



DO'S & DON'TS



Of Media Interviews



- Be prepared
- Know your message
- Maintain control
- Be clear and concise
- Tell stories
- Engage in a conversation
- Ask questions
- Build a relationship
- Repeat important points
- Be direct and honest
- Honor deadlines
- Make sure the person you're speaking with understands



- Speak for others
- Stray off topic
- Use jargon
- Answer with "yes" or "no"
- Be afraid to say "I don't know"
- Say anything you wouldn't want to see in print
- Go off the record
- Become confrontational
- Assume