

## TIPS FOR A MEDIA INTERVIEW

1. **Be prepared!** Know what you want to cover and how it relates to what the reporter wants.
2. **Focus on three or four key points you want remembered.** Emphasize and repeat them. If you don't treat them as important, the reporter won't either.
3. **Exchange business cards with the reporter at the outset.** This way, you'll each get the names and titles correct.
4. **Don't guess if you don't know!** It's perfectly fine to admit you don't know the answer to a question. If possible, offer to get back to the reporter. And do it.
5. **Be honest!** If you can't answer a question because of confidentiality agreements or a proprietary situation, say so. If you can, offer some information (percentages instead of actual figures, etc.) that provides perspective without divulging confidential information.
6. **Don't say (or show) anything you don't want to see in print.** Reporters assume anything you say or display is fair game for publication or airing. There is no "off the record" except in very special, pre-arranged situations.
7. **Don't speculate about competitors, customers or hypothetical situations.** These are no-win situations. Speak for your company only, and only about what's real.
8. **Don't be afraid to be brief.** Don't feel obligated to fill up the silence. Many reporters use the "pregnant pause" to get executives to volunteer information.
9. **Don't evade the negative or "loaded" question.** Bridge to a positive point you want to make.
10. **Don't ask to review the story before publication.** It's against policy for most publications. You can offer to check facts for technical accuracy.
11. **Treat the reporter as you would a customer.** The "product" you provide reporters – information – can help you reach your true customers with more credibility.
12. **Be friendly and have fun!** A little lively banter or small talk up-front can relax everyone involved.