

## SECTION 6.1

# MEDIA REQUESTS & COMMUNITY PROGRAMS

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### **Media Request Policy**

- **Refer all interview requests related to MDS or Yankee matters directly to Lori Marcoulier, MDS communications manager.**

### **Media Requests**

As an MDS leader, you may be contacted directly by members of the media to speak on important matters in dentistry. However, if a journalist asks for an interview related to MDS issues (e.g., sponsored legislation, community programs, Yankee Dental Congress, etc.), we ask that you do not accept the interview request and refer the journalist directly to the MDS contacts below. It is also important not to respond to any questions on the initial call.

All media calls are to be treated as important calls, and as an organization, we must respond to inquiries and/or interview requests in a timely and informative way. If you are contacted, please tell the journalist, “I’m not the best person to talk to, but I will arrange for the right person to call you back.” Or “I am not an expert in this area, but I can get someone to call you back.” The MDS has designated spokespeople and subject matter experts to provide statements to the media.

By following this policy, the MDS can continue to build important relationships with the media and effectively manage the strategic messages for MDS initiatives.

### **Community Programs | Promotion and Resources**

We recognize that MDS Districts care about their communities. From providing free dental care to underprivileged kids to making a charitable donation or awarding a grant, Districts can identify local needs and nimbly address them. To help support and promote the good work Districts do, the MDS provides:

#### **Media Outreach**

- The MDS can connect with local media outlets to promote your community event and/or charitable program before or after it occurs. Please [contact](#) MDS Communications Manager Lori Marcoulier with information about your event—name of event, date, time, location, target audience, necessary links, other information. Our organization can also highlight your initiative on our social media platforms.