



Dealing with the Media

Throughout the National Awareness Campaign it is important that the naturopathic profession speak with a unified voice. The CAND is prepared to engage with the media to answer any questions they may have about the campaign, naturopathic doctors or naturopathic medicine. If you are contacted by the media please follow the guidelines below and contact the CAND office right away.

- Most reporters are ethical people and will tell you they are calling from the media. However, if someone calls digging for information or a statement and you suspect they are with the media there is nothing wrong with asking. Keep it simple “Are you a reporter calling from the media or are you calling to book an appointment?” If you do not get a clear answer politely end the call or ask for their name and number so that you can call them back.
- Do not feel pressured to answer a reporter’s questions. Advise that you would be happy to take down some information and get back to them.
- Remember that nothing is ever “off the record” and be mindful of what you say.
- Take down the reporter’s name, the media outlet (note: some reporters are freelance looking to sell their story to any media outlet), and complete contact information.
- Find out whether the story will be printed/posted online/broadcast live, or, pre-recorded and aired and when.
- Ask what their deadline is and when they need to hear back from someone.
- Ask what the subject of the interview/statement is and the types of questions they will be asking.
- Ask who will be doing the interview and how long it will take.
- Ask if they will be, or have, spoken to others for their story. If possible get names.
- Once you have all the information advise the reporter that someone will get back to them by the deadline.
- Contact the CAND at 1-800-551.4381 or 416.496.8633