

# Interview Tips

for media

The media provides powerful opportunities for you to reach the people most important to your organization.

## Doing Interviews, Remember To...

- Clarify questions if you need to
- Listen carefully
- Use examples
- Ask questions too
- Look directly at the interviewer
- Show interest
- Never say “no comment”
- Don’t let the reporter put words in your mouth
- Say “no” if you need to
- Review the information before the interview
- Respond quickly
- Don’t ask to “kill” a story

## On-Camera, Remember To...

- Wear plain colours and avoid patterns; no green and no turtlenecks
- Keep jewelry and accessories to a minimum
- Look at the reporter, not the camera
- Treat the interview like a conversation
- Minimize movements - do not fidget
- If it is taped, ask to start again if you stumble
- Watch your posture

## For Radio, Remember To...

- Speak slowly and clearly
- Smile (when appropriate to the topic) – you will sound friendly and open
- Use a “cheat sheet” to stay on message
- Treat the interview like a conversation
- Keep your answers brief
- On the phone – choose a quiet place
- In the studio – speak directly into the microphone and look at the reporter

## For Print, Remember To...

- Give reporter time to write things down
- Use a “cheat sheet” to stay on message
- Think about your answers and choose your words carefully
- Treat the interview like a conversation
- Keep your answers brief
- Be prepared to also do a video interview and photo

## In a Crisis Situation...

- Communicate immediately
- Stay in the conversation – online and offline
- Avoid saying “no comment”
- Share all the information you can
- Never lie

## Remember Your Audience...

The reporter is not your target audience. Think about the news outlet’s main viewers and the time at which the story will air. Is it the evening news on a popular television station? Or is it an afternoon news-talk radio show? The audience will vary depending on the time, outlet and medium.

Base the answers you give in your interview on the audience’s level of knowledge. Avoid using any acronyms or technical jargon.

Talk about the issue as if you are talking to your neighbour.

**Always take the time to prepare for an interview. Through traditional and social media, your words have a big impact and long reach.**

[bonnieelgie-pr.com](http://bonnieelgie-pr.com)

403.630.6164 | [bonnie@bonnieelgie-pr.com](mailto:bonnie@bonnieelgie-pr.com)  
[ca.linkedin.com/in/bonnieelgie](https://ca.linkedin.com/in/bonnieelgie) | [twitter.com/calprgal](https://twitter.com/calprgal)

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