



THE MEDIA ANGLE

Recent sexist remarks made by Socceroos coach Holger Osieck are a timely reminder to assume cameras and recording devices are always ON. As he was taking his seat for a post-game media conference, Osieck said to a journalist “You push me around like my wife.” He then went on to say something in Latin that he translated as “Women should shut up in public.” Take a look for yourself.

[Socceroos coach presser](#)

He later apologised for any offence and claimed it was an off the record remark.

There are two very important lessons from this.

- 1. The camera is always rolling.** Always assume cameras, microphones and other recording devices are on. Journalists and crews set their equipment up and have it rolling to capture everything before, during and after the event. There is no right time to relax and say things you would not feel comfortable saying on the record. The same goes before a one-on-one interview with a journalist. Be friendly and chat, but remember, you can and will be quoted if you utter something outrageous.
- 2. Never assume something you say is off-the-record.** When Holger Osieck apologised he said “It was off the record, it was more a funny remark.” When surrounded by any media crews/journalists you should always assume everything you say and do is ON the record. The same rule applies for any conversation you have with a journalist. The only time you should feel confident your words are off the record is when you have made an agreement with a reporter for that to be the case. That reporter should be someone you trust.

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