

Media 101 – the Basics

Lights, camera, action! A media interview can be daunting. The media relations team is here to guide you through the process. We can help you with message points and interviewing techniques.

Here are basic strategies for interacting successfully with the press:

Know what the interview is about

- The media relations team can help provide a larger context to the story by talking with the reporter before the interview takes place. This way, you can prepare your key message points in advance.

Look the part

- For TV, use good posture and lean forward. Doctors, keep a white coat handy for interviews. Be attentive and engaged. Your attitude shows!

Plan your message

- With assistance from your media relations representative, identify the two or three points you would like to see reported in the story. Develop a few talking points that are focused on these messages and repeat them through the interview. Practice! Practice! Practice!

Keep it short and simple

- Pretend you are explaining your points to a cocktail party guest with no medical background.
 - Use clear, simple language.
 - Avoid medical jargon.
 - Answer the question then stop!

Use examples

- Storytelling and colorful anecdotes help convey your message.

Nothing is “off the record”

- A reporter is still collecting information when the camera or tape recorder is off. Nothing is “off the record.” If you don’t want to read it in the paper or see it on TV, don’t say it!