

# When talking to the media do:

- ✓ Take your time
- ✓ Think before you answer
- ✓ Keep to your own area and level of expertise
- ✓ Say if you don't know, cannot or may not answer the question
- ✓ Stick to facts
- ✓ Assume that everything is "on the record"
- ✓ Be firm, fair and honest

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## When talking to the media do not:

- × Lie, guess or speculate
- × Get upset or angry with the reporter
- × Let yourself be stressed by the situation or the reporter
- × Use expert language/jargon
- × Discuss confidential information
- × Talk about things outside your area of expertise
- × Use the expression "no comment"

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