

*We designed these tips to help you with interviews and other  
“on the record” occasions.*

- 1. CONDUCT RESEARCH.** Review this news organization or specific reporter’s past stories and social media activity. What do they generally cover? What looks important to them?
- 2. HAVE A MISSION.** Don’t sit down without knowing your strategic goal. Be sure to keep your intended audience in mind.
- 3. BE PREPARED.** Come into the interview with specific, accurate facts on hand. Try organizing your notes by category.
- 4. KNOW THE OPPOSITION.** Be ready to respond to opposing views, but stay diplomatic. Try to use positive language (“we believe,” “we have seen”) rather than negative language (“we disagree,” “we don’t think”).
- 5. DELIVER A MESSAGE.** Boil your statement down to two or three key points. Restate these points in different ways throughout the interview.
- 6. KNOW THE AUDIENCE.** Who will be reading your statements – in-house lawyers, consumers, shareholders, regulators, lawmakers? What specific questions or concerns might they have? Do you know of any cultural, linguistic, or geographic factors?
- 7. BE CREDIBLE.** Specific evidence, especially quantitative facts or statistics, will help your case.
- 8. BE QUICK.** Most soundbites are less than 10 seconds long, or 25 to 30 words. You want your audience to remember something after they read your interview – can you put that in 30 words?
- 9. BE MEMORABLE.** Speak vividly. Illustrate your points with stories, analogies, and direct language.
- 10. SUM IT UP.** Sum up your message as soon as possible. Then follow with the evidence.

