HOW TO INTERACT WITH THE MEDIA
WHERE’S WHAT TO AVOID!
SESSION GOALS

- Step 1
  - When a reporter calls, what do I do?
- Step 2
  - Preparation
- Step 3
  - How to be interviewed
STEP 1: WHEN A REPORTER CALLS
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- What do I do?
  - Ask questions
  - Think like a reporter
  - Anticipate
  - Call them back promptly
  - Notify supervisor, Office of Communications
  - Never speak off the record
STEP 1: INTERVIEW THE REPORTER

- What’s the focus of the story?
- What gave you the idea?
- Who else is being interviewed?
- Who’s conducting the interview?
- How long will the interview last?
- What information are you looking for?
- Where is the best location for the interview?
- When is your deadline?
- When will the story run or air and on what platforms?
STEP 1: INVERT YOUR THINKING

- What’s their deadline?
- What are the visuals?
- What kind of sound will they want or need?
- Is it a hard news story or a feature?
- Respect their enterprise stories.
- Or, make it as boring as possible.
STEP 2: PREPARE

INTERVIEW
PREPARATION
STEP 2: PREPARE

- Think of the questions you may be asked
  - What are the worst questions I can be asked?
- Develop three main talking points and **STICK TO THEM!**
- Know the facts to back up your three main points
- Bring supporting materials and/or visuals if useful
STEP 3: THE INTERVIEW
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When on camera...

- Look at interviewer, not the camera
- If seated, sit on your coattails
- Slow down and take your time
- Smile (if appropriate)
- Be yourself
- Avoid large gestures
- Don’t read or appear overly rehearsed
- Check the mirror
- Assume the mic is ALWAYS on
STEP 3: THE INTERVIEW

During the interview...

- Stick to your talking points
- Follow the MOM rule
- Think soundbite
- Don’t speculate
- Correct the facts (if you are right)

- NEVER say no comment
- Clarify
- Silence is okay
- Listen
- Don’t repeat
AND MOST IMPORTANTLY...

It’s okay to say “I DON’T KNOW.”
Questions?