

Sample Form 25

advice for media interviews

If a journalist calls you direct don't make an off-the-cuff comment. Tell them you will call them back, then take the time to prepare your single over-riding communications objective.

This is the one thing you want your audience to remember.

Keep it simple.

find out

- who is calling
- what organization they represent
- their phone number
- the general nature of their inquiry
- who else they have spoken to

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interview checklist

- DO** talk only about your area
- DO** distinguish fact from fiction
- DO** answer the question firmly and directly
- DO** keep to the issue and use key messages
- DO** use plain language and avoid slang, jargon, or waffle

- DON'T** make personal comments
- DON'T** criticise other people or organisations
- DON'T** speculate (try to answer 'what if' questions)
- DON'T** ever say no comment. If you don't know the answer, say so
- DON'T** look at or into the camera. Talk to the interview, focusing at head level

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