

Guidelines for Media Interviews

- Determine the value of the interview/media event.
- Use effective listening skills to hear the real questions.
- Keep your cool; don't argue with the interviewer/reporter.
- Use plain English and avoid industry jargon.
- Don't let the interviewer/reporter put words in your mouth.
- Focus on key points; answer media questions with those key points.
- Avoid sounding like you have memorized answers; be responsive.
- Don't give yes or no answers; interview is an opportunity to present positions.
- If you don't know the answer to the question, be honest and get answer.
- Speak clearly and slowly with authority.
- Be upbeat.
- Never say "No Comment" or "Off the record".
- Rehearse with tape recorder or a video tool, if time allows.

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