

## Information about Media Interviews

### General

- When you receive a media call attempt to return it immediately or ASAP. Often journalists have tight deadlines and need to conduct your interview before finalising their story.
- Most journalists have no background in health and medicine so remember to talk in every day; simple language.
- Remember your key messages (normally the first three paragraphs of the media release) don't be afraid to repeat them often during the interview.
- The media does not expect all answers straight away, it is ok to explain that you don't have the information or know the correct answer but you will get back to them with it shortly.
- Conduct phone interviews in a quiet place with the media release and a notebook with you.
- Do not refer to the journalist by name during a radio or TV interview, remember you are communicating to the public and it is not a normal conversation. By including their name, they are forced to edit and remove that section of the interview.
- Never say anything that you do not want a journalist to use in a story 'there is no such thing as off the record!'

### Print

- Print interviews are often the longest and most in depth.
- Take time to pause before answering and gather your thoughts.
- If you think a previous answer was unclear just say 'let me put it another way...'
- Be patient and understand that they are trying to comprehend all the information fully before writing their story.
- A print journalist may ring again to ensure they have the information and facts correctly in the story.

### Radio

- Pre-recorded radio interviews will want a 'voice' to accompany a short news story. Remember to have the media release with you when talking and you can read the relevant paragraphs out loud- most radio journalists do not expect new quotes but rather want you to read the quotes from the release to add 'a voice grab' to their story.
- Live radio interviews are a bit different but always have the media release with you to refer to. Remember you can say that you are unsure about something or that you don't have specific figures with you and repeat the main message- they will accept this. Talk slowly and think about your answer, you do not have to answer straight away. If you feel the questions are overly negative or rude keep your cool and get back to your main message.

### TV

- TV will want to film a lot of quotes and then choose one or two to include in the story. Do not worry if you are repeating yourself, they will edit your interview and use the best phrased quotes for their story. With TV interviews, you have the opportunity to stop and ask them if you can answer it again if you feel you have answered incorrectly or have not been succinct.
- In regards to clothing and makeup it is a good idea to dress conservatively in business attire. For women this means a business suit, simple jewellery and natural looking makeup and for men it means a nice business suit with/without a tie.

- Good TV crews will tell you where to stand and look during the interview. They normally advise you to look between the camera and the journalist and not 'at' the camera. If you have bad glare from direct sun or don't like the spot where they have chosen politely tell them and suggest somewhere else.