

## Media Interview Tips

1. Know your audience: Who is the reporter, the news outlet, the ultimate audience?
2. Know your goal: Why are you doing this interview? What do you want to accomplish?
3. Have 1-3 main points in mind. How will you make these clear and memorable?
4. Use everyday English. Avoid jargon and acronyms.
5. "So what?" Answer this question early, even if it is not asked. Why is this important or interesting? Why should the audience care about it? Why do *you* care about it?
6. Speak concisely and then stop. Let the interviewer ask another question.
7. Use phrases like "what really matters is....", "the thing to remember is ...", "that's why this is so important" to direct attention to your main points, to move away from questions you don't want to answer, and to end an answer in a resonant way.
8. Have examples, facts, comparisons, etc. to back up each of your main points.
9. Tell a story that shows what's surprising, exciting, difficult, upsetting, or mysterious about your subject. One person's story can make the big picture come alive.
10. Use sentences that include the subject of the question so your answer can stand alone.  
(Q: Why is this discovery important? A: This discovery is important because ...)

Remember: Most journalists want you to seem smart and interesting.  
It makes their story better.