

FPA® Media Relations Pointers: Working With the Media Regarding a *Pro Bono* Engagement

As an FPA *pro bono* volunteer, you may field inquiries from editors, reporters and producers regarding your volunteer service.

To a large degree, *pro bono* work defines our profession. Please remember, the purpose of this work is to give back to the community and it is FPA's desire that your efforts are viewed accordingly. If you have something that you think might make an interesting story, speak with your PR Director or FPA *Pro Bono* Services and Public Relations staff. Avoid pitching the media on your own *pro bono* work; it too often comes off sounding very self-serving.

If you do end up speaking with a reporter, here are a few pointers:

- Be respectful and ask a few questions so you can better assist the reporter.
 - When is his/her deadline?
 - What media outlet does he/she represent?
 - What is the story angle?
- If you do not know the answer to a particular question, don't waste the journalist's time, instead offer another resource.
- Concentrate on answering the newsperson's questions and don't ramble on about something that has little or nothing to do with the reporter's piece.
- Sometimes the best way for a reporter to tell a story is by focusing on a single case. But please remember that your *pro bono* clients are covered by the same confidentiality blanket that protects your regular clientele. ***Please do not divulge confidential client information.***
 - If a reporter asks to speak with one of your clients, explain the confidentiality protections to the reporter and then, if you so desire, offer to speak with a client to see if they want to tell their story to a reporter, making it absolutely clear that it is entirely up to the client to identify themselves and speak with the journalist.