

AHRQ Publishing and Communications Guidelines

Appendix 3-B. Clearance Process for Media Interviews



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Interview requests from major media outlets (The New York Times, The Wall Street Journal, ABC News, CNN, etc.) must be submitted to the Office of Communications and Knowledge Transfer (OCKT) before the interview is conducted. OCKT is required to clear interviews with the U.S. Department of Health and Human Services (HHS) Assistant Secretary for Public Affairs (ASPA) before the interview occurs.

AHRQ staff or contractors who receive interview requests from major media should complete the template below and contact Alison Hunt at 301-427-1244 or alison.hunt@ahrq.hhs.gov to request clearance. Arranging interviews before receiving approval is not permitted.

Interview requests from local or regional outlets (e.g., Atlanta Journal-Constitution and Sacramento Bee) or trade publications (e.g., Modern Healthcare and Healthcare Informatics) should be sent to Alison Hunt in OCKT before the interview is given. Although there is no HHS clearance needed, OCKT needs to be aware of the request before the interview is completed.

After requests for interviews are granted, OCKT will work with program staff and the reporter to coordinate a time for the interview. Interviews are usually conducted over the phone or, if the reporter agrees, via email. Staff members are encouraged to call reporters directly rather than sharing their direct lines. If a reporter asks for referrals to other staff members within the Agency, program staff should let Alison Hunt know before giving the reporter additional contact information.

Media Interview Request Template

Reporter:

Organization:

Phone no./Email:

Subject:

Deadline:

Suggested Spokesperson:

Expected place of publication (print, online, broadcast):

Expected date of publication/airing:

Expected prominence (e.g. front page, Sunday, evening/morning show, etc.):

Key Messages/Talking Points: