

Media Training Key Points

Develop your key messages and Think like a reporter:

- Who are the readers/viewers/listeners?
- What do you want them to know?
- Why should they care about what you have to say?
- What do you want them to do?
- What might the interviewer ask you first?
- What other questions might be asked, including tough questions?
- Know the purpose of the interview: “What’s the story?”

Tips for ALL Interviews

- Get your point in early!
- You have only 15-20 seconds to tell your story
- Use short, memorable phrases to summarize your point
- Average quote is 10 words
- Repetition is really important!
- There is no such thing as “Off the Record”

Top 10 Do's

1. Be opportunistic
2. Take the initiative
3. Say it with passion
4. Get your key messages in early and often
5. Support your messages with points, facts, stories
6. Turn negatives into positives
7. Be honest
8. Be personal
9. It's OK to say “I don't know” or ask to restate the question
10. If you're caught off guard, ask the deadline and call back at a set time.

Top 10 Don'ts

1. Don't cancel, miss or postpone interviews
2. Don't repeat negative language from Q's in you're A's
3. Never dodge tough questions
4. Avoid over-answering
5. Don't take things personally
6. Don't use industry jargon or little-known acronyms
7. Don't say “No Comment”
8. Don't talk “Off the Record” or get too comfortable
9. Don't assume the interview is over until it's really over
10. Don't ask to review an article before it's published