

Do's and Don'ts of Dealing with Reporters

- 1. Always tell the truth, no matter what. Never lie. It will haunt you later.**
- 2. If there is something you cannot discuss because of a valid legal reason such as a confidential personnel issue, say no comment and explain why.**
- 3. When a reporter calls, return the call promptly and find out what he/she needs and when. Then do the following:**
 - a. If facts are needed, find out specifics and say you will need a little time to gather them and verify them. Say you will call back by X and do so.**
 - b. Whenever possible, seek a few minutes to think through your answer so you can be clear and say what you want to say. You don't have to specify why.**
 - c. Use the time to make a brief outline of your major points and to check facts.**
 - d. Write down any numbers so you do not misstate them.**

**4. Be polite and professional when you are interviewed.
Follow these pointers**

a. If it is in person, give the reporter your card with your name and title so that he/she will get them correct.

b. Avoid using legal jargon or explain it if you can't avoid it entirely.

c. Look straight into TV cameras.

d. Remove any distracting jewelry before an on-camera interview.

e. Never guess about facts, speculate or answer "what if" questions. If you don't know the answer say so and offer to get more information.

f. Do NOT ask to review the story. This is not acceptable.

g. Give the reporter a number and email address where he/she can contact you for further information.