

TOP 10

Tips To Ace Your Media Interview

Before the interview:

- 1 Ask your own questions
- 2 What is your purpose in doing the interview?
- 3 Who else is being interviewed?
- 4 How long will the story be?
- 5 What is the deadline?
- 6 When will the story run?
- 7 Will you be recorded?
- 8 What is your key message?
- 9 Keep it short and succinct
- 10 Practice, practice, practice

During the interview:

- 1 Use lay terms, not jargon
- 2 Conclusion first, then evidence
- 3 Don't repeat negatives
- 4 Don't tell them everything you know
- 5 Use examples and analogies
- 6 Use statistics sparingly
- 7 Clarify questions
- 8 Use bridging techniques
- 9 It's ok to say, I don't know
- 10 Always conclude with key message



Tips for Television

- ✓ Wear some makeup
- ✓ Look at interviewer
- ✓ For remote interviews, look into camera
- ✓ Wear bright or dark colors
- ✓ Don't fidget or play with microphone

Questions?