

Do's and Don'ts

Things you should do when working together with journalists.

- Take your time.
- Think before you answer.
- Inject energy and enthusiasm into your answers
- Keep to your own area and level of expertise
- Be aware that there is no second chance to make a first impression.
- Notice that you always talk on behalf of your company.
- Do only tell true facts.
- Get all the facts – and stick to them.
- Put inaccuracies immediately right. Otherwise, they will be taken as facts.
- Prepare three core statements and get to the point. Use repetitions to give importance to what you say.
- Get all bad information out, as quickly as possible, focus on future solutions/actions.
- Show understanding of issue.
- Make it clear that the company is in control.
- Do care that if you talk, you say the same that is written down in a statement. There is no difference between spoken and written!
- Be aware of what is behind you when standing in front of a camera.
- Provide backup information.
- Use examples to reduce complexity of what you say.
- Aggressively challenge misinformation.
- Refer to the available communication tools.
- Always return media calls. The more co-operative you appear, the better.
- Be attentive.
- Be positive.
- Be concise. Use short sentences.
- If you feel treated unfairly, say so.
- Ask your interviewer, what the first question will be. It helps you to prepare yourself and place your message at the very beginning.
- Make out if the broadcast of the interview is going to be live or not.
- Be aware that you are always „on the record“. Avoid small talk before and after the interview – the recorder may be working.

Things you shouldn't do when working with journalists.

- Don't let yourself be stressed by the situation or the reporter
- Don't promise any updates in information.
- Don't be redundant from day to day.
- Don't tell what you don't know.
- Never lie.
- Don't comment on anything.
- Don't communicate personal opinion on the situation.
- Don't criticize.
- Don't be defensive.
- Avoid antagonizing the media.
- Don't keep silent when come face to face with a negative point.
- Don't give a long sermon.
- Don't use expert language or jargon
- Don't be submissive.
- Don't say "no comment".
- Don't feel constrained to fill silent moments with words.