Ten Tips for a Successful Media Interview

1) Know what the reporter wants to discuss
2) Think about what you want to get out of the interview
3) Prepare 3 to 5 key points before the interview and use these throughout your interview
4) Know ahead of time whether this will be a videotaped, tape-recorded, in-person or telephone interview
5) Be relaxed and have a conversation with the reporter ... don’t read your answers
6) Be passionate about what you’re discussing
7) Don’t go off the record (nothing is ever off the record)
8) Stop talking when you’ve finished answering the question to your satisfaction (someone being interviewed will often fill the silence by continuing to talk)
9) Don’t use jargon ... the reporter and readers/viewers most likely are not experts on the topic like you are
10) Don’t respond with “No comment”