

## Telephone Interviews

Telephone interviews can be particularly challenging because they most often occur in the middle of a hectic workday and office environment, making it difficult to focus on the interview. This can be very hazardous.

The following tips will help you handle them more effectively:

- Buy preparation time if possible. Tell the reporter you would be glad to talk but are busy at the moment. Find out the reporter's deadline and set an acceptable time to return the call. Stick to it. (Even a delay of 10 minutes can be sufficient to help you prepare.)
- Establish an "interview atmosphere" by isolating yourself with the telephone as much as possible. Close the door and turn over extraneous papers on your desk.
- Review your message points and other relevant notes. Keep them in front of you during the interview, along with scratch paper to take additional notes.
- Since you can't see the face of the person at the other end of the phone, occasionally ask the reporter for feedback on your comments to help ensure accuracy.
- Stay on message! Stay on message! Stay on message!