

Print Interviews

An interview with a newspaper or magazine reporter is generally longer in length than a television or radio interview, enabling the subject to more fully develop messages. However, the print interview typically requires more detailed examples and an in-depth knowledge of the subject.

A newspaper or magazine interview may take place in person or via telephone. The length of the interview and deadline for the story will vary depending upon the style of the publication and the reporter. While an interview for a news story in a daily newspaper may take 10 minutes, an interview for a feature story or profile in a monthly magazine may as long as several two hours. And, while a daily newspaper reporter must often file a story within hours, a weekly or monthly magazine writer has the flexibility of waiting days to complete a story.

Keep the following tips in mind when taking part in print interviews:

- “Breaking news” events can force reporters to cancel a scheduled interview at the last minute. Reporters are at the mercy of each day’s news developments, and another event may take priority. Typically you can reschedule the interview for a later time or date.
- Reporters sometimes tape interviews, allowing them to pay closer attention to you rather than note-taking. If you are not being taped, remember to speak slowly.
- If you inadvertently offer misleading or incorrect information, correct yourself as soon as you recognize the error.
- If you tell the reporter you will get back to him/her with additional information, ask the reporter’s deadline and follow up in a timely manner.
- Feel free to ask whether the reporter plans to write a story using the interview and, if so, when it might run. (Scheduled publication and air dates are subject to change since editorial decisions are made day-to-day.)
- Be sure the reporter knows where he can reach you in case he needs additional information while writing the story.
- Don’t ask the reporter to see the story before it runs. You do not have the right to review it or change your quotes. Some major newspapers and magazines may call to check the accuracy of quotes.
- Stay on message! Stay on message! Stay on message!