

COLOR WORDS: The Spokesperson's Greatest Vulnerabilities

The reporter's ally in creating consternation, fear and mistakes. Avoid using these words at all costs.

Afraid	Delinquent	Harmful	Sad
Agitated	Demean	Hateful	Sarcastic
Aggravate	Deny	Hopeless	Scared
Alarmed	Despair	Hostile	Scum
Alleged	Desperation	Humiliated	Self-pity
Anger	Despicable	Hurt	Selfish
Angry	Destroy	Icky	Sellout
Anguish	Destructive	Idiot	Sham
Antagonize	Deteriorate	Ignorant	Shame
Anxious	Disappointed	Immature	Shameful
Apathetic	Disarray	Incompetent	Shatter
Appalled	Discontented	Inept	Sick
Apprehensive	Discouraged	Inappropriate	Silly
Argue	Discriminate	Irritated	Sissy
Arrogant	Disdain	Lies	Skunk
Ashamed	Disgusted	Litigate	Slander
Assassinate	Dismiss	Lousy	Slash
Attack	Disrespect	Mad	Sloppy
Awful	Distorted	Mangled	Stinky
Bad	Distraught	Mangy	Struggle
Betrayed	Disturbed	Manipulate	Stupid
Blame	Dopey	Mean	Surrender
Blasted	Doubtful	Meek	Tampering
Bombs	Dumb	Messy	Tarnish
Bored	Duplicity	Minimize	Tense
Botched	Ecotage	Miserable	Terrible
Brainwashed	Embarrassed	Monopoly	Terrified
Bungled	Embattled	Nag	Terror-stricken
Buried	Endanger	Negligent	Terrorized
Capitulate	Enraged	Out-of-touch	Threatened
Catastrophic	Evil	Overwhelmed	Toxic
Collusion	Eviscerate	Overzealous	Tragic
Conceal	Excessive	Outrageous	Traitor
Confused	Exaggerate	Painful	Tumultuous
Conspire	Exposed	Panicky	Ugly
Contempt	Face-saving	Petrified	Unbelievable
Corrosive	Fat	Pitiful	Uncomfortable
Cover-up	Fearful	Poisonous	Underhanded
Cringe	Fight	Profiteering	Undermine
Critical	Foolish	Questionable	Uneasy
Crooked	Frightened	Racist	Unhappy
Curious	Frustrating	Regret	Unimportant
Damaging	Furious	Repudiate	Unlucky
Danger	Goofy	Resentful	Unnecessary
Deadly	Gratuitous	Resigned	Unreal
Deceitful	Greedy	Rip-off	Unsure
Defeated	Guilty	Rotten	Weird
Defective	Harassed	Sabotage	Worried
Defensive			