

## PRACTICAL TIPS FOR CONDUCTING A SUCCESSFUL MEDIA INTERVIEW

- Take time to stop and think
- Have three key messages in advance
- Be calm, go to "safe place", speak slowly
- Be yourself
- Use simple language
- Repeat important points
- Offer supportive materials
- Always tell the truth
- Take the initiative in the interview
- Be brief
- Avoid hypothetical questions
- Don't let reporters put words in your mouth
- Stick to your area of knowledge
- Remember you are always on the record
- Don't ask to read a story before publication
- Compliment good stories
- Develop a relationship with the reporter