

# Deliver Your Message



## Time to Interview

### Find out:

- » the reporter's name
- » what the media outlet is
- » who the audience is
- » what your role in the story will be
- » when the info is needed

### Is the interview ...

- » by phone?
- » in person?
- » TV crew coming to you?
- » at a studio?
- » call-in?
- » local?
- » regional?
- » national?



## What to Wear

### Do

- » Choose colors and clothes that fit comfortably, feel flattering, and make you feel confident.
- » Choose mid-tone greens, blues, browns, yellows, and grays.
- » Wear a shirt, blouse, or jacket that buttons up the front to make attaching the microphone easier.
- » Wear appropriate undergarments. Undershirts are a good idea to avoid sweat stains.
- » In a TV studio, be willing to wear a little makeup, whether you're a man or woman.

### Don't

- » Don't wear solid red, black, white, or busy patterns; avoid extremes.
- » Don't wear knits, clingy fabrics, or anything extra sheer or see-through.
- » Don't wear glasses UNLESS you can't do without them.



## On Camera

**Eyes**—Look at the interviewer or directly into the camera. (Don't look at anyone or anything behind the scenes.)

**Hands**—Keep your hands still.

**Take a stand**—Stand up, if possible. If not ...

**Sit still**—If your chair swivels or rocks, keep it still, and otherwise, sit still!

**Knees together**—Keep your feet flat on the floor or cross your ankles, while keeping your knees together.

**Disturbance**—If there's a distraction, stop talking. Begin speaking again when the disturbance is over.



## Talking Time

### Do

- » Use simple, everyday language.
- » Practice short answers.
- » Imagine explaining it to your mom in 30 seconds.
- » Lead with your main point(s).
- » Follow up with proof points if time allows.
- » Answer concisely; then stop.

### Don't

- » Nothing is ever "off the record."
- » Never say, "No comment."
- » Don't use technical lingo.
- » Don't memorize.

## When You're Asked an Off-Topic Question

- » Answer briefly.
- » Transition back to your point.
  - “Yes, and our records show ...”
  - “True; however, ...”
  - “No, and that’s because ...”
- » Redirect the conversation back to the topic.
  - “In addition, ...”
  - “Let me put that in perspective.”
  - “It’s important to remember that ...”
  - “The real issue is ...”
  - “Before we get off topic, let me add ...”
  - “And that reminds me ...”
- » Reframe tough questions.
  - “The larger question is ...”
  - “Our first concern is always ...”
  - “It might seem that way, but the real issue is ...”
  - “It’s important to point out ...”

## How NOT to Repeat Misinformation

Reporter: “So, you’re saying that the sky is red.”  
You: “That’s incorrect. The sky is blue.”

**Never say, “I didn’t say the sky is red.” That way, you are NOT on tape saying something inaccurate.**

## Answering Difficult Questions

Say, “The investigation is ongoing.”

Say, “Personnel information is confidential.”

Say, “I don’t have that information right now, but I will find out.”

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