

# A QUICK GUIDE TO HANDLING MEDIA INTERVIEWS

## Before the interview...

Know what you are getting into



What is the publication/ programme?

Who is the interviewer?

What is the interview format?

Who is the audience?

Decide on your goal for the interview

Think about what you want to say



Prepare three key messages

Think of soundbites and headlines

Work out how to bridge to key messages

Plan supporting facts, figures and examples

**Remember, you are the expert - draw confidence from that**

## During the interview...

### Do

- ✓ Use short, direct answers
- ✓ Bridge to get your point across
- ✓ Talk solutions instead of problems
- ✓ Speak clearly
- ✓ Use open body language
- ✓ Stay cool and confident
- ✓ Use anecdotes and examples

### Don't

- ✗ Use jargon
- ✗ Use interviewer's negative language
- ✗ Let false charges stand uncorrected
- ✗ Fall victim to hypothetical situations
- ✗ Bluff - if you don't know, say so
- ✗ Say "no comment" or be defensive
- ✗ Speak off the record