

## **Eight Questions the Media Always Ask**

1. What happened?
2. Who is in charge?
3. Has this been contained?
4. Are victims being helped?
5. What can we expect?
6. What should we do?
7. Why did this happen?
8. Did you have forewarning?

## **Questions the Crisis Team Must Ask Itself**

1. What happened?
2. How do we know?
3. Who is responsible?
4. Why did it happen?
5. Who is affected?
6. What should we do?
7. Who can we trust?
8. Who needs to hear from us?
9. What should we say?
10. How should we say it?

Eight Questions the Media Always Ask from University of Iowa Study. Questions the Crisis Team Must Ask Itself from Eric Mower & Associates Workshop, June 2008.

Handout for NC Cooperative Extension workshop on Dealing with Controversial Issues – Working with the News Media.

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