

## Media Interview Tips: Part 2

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In the previous column, I provided some initial tips to assist with you/your organization's efforts to more effectively utilize media interviews. This column provides some additional insight that we regularly provide to our clients in media training sessions.

- **Don't say what you don't want to see in print or hear on air.** When you are being interviewed, assume *everything* is on the record. This puts you in a safer situation and ensures that anything you want confidential remains so.
- **Organize your thoughts before the interview.** Think in terms of bullet points as you answer the questions. Organize your thoughts for the reporter by stating, "The top (two or three) points on this issue are..." This alerts the reporter on what they should be listening for, and in some cases, provides them with an outline of how they may detail the story.
- **Always answer their question, "Is there anything you want to add?"** In 90 percent of all interviews, the reporter will ask this question at the end of the interview. Take this opportunity to reiterate your key points or add anything that you did not get to discuss during the interview. I've seen firsthand how answering this question can make an essential impact on the story.
- **Realize you have ZERO control over the result of the story.** Remember, each reporter has his/her own angle. It may be the story you want to see and it may not. Your only influence is the content you provide to that reporter.

Take these tips to heart and make the most of your opportunity during an interview as it provides you/your organization visibility to future clients and customers.