

DON'T PANIC

A six point survival plan for handling calls from the media

① WHAT'S THE STORY?

Do you know anything about it? Are you the best person to speak? Get as much information as possible – and keep a note.

② WHAT'S THE DEADLINE?

Know how long you've got to prepare your response. They'll always tell you it's tight.

③ WHY YOU?

What do they think you'll add to their story. Ask nicely.

④ WHO ELSE IS TALKING?

This will give you clues about the angle that they are taking.

⑤ CREATE THINKING SPACE

Say you'll call them back. Collect your thoughts and any information you might need, then decide how best to use the interview.

⑥ THEN SAY IT

When you've decided your line, say it and then stick to it.

reputation

what people say about you matters