

Advanced Parent Leadership: Working With the Media Tips for Effective Media Interviews

- Speak slowly and clearly.
- Have in mind two or three points you would like to make and try to make those points.
- Keep your ideas simple and clear.
- Speak from your heart.
- Never get angry or take an interviewer's questions personally. Anticipate difficult questions before the interview, and prepare answers and rehearse them. Remain calm, and remember the points you want to make during the interview.
- Always return to your main points. Don't let the interviewer throw you off.
- If you don't know something, it is okay to say that you don't know.
- Don't answer just "yes" or "no" to questions. Treat it like a conversation.
- Use examples from your own experience to explain your points, but if an interviewer asks a question that is too personal, simply say, "That's too personal, I'm not prepared to talk about that."
- Be aware of any nervous habits and try to control them.