WORKING WITH THE MEDIA
May 2, 2016

Interview Techniques and Tips to Remember:

- Media is no longer solely newspapers and radio broadcasts. Today, media has evolved to include other sources:
  - Bloggers
  - TV personalities (e.g., Dr. Phil)
  - Online outlets
  - Citizen journalists (i.e., anyone with a smartphone)

- When preparing for an interview, remember these key points:
  - Know your story
  - Know your audience
  - Determine key messages, and use these in your answers to questions

- When reaching out to reporters for a potential story:
  - Introduce yourself and tell them any relevant affiliations
  - Ask for convenient times to speak, and confirm what information will be used

- During the interview:
  - Bridging and Transitioning techniques
  - Remember your ABC’s
    - Answer/ Acknowledge
    - Bridge to a message you feel comfortable with
    - Communicate
  - Let the questions the reporter asks tell your story
    - If broadcast, try to discuss what you want to communicate with the reporter prior to the interview
    - It’s OK to say you don’t understand a question and ask for clarification

- Caution areas
  - Don’t speculate – your answer is your answer
  - Avoid “no comment” and beware of “off the record”
  - Don’t repeat negative language
  - Make it known if you disagree
  - Avoid jargon, buzzwords and acronyms

- Body language
  - Make eye contact
  - Lean forward
  - If standing, keep your hands at your side or waist level