

# HOW TO INTERACT WITH THE MEDIA



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# WHERE'S WHAT TO AVOID!

A video frame showing an interview with Ken Starr. He is an older man with glasses, wearing a light blue shirt and a gold tie, sitting in a dark wooden chair. The background is a wood-paneled wall. There are several news overlays: a green box in the top left with the text 'Flash Flood Watch Milam', a blue banner at the bottom with the text 'KEN STARR INTERVIEW INTERRUPTED AFTER VICTIM E-MAIL QUESTION', a 'BAYLOR FALLOUT' logo on the left, and a '10 NEWS' logo with '5:07 67°' on the right. A partial news ticker is visible at the very bottom.

Flash Flood Watch  
Milam

**BAYLOR FALLOUT** **KEN STARR INTERVIEW INTERRUPTED AFTER VICTIM E-MAIL QUESTION**

10 NEWS 5:07 67°

News truck overturned at a low water crossing near Lake B

# SESSION GOALS

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- 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

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- 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

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- 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...

CONTINUED

- 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



**LIVE**  
**CHARLES PATTON**  
APCO PRESIDENT & CEO

# AND MOST IMPORTANTLY...



It's okay to say "I DON'T KNOW."

CONSEIL D'ÉTAT

# Questions?

