**Media Interviews**

**Do’s and Don’ts**

When conducting media interviews:

**DO:**

* Actively listen to the interviewer.
* Watch your body language.
* Demonstrate that you are interested in the questions being asked.
* Demonstrate that you acknowledge the interviewer (make eye contact, nod).
* Speak clearly and professionally.
* Use bridging phrases like: “Thank you for that question, but what matters most right now is…,” “It would be more correct to say…,” “While that may be true, it is more important to …,” etc.
* Dress appropriately for the setting or issue.
* Be confident – YOU are the authority on the subject matter.

**DO NOT:**

* Lie.
* Say “no comment.”
* Speculate.
* Reporters will often ask “leading questions.” These might be questions starting with “What if …,” “How come…,” “Suppose this…,” etc. Do not dignify anything you cannot confirm and do not repeat the negative or leading phrase when you answer the question.
* Voice unrelated opinions.
* Fight with the interviewer.
* Speak on behalf of others who you do not represent.
* Over-answer or try to “fill the silence” – State your key messages and stop talking!
* Rush to answer the question. Take your time.