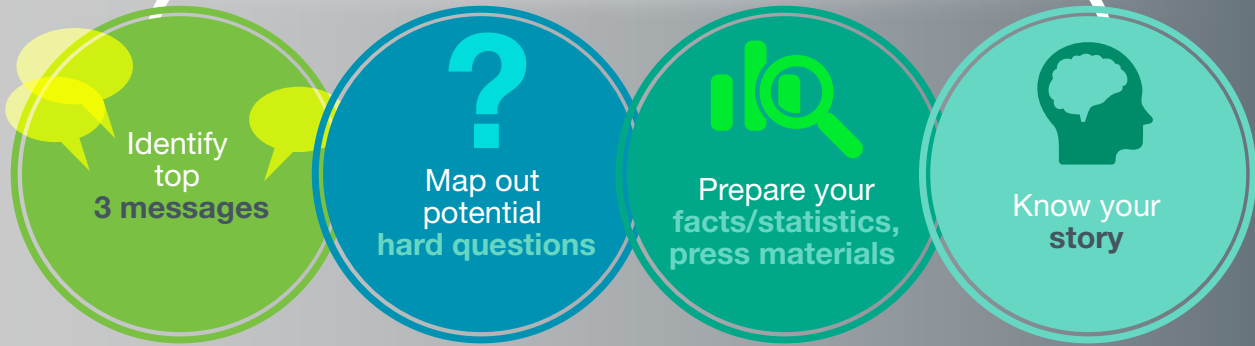


Media Interview Tips & Techniques

BEFORE THE INTERVIEW



DURING THE INTERVIEW



THINGS TO REMEMBER

- Find a quiet space
 - Be punctual; be patient
 - Stand up for phoners
 - Repeat key messages
 - Talk in short soundbites
 - Give examples
 - Smile
 - Take advantage of the "gift question"
- The **70/20/10** Rule



At the end of most interviews, the reporter will likely ask *Is there anything else you'd like to add?*

Reiterate your key messages or cover a key message that you didn't address during the interview.



THINGS TO AVOID

- Negativity
- Opinions
- Anything "off the record"
- Interrupting
- Technical jargon
- Over-talking
- "No comment"

REMEMBER TO BRIDGE

(AKA the Transition Statement)

Perhaps the most valuable interview response technique is the "bridge" or transition statement. This is a quick means of linking or re-directing any question back to one of your message points.

Example Phrases:

