

WHEN THE MEDIA CALLS

- Only one person should speak to the media. Choose someone you all trust.
- Decide before hand what you will say.
- Be consistent with your information.
- It is OK to say, “I can’t answer that at this moment.”
- Remember, you may say things in the heat of the moment you may regret later – don’t rush your answers.
- Make the media work for you – you want them to tell your story, not theirs.
- Get the media on your side – they may have information that you don’t, ask the reporter what they’ve been told.
- When possible, ask reporter to email questions and you will answer them by email.
- Remember – you have more control over what you write than what you say.
- Read and read again what you have written before you press “send”.

- When writing an obituary, remember that any names or places mentioned will attract media attention.
- Remember it is very difficult to control misinformation.
- Again, try to be consistent.

If you have suffered a loss to Homicide you do not need to be alone in your grief.

There is support in the community from others who have experienced similar losses and they can help you journey through this difficult time.

Please call

Valley View Funeral Home
604-596-8866

*We offer twice yearly
Homicide Support Groups
in Surrey and Abbotsford
Communities*