

MEDIA DO'S and DON'Ts

APPENDIX F

Do's	√	Don'ts	X
Do write a press release and rehearse		Don't go into personal details of those involved	
Do consider getting professional help or help from your membership Organisation		Don't read the statement to the camera	
Do use careful and sensitive language		Don't engage in rambling discussions afterwards Don't use "no comment"	
Do keep it short		Don't respond to quotes from others	
Do regard anything you write down as quotable		Don't answer questions that you don't know the answer to	
Do ask can you have sight of any press coverage		Don't make "off the record" comments	
Do ask for outline of questions in advance		Let anyone, other than spokesperson speak with the media	
Avoid sweeping statements			
Do avoid being drawn into speculation			