



Media Training Quick Tips

Important points to remember before an interview:

- ~10-20 seconds of what you say will be on television broadcast news
- ~20 words of what you say will be quoted in print media
- ~8-10 seconds of what you say will be used on radio news

Given this make sure you take the time to ensure you create clear and interesting sound bites around your key messages.

During the interview, remember:

- The interview is not a conversation, and you are not really talking to the reporter, you are talking to their audience.
- Use bridging techniques to guide the interview back to your key messages.
 - Examples:
 - “What I can say is this...”
 - “The facts of the matter are...”
 - “Let me provide some context....”
- Stick to your key messages

General Tactics & Tips

- Pause before answering. There’s no need to rush. Pausing gives you time to bridge to key messages.
- Never speculate. If you don’t know, say, “I’m not sure. I’ll find out”
- Don’t be afraid of dead air. Let the reporter fill it.
- Stay calm. Never show anger or frustration.
- “No comment” is a comment. If you can’t say something, explain why or speak to the broad issue.
- There’s no such thing as “Off the Record”.
- If you stumble, stop and say: “Let me put it this way...” (Bridge, Bridge, Bridge)
- Ask for clarification if you don’t understand the question.
- Follow the reporters and media outlets that do stories that are important to your organization. Find out what they write about and their tone.