

The Do's and Dont's of Media Interactions

The “Don'ts” of Media Interactions

- Don't drop everything
- Don't use negatives
- Don't use always and never
- Don't overwhelm with information
- Don't go 'off the record'
- Don't use sarcasm or humor
- Don't be defensive
- Don't give your personal opinion
- Don't just say “No Comment”
- Don't answer inappropriate questions



The “Do's” of Media Interactions

- Have your message sheet in front of you
- Stay within your field of knowledge
- Recognize your emotions
- Make sure there is consistency in the message
- Use bridging statements to get back to your message
- It's OK to say “I don't know”
- Have a strong finish

