

# IETF Media Relations Quick Guide

2013-07-29

## IETF Media Relations Process

- Requests may be routed via [media@ietf.org](mailto:media@ietf.org)
- Area Directors are the first point of contact for questions specific to work or issues related to their areas
- IETF Chair fields general questions
- Contact information:  
Greg Wood  
[wood@isoc.org](mailto:wood@isoc.org)  
mobile: +1-703-625-3917

## Dealing with IETF media inquiries

- Never feel compelled to respond immediately or directly to a media request: refer IETF requests to [media@ietf.org](mailto:media@ietf.org) for coordination
- Ask about the publication, topic and deadline
- If urgent (less than 24 hours), use contact information above

## Interview guidelines

- Interviews are not conversations
- Stick to what you want to say
- Personalized stories and specific examples make messages relatable
- Assume only general familiarity with technical topics (e.g. no acronyms)
- Repetition is good

## Interview preparation

Consider:

- What can I gain from this interview?
- How do I want the final story to turn out for the IETF and me?

Based on this assessment:

- Write down the three key messages you want to communicate.
- Make each message a strong, declarative statement no more than one sentence long.
- Rehearse at least one specific, personalized example that illustrates the point of each message

## Resources

Media contact page:

<http://www.ietf.org/media.html>

About the IETF:

<http://www.ietf.org/about/>