

# Dos and Don'ts When the Media Comes Knocking

Handling Media Inquiries Professionally and  
Confidently



# Why This Matters



Media can shape public perception.



What you say (or don't say) can have lasting impact.



Being prepared avoids mistakes in high-pressure moments.



# Key Principles

Stay calm and professional.

Know your role.

Think before you speak.

You're never obligated to speak without preparation.



# DO #1 — Stay Calm & Polite



Take a breath before responding.



Treat journalists with respect.



Ask for credentials if unsure who they are.



First impressions matter—even if you decline to comment.



# DO #2 — Know Your Role

Refer to your organization's spokesperson (if you're not it).

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Stick to your area of responsibility.

Say “I’ll Get back to you” if unsure.



# DO #3 — Document the Interaction

Record or note down the reporter's name, outlet, and questions.

Note date/time and what was asked.

Report it to your team or supervisor.



# DO #4 — Know What You CAN Say

You can ask for questions in writing.

You can decline interviews.

You can ask for time to prepare.

You're not obligated to speak off-the-cuff.



# DON'T #1 — Don't Say “No Comment”

❌ Sounds evasive or guilty.

✅ Instead, say:

- “I don't have the full information at this time.”

- “Let me connect you with someone who can speak to this.”



# DON'T #2 — Don't Speak Off the Record Without Agreement

 Don't assume any conversation is "off the record."

 Always clarify terms before saying anything sensitive.

 If in doubt, say nothing.



# DON'T #3 — Don't Guess or Speculate

 Avoid “I think...” or “Probably...”

 Stick to facts or say:

- “I can't confirm that, but I'll follow up.”



# DON'T #4 — Don't Get Defensive or Emotional

 Arguing or showing frustration can be misrepresented.

 Keep your tone neutral and composed.

 Cameras can capture more than words.



# Practice Scenario

A reporter is at your door asking about a recent incident.

- What do you say?
- Do you confirm your role?
- Do you respond to allegations?
- Who do you call?
- (Use this as a group training moment or quiz.)



# Summary – The Golden Rules

## DO:

- - Stay calm.
- - Refer to the right people.
- - Document everything.

## DON'T:

- - Don't speculate.
- - Don't speak off-record without clarity.
- - Don't say "No comment."



Questions?



# **New Communication Policy**

## **Juan Di Prado**