

## Media Myths During a Crisis

### Myth #1:

**Experienced reporters will be assigned to give a balanced coverage.**

- ❖ News does not set up daily for crisis coverage.
- ❖ Newsroom sends who is around and available first, then gets its experts on it.
- ❖ A sensational story rarely stops for balance.

### Myth #2:

**The media will take the time to understand what we are going through.**

- ❖ Deadline pressures mean that they will believe and go with almost any information.
- ❖ Beat competition, pressure of a 24-hour news cycle.
- ❖ Facts get sorted out later.

### Myth #3:

**The story will be better if we avoid talking to the media until we have all the facts together.**

- ❖ The media won't wait.
- ❖ They'll use what they get and put it on the air.
- ❖ They'll be there again when the information is updated.

### Myth #4:

**Reporters verify facts and work just as they do during regular assignments, only faster.**

- ❖ Reporters go with what they have at the time.
- ❖ They come back later for new breaking information.
- ❖ They move on to the next aspect of the crisis.

### Myth #5

**News will play it exactly as I say it.**

- ❖ No matter how factual your statements are, they will be filtered through a reporter's understanding.
- ❖ When under crisis deadlines, reporters won't spend a lot of time going through complex information for background.
- ❖ Reporters look for good sound bites and quotes.