



MEDIA TIPS

For City Leaders

DOs

1. Do call the PIO.
2. Do prepare for an interview.
3. Do keep answers short and simple.
4. Do focus on 2 to 3 talking points.
5. Do tell the truth.
6. Do listen to the reporter's questions.
7. Do pause . . . think before you answer.
8. Do say "I don't know" when you don't know. Then say you'll find out.
9. Do check your appearance.
10. Do pay attention to news deadlines.

***From the Texas Association
of Municipal Information Officers***



MEDIA TIPS

For City Leaders

DON'Ts

1. Don't lie - EVER!
2. Don't go "off the record." There is no such thing as "off the record!"
3. Don't say "no comment." Say something! "I can't comment on a pending lawsuit."
4. Don't say anything you wouldn't want on Page 1, the evening news or social media.
5. Don't speculate, offer personal opinions, or speak beyond your expertise.
6. Don't use jargon.
7. Don't play favorites.
8. Don't ignore media calls.
9. Don't become angry or provoked.
10. Don't screw up on a slow news day!

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