



THE MEDIA ANGLE



AVOID “NO COMMENT” AND NEVER RUN AWAY

“No comment” is a term that should be avoided at all costs! It puts journalists offside straight away and makes you look like you have something to hide. The classic image above is a big “no” as well. You immediately look like you are guilty or at the very least avoiding something.

Running away from cameras or obviously detouring to avoid them should also be avoided. It is saying to the journalists you have no comment and once again makes you look like you have something to hide.

If you are genuinely unable to comment on a particular topic there are alternatives to avoiding the cameras and using the classic “no comment” line.

INSTEAD take control of the situation. Acknowledge the media, use a holding statement and then calmly leave:

“Thanks for offering me the opportunity to comment. I am unable to say much at this stage, all I can say is however, I will comment more when I can.”

OR

“Thanks for offering me the opportunity to comment but this is the minister’s area of responsibility so please contact his/her media office.”

OR

“Good morning everyone ... The matter is before the courts so I cannot say much at this stage. I will wait until the completion of the trial before commenting further.”

OR

“I don’t know the answer to that question but I will find out and get back to you before your deadline.”

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