

Media Strategy

The Interview

Before the interview...

Big Rule: Everyone knows about the interview.
NO ONE but assigned people give it.

- 1) UNDERSTAND WHY THE REPORTER IS CALLING OR VISITING.
- 2) BE COOPERATIVE. DO NOT PATRONIZE.
- 3) HAVE ONE KEY POINT YOU WANT TO GET ACROSS.
- 4) ANTICIPATE QUESTIONS AND HAVE MATERIALS READY.
- 5) TAKE YOUR TIME IN ANSWERING AND SPEAK SLOWLY.
- 6) DON'T BE HOSTILE.
- 7) KNOW THE REPORTER'S LIMITS.
- 8) TELL THE TRUTH.
- 9) DON'T ANSWER QUESTIONS YOU DON'T WANT TO ANSWER.
- 10) STAY "ON THE RECORD." REMEMBER THAT *EVERYTHING* YOU SAY TO A REPORTER CAN BE USED.
- 11) ARRANGE YOUR IDENTIFICATION.
- 12) GET THE REPORTER'S NAME, NUMBER AND EMAIL ADDRESS. THEN WATCH FOR THE ARTICLE.

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- 13) IF THE REPORTER MAKES MISTAKES, DON'T PANIC OR SCREAM.
- 14) DON'T EXPECT TOO MUCH FROM THE INTERVIEW.

After an article is published...

- 1) IF YOU LIKE IT, CALL OR SEND THE REPORTER A NOTE OF THANKS.
- 2) IF YOU REALLY LOVED IT, SEND THE EDITOR A NOTE.
- 3) CALL THE REPORTER'S ATTENTION TO ANY ERRORS.
- 4) IF THE PROBLEM IS APPROACH OR PHILOSOPHY, WRITE A LETTER TO THE EDITOR WITH ANY DISAGREEMENTS.
- 5) IF YOU CAN'T GET ANY SATISFACTION FROM A REPORTER, YOU CAN GO TO HIS OR HER EDITOR. BUT ONLY DO THIS IN *EXTREME* CASES, AND AFTER YOU'VE TRIED EVERYTHING ELSE, SINCE DOING THIS WILL NEGATIVELY IMPACT ANY FUTURE RELATIONSHIP WITH THAT REPORTER.