, make sure to check out FRDC's guide to writing a media release to help you include the most relevant information for a journalist. This guide is included in this pack.