

Troubleshooting

If a reporter contacts you directly ...

- Take a message and notify a member of the [media relations team](#) as soon as possible. Let us gather the story's news angle, larger context and other relevant facts in order to help you put your best foot forward. Your media relations officer also will help manage interview logistics follow up with the reporter and help track the news story.

If a reporter asks a question you can't answer ...

- If you are unsure of an answer, never guess, speculate or lie. Tell the reporter you will get back to him or her with the answer and then do so within the reporter's deadline.

If a reporter asks a question you don't want to answer ...

- Return to your talking points, no matter what the question. Or, you may simply say, "I would rather not comment on that." Never say, "No comment."

Alternatives to "no comment" ...

- "I wouldn't describe it that way, but I would say that ..."
- "Unfortunately, our study does not answer that question, but it does tell us that ..."
- "It's important to remember that ..."
- "That question points out a common misconception. The real issue is ..."
- "I don't have anything to add about that, but I'm happy to talk about ..."

Never give information "off the record" ...

- Whatever you say to a reporter is fair game. If it will not reflect well on UCLA or you, just don't say it.

If you are misquoted ...

- If the true meaning of a comment is reported incorrectly, call the media relations office and we can deal with the media outlet directly.

If your interview was not used ...

- This happens on occasion. If we accommodated the reporter, chances are he or she will return to us for a future story.