
From: Pierce, Alison
Sent: Wednesday, July 7, 2021 5:11 PM
To: OPPT ALL
Cc: Dunton, Cheryl
Subject: Reminder: What to Do When You Are Contacted by the Press

Importance: High

OPPT -

We've had a slight uptick recently in reporters contacting OPPT employees, so I'm sending out one of our periodic reminders that OPPT has SOPs in place should a member of the press reach out to you or your staff. Please remember that we are not authorized to answer press questions directly, and that OPPT (and EPA) have processes that should be followed should someone reach out to you.

Note that there have been some changes in staffing since I last sent a reminder; please use the updated contacts below if needed. An amended version of this SOP will also be available on the office policies section of the OPPT intranet next week.

Best,
Alison

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What to Do When You Are Contacted by the Press

If you receive a call or email from the press, remember to do the following:

- Always be friendly and courteous, but don't start answering any questions.
- Explain that press inquiries **must** be handled through our press office.
- Get the name and phone number and/or email address of the reporter and whom they represent.
- Find out if they have a deadline.
- Remember: if you are unclear as to whether someone represents the press, it's okay to ask!

Then immediately do the following:

- Send an email with all relevant details to press@epa.gov, which will route to EPA's press office. OPA asks that you please use this address instead of reaching out to an individual press officer.
- Copy members of the OPS communications (comms) team ([Cheryl Dunton](#)); the OPPT IO ([Alison Pierce](#)); and your divisional management.

If you are contacted by someone writing a blog or other on-line publication, book, magazine article, etc. contact the same group to determine whether it needs to go through the press office.

Questions on this or other communications issues? Please feel free to reach out! And always send OPPT communications issues requiring immediate office attention to both Alison Pierce and Cheryl Dunton.