The Mediums: TV

- Taped vs. live
- 7-15 second soundbites
- Eye contact, not lens contact
- Enhance with visuals
- The eye wins over the ear
The Mediums: Radio / Podcast

- Don’t shout
- Stand to maintain energy
- Find a land line (if remote)
- Talk to a mirror
The Mediums: Print

- More detailed examples and in-depth knowledge
- Opportunities for side-bars
- May be taped for accuracy
- Follow up with additional material, details, or to clarify statements
The Mediums: The Grey Area

- Multimedia reporters
- Information is shared and spread ‘at the speed of thumbs’
- Livecasting on social channels
- No set rules or guidelines for bloggers/tweeters
- All communication is fair game
- Everyone can ‘report’
Golden Rules

- Never do an interview “on the spot”
- Speak in sound bites
- Be genuine, be friendly
- Keep statements positive
- Never say anything you wouldn’t want repeated
- Restate key messages often
- Practice, practice practice
Before an Interview

- Know the outlet and interviewer
- Review your key messages
- Create a cheat sheet
- Anticipate tough questions
- Prepare for the questions you don’t want asked
During an Interview

- Get messages in early
- Get messages in often
- Don’t wait for the right question to be asked
- Be ready for the last question
After an Interview

- For live TV/radio, be sure you are off the air
- Beware of “off the record”
- Update your team
- Provide follow up information
- Reach out after the story
- Show gratitude
Great Interviews Are…

- Focused
- Succinct
- Brief
- Clear
- On-Message
- Emotional