



Media Interviews

Best Practices, Tips and Techniques

- Be confident. You are the expert.
- State the most important information first – then provide the background.
- Keep your answers brief and speak in lay terms.
- Don't overestimate a reporter's knowledge of your subject. Set the record straight. Offer background information.
- Think about your answers before you speak.
- Avoid discussing hypothetical situations.
- Stick to your main points and do not allow yourself to get drawn too far off on tangents.
- Anticipate follow-up questions – keep responses brief but long enough to be “quote-able.”
- Speak in complete thoughts. This is especially important for television interviews.
- Avoid saying anything you do not want to read in print, hear on the radio, or see on television or the internet.
- Identify anything you say as either fact or opinion. Your opinions are your own, but fact is fact.
- Be honest. Don't try to conceal negative information – let your interviewer know what you are doing to solve a problem.
- Make your final comment clear and concise, reemphasizing your main point. If you feel that you failed to get the message out, force it in at the end (“I think we've missed the real, critical issue here, which is...”).