

INTERVIEWING TIPS



So your press release was successful, and a reporter wants an interview.
Now what?

First of all, take a deep breath and relax. Then, keep the following tips in mind as you prepare for your big moment:

- Have no more than three key points that you want to get across, and focus on communicating those points in a clear, interesting, concise manner.
- Know your interviewer. Be familiar with the program or publication for which your interview is taking place.
- Know your audience. Each magazine, newspaper, television, or radio station has different audiences with different needs.
- Never lie, guess, or speculate. If you do not know the answer to a question, be honest and offer to get back to the reporter with the correct information.
- Know the logistics ahead of time: how long will the interview take? What topics are to be covered? What types of questions can you expect to be asked?
- Nothing is EVER “off the record.”
- Be relaxed and friendly without being silly or flippant.
- Use short and succinct sentences in your answers.
- Avoid acronyms, jargon, or industry-centric words.
- Support your statements with quotes from industry experts, anecdotes, or statistics.
- Never respond to a question by stating, “No comment.” Either answer the question, or explain why you can’t.
- Treat the interviewer with respect. Assume that he/she has done some homework on the topic prior to the interview so that you do not underestimate his/her knowledge. Better to overestimate what the interviewer knows and have him/her ask for clarification.