

NEWS MEDIA INTERVIEW TIPS

I. Preparation: The key to a good interview

- A. Ask about subject of interview, time needed, deadline.
- B. Write out three brief, positive points.
- C. Anticipate likely questions, plan answers. If possible, rehearse.
- D. For newspaper reporters, background literature is welcomed.
- E. For a surprise interview, take a few minutes to plan your message.

II. The Interview

- A. Answer questions....and bridge to positive points.
- B. Be confident; you're the expert.
- C. Avoid speculation or hypotheticals.
- D. Avoid technical terms, jargon or acryonms.
- E. Don't say "no comment"; if you can't explain why.
- F. Don't be afraid to say, "I don't kow...but I'll find out for you."
- G. For Television -- keep answers to 20 seconds or so.
 - keep your eyes on the interviewer.
 - don't fill dead airtime.
- H. Be honest. Assert yourself.