

THE MEDIA HAS A LOT OF INFLUENCE

- On your **profile** and on your **reputation**

THE MEDIA NEEDS YOU - AND YOU NEED THEM

- Journalists need stories and experts
- The media loves anything that passes the “**SO WHAT?**” test and a lot of what you do does pass that test
- Would your neighbour say “*so what?*” if you told her? Or would she want to know more?
- Previous positive news put you in a better position if/ when negative news happens
- Reporters are doing a job. They are not friends or enemies

NOW THE MEDIA WANT TO DO AN INTERVIEW....

- It's as much your interview as theirs. Every interview is an opportunity to promote your organisation – use it well
- Journalists need you to be a good interviewee. The media need you to be credible and informative. It's unusual for them to want to make you look stupid
- Be respectful and co-operative and have something to say
- Journalists are doing the interview to: find out **information**, get a **soundbite**, get a **headline** and/or **entertain**
- But primarily to **fill space**
- They are likely to ask you: **what, who, when, where, why and how?**
- And probably a **curve ball question**
- Think about why **you** are doing the interview. What is your objective?
- Remember people can't take in too much information
- So, stick to key messages
- The media is not the place to have an in-depth discussion
- Avoid jargon
- Remember the audience is usually not specialist

KEY MESSAGES ARE IMPORTANT BECAUSE:

- People (including journalists) don't remember very much of what you say
- Any part of an interview can be edited