

Talking to the Media: Simple Tips to Make Your Interview a Success!



Prepare in advance.

- Make sure you know your key points and are able to say them clearly, concisely, and organically. It often helps to write out the following:
 - o Main Point
 - Supporting Fact 1:
 - Supporting Fact 2:
 - Supporting Fact 3:
- Be prepared, but don't be word-for-word scripted.
- Use notes. It is completely acceptable to bring notes with you to an interview and utilize them throughout the interview.
- It is okay to ask a reporter questions ahead of the interview so you can be prepared.
- If a reporter calls unexpectedly and you don't feel prepared to speak with them, you can easily delay the conversation. Ask them to email you the questions and you will get back to them.



Know the difference between speaking on the record and off the record.

- "On the record" means everything you say during the interview can be attributed to you.
- "Off the record" means that you're having a conversation or sharing information, but it will not be attributed to you without permission.
- Assume that anything you say is "on the record" unless you ask the reporter *before* the interview begins to be "off the record" and the reporter clearly agrees to that request.



Tell the truth.

- It is important to always be honest and transparent during interviews.
- Do not fabricate a story or share false information. If full information isn't yet available, tell them more information will be coming.
- If you don't know the answer to a specific question, it is okay to say so in a polite and professional way. You can always say: "That is a great question, I will get back to you on those specifics."



You don't have to answer every question.

- If you don't feel comfortable answering a question from a reporter, pivot back to the topic you do want to discuss. You can kindly say: "Thanks for that question, but what I really want to discuss is..."



If you are preparing for an interview related to industry advocacy issues, you may find it beneficial to talk to Hank with KTIA prior to the interview to be sure you know any background that may be helpful for your interview.

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