

Step by step guide to media success

Your at-a-glance guide to successful media interviews

- Establish your communication objective.
- Know your target audience
- Find out about the medium and the format
- Define your key messages (less than 20 words)
- Define supporting messages (less than 20 words)
- Identify the questions from hell; plan responses
- Signpost key message in first answer
- Deliver answers in short, clear sentences
- Don't be intimidated by silence
- Build bridges back to key messages
- Re-phrase questions if possible
- Use phrases that encourage follow-up questions
- Avoid jargon
- Use all three languages of communication
- Never lie
- Assume everything is being recorded
- Don't say 'no comment'
- Don't give information off the record
- Don't be rushed into hasty responses
- Expect off-topic questions