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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