



The Set-Up

- 1 Ask what the angle is for their story. They should be able to provide you with a broad overview of their story idea, which will give you useful insight into why they want to speak with you.
- 2 Google the reporter's name and publication to see their reporting style.



Getting Ready

- 3 Be prepared. Be ready for any potential negative topics. Review your message map or talking points the night before.
- 4 Avoid loud colors, as well as striped shirts, whites and reds – pastel colors (blue) work best.



On The Spot

- 5 If you aren't an expert on something, don't try to bluff your way through. Simply say, "I'm not an expert on that, but here's what I do know...."
- 6 A kind word to the reporter before the interview can go a long way – it's good manners and good business.



Pro Tips

7 Make and hold eye contact. Focus on the person asking the questions, not the camera.

8 Don't ask to see the article before it's published as this is not common practice. It is up to you to be well prepared and quotable.



Follow- Through

9 Send a thank you note, thanking them for their time and for reporting on the topic.

10 Ask when and where the final interview will be available so you can promote it.

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10 Helpful Media Interview Tips

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