

MEDIA DOS AND DON'TS

1. Avoid speaking spontaneously to journalists on reactive issues; direct them to your organisation's press office or take advice.
2. Never speak 'off the record' or 'on background' even if you think you understand these terms.
3. Seek advice from professional, trusted communications staff, especially those with 'media relations' or 'press officer' titles.
4. If an interview or comment is agreed upon, plan it carefully with the help of an assigned communications team member.
5. Familiarise yourself with the publication/programme/website before an interview.
6. Short comments should just need sign-off but may also require effort to get right.
7. Record or transcribe interviews or calls yourself for a clear record; the communications team may assist with this.
8. Correct mistakes during the call or interview, or even afterwards, including post-publication corrections (e.g. on a website).
9. Clarify your title and organisation's name, and how and when your input will be used; ask for specific broadcast or publication times.
10. Follow up to ensure you have seen the final product and that your communications team and the wider world are aware of it.