

Tips for Talking with the Media

- Preparation is your best friend. Learn as much as you can about the reporter, the show, and the audience.
- Establish your communication goals for each interview.
- Determine two or three key points to make in order to reach your goal.
- Speak in “memorable language.”
- Learn and use the “bridging technique.” Redirect the interview to your key points.
- Practice, practice, practice. Practice on camera if possible.
- Do not wear clothes or use mannerisms that distract from your message.
- Forget jargon, now and forever.
- Make sure that the mind is in gear before the mouth travels.
- Look at the reporter when answering questions; turn to the camera when delivering a key point.
- Steady eyes suggest honesty; blinking, darting eyes suggest nervousness and dishonesty.
- Anticipate questions and have answers ready. Once the interview is scheduled, try to figure out what questions the reporter might ask.
- Relax.