



HIGH SCHOOL
EXCHANGE YEAR

Media Response Protocol

If you receive a call or are approached by a reporter seeking comment about an EF matter, please follow the steps below.

Positive PR

If you are planning to contact journalists in your community about a positive story idea (i.e. exchange student profiles, host family recruitment efforts, etc.), please always check-in with your Regional Director before you reach out to media.

Regional Directors, please collect any pitch materials (i.e. pitch email, press release, etc.) and share them with Jide.Talabi@ef.com for a quick look.

Inbound Inquiries

Remain calm if approached in person. Do not react negatively or aggressively. Be friendly, but firm.

- 1 Do not answer any questions or engage the reporter in conversation. Say, “I am not an official spokesperson, but I can help connect you with the communications team.”
- 2 Ask the following questions:
What is your name?
What media outlet are you with?
What is your deadline?
What are you inquiring about?
What is your email address and phone number?
- 3 Explain that an EF communications team member will be in touch.
- 4 Immediately send this information to **mediainquiry@ef.com**.
- 5 If the inquiry is urgent or highly sensitive in nature, please call EF HSEY’s main line, staffed 24/7 at **1-800-447-4274**.