

THE MEDIA INTERVIEW

PREPARE FOR INTERVIEW

- Know the ground rules.
- Gather facts and check information
- Prepare theme and messages
- Practice questions and answers

SHAPE YOUR ANSWERS

- Stress the impact of your research on people
- Focus on four to six messages, one thought per message
- Make answers brief
- Use everyday language
- Avoid acronyms and jargon

KEEP CONTROL

- Remember your message track
- Deflect away from difficult questions
- Bridge to positive messaging.
 - “there’s an equally important issue” “let’s look at this from a broader viewpoint” “I can’t comment on that but I can tell you”
- Never answer what you don’t know

STAY CALM

- Breathe
- Speak slowly
- Smile and relax your face
- Maintain friendly, professional tone. Never get angry
- Don’t fill silences

LOOKING GOOD

- No stripes, plaids, busy patterns or chunky jewelry
- Be still and sit up straight
- Maintain eye contact with interviewer
- Watch body language

