



## Lifesaving Tips for a Media Interview \*

If you get called to do an interview with the media, here are a few tips that might come in handy:

1. **Do Your Homework**. They Will! - Know your facts. Stay up on current events. Anticipate questions and prepare answers.
2. **Be Concise** - Keep answers short and to the point. You stand a better chance of being quoted correctly.
3. **Use the Pyramid Effect** - Start with the most important information first, then build on it with facts, examples and personal stories. Keep your subject in mind. Know ahead of time one or two major points you want to stress and get to them out as soon as possible.
4. **Be a Good Listener** - Listen carefully to each question.
5. **Never Lie** - The media will eventually find out the truth.
6. **Do Not Be Evasive** - If you don't know the answer say so and offer to find out. Avoid bluffing and the NO COMMENT answer. If you can't release the information, tell them and explain why.
7. **Stay Calm** - Be friendly even when the interviewer isn't. Avoid an argument at all costs. If you need to pause and take a few deep breaths before continuing.
8. **You're in Charge** - Set your own pace. If the interviewer interrupts before you finish answering a question, pause, listen and then continue to answer the initial question. Don't be afraid to challenge uncertain facts or sources of information. If a reporter calls and you need time to gather the information, say you'll call right back. Remember, You're in Charge!
9. **Avoid Off the Record Comments** - Reporters are on duty 24 hours
10. **Keep it Simple** - Avoid jargon, lingo, and abbreviations. Use language the public will understand.
11. **Don't Fill the Gaps** - When you're done answering a question, stop talking! You have no obligation to keep the interview going. If the reporter has further questions he/she will ask.
12. **Dress Appropriately** - Dress in a way that makes you feel confident. If on television, dress as well as the interviewer.