IETF Media Relations Quick Guide
2013-07-29

IETF Media Relations Process
• Requests may be routed via 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
  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 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/