

### TOP 5 TIPS FOR MEDIA INTERACTION

1. It is important to be enthusiastic and keep a positive attitude throughout the interview. Try to smile while you speak, it will come through in your tone.
2. When completing an interview, always be sure you follow the Five Commandments of Media Interviews:
  - Use your key messages. (Key messages are the main points you want to share with the reporter. The PKD Foundation provides key messages in the PR Toolkit on the portal.)
  - Never lie or mislead.
  - Never go “off the record.”
  - Never tear down another organization or nonprofit.
  - Never repeat the negative or argue.
3. If you need clarification or time to think, here are some phrases to use:
  - “I’m not sure I understand what you are asking. Could you please clarify?”
  - “I wouldn’t use those words. If you are asking whether (rephrase the question without repeating the negative aspects), I can tell you...”
  - (How to answer a laundry list of questions fired one after the other.) “That’s quite a few questions. Let me start with...”
4. You don’t have to know all the answers at this time. When you can’t answer, or don’t know the answer to a question, use one of the responses below and then follow through.
  - “That’s a great question. Let me get back to you on that.”
  - “That’s a great question. I don’t have the answer right now, but I will find out and get back to you.”
5. Don’t forget to mention the PKD Foundation.

### PREPARING FOR AN INTERVIEW

- Think of the questions you’ll likely be asked. It’s a good idea to talk through a Q&A prior to the interview so you can prepare.
- Know your audience. How close is the person to the situation and how much does he/she need to know?
- Review your talking points and think about how you can work them into the conversation.
- It’s a good idea to run through some vocal exercises. This will help prevent your voice from cracking, especially early in the morning.
- Strive for a conversational tone. Avoid jargon or language that may be misinterpreted.
- Prepare for the unexpected. Reporters sometimes go off topic and ask about a variety of issues.

- Preview the interviewer. If possible, watch the program or read the publication at least once before the interview. Study the interviewer's style.
- Realize the reporter may only use small pieces of the actual interview. Try to anticipate other sides of the story the interviewer may be covering.

## **INTERVIEW BEHAVIOR**

- Be Enthusiastic
- Establish Rapport
- Display Positive Body Language

### **When You're Live On-Camera**

- Ignore additional cameras, equipment and people on the set. Focus on the reporter you're addressing. Don't look into the camera.
- Realize the difference between taped and live interviews. When an interview is live there's no ability to stop and start over.
- Remember, interviews have no formal beginning or end. Everything within earshot is fair game. Don't assume your microphone is off until it is unhooked and put away.
- Wear dark, solid clothing. Never wear a white shirt on camera (the camera's light will bounce off the shirt). If possible, wear logoed items or stand near a sign identifying your organization for positive stories.
- Key messages are the best way you can control the conversation during an interview. No matter the question, your answer will focus on the story you want to tell about PKD and the PKD Foundation. The PKD Foundation has key messages available on the portal and coaching is available with the Marketing Department.

### **Communications techniques**

- **Use Concise Language**
  - Speak in brief sentences for maximum impact.
  - Keep responses short and easy to understand. (Think sound bite material.)
  - Use informal, simple language.
- **Avoid Filler Words**
  - Don't use "uh," "I believe," "I think" or "you know."
  - Pause and take a breath between phrases and sentences.
- **Preface With Marker Words**
  - Marker words help you draw more attention to important information, such as the main benefit or key message. For example:
  - "What's especially interesting about...is..."
  - "People should be especially concerned about..."

For more information, visit the PR Toolkit on the portal.