Dance Data Project®
MEDIA TRAINING INTERVIEW TIPS
from Anne Kavanagh

1 Decide before the interview what you want the headline or main takeaway to be from what you have to say. Have an interview strategy and PREPARE to implement it.

2 Develop four or five messaging points that incorporate your main message OR headline. They should be in the 15-20 second range for TV soundbites and 30 second range for print quotes. PRACTICE saying them aloud.

3 Prepare answers that are concise, informative and engaging. Do NOT include "inside baseball" terms or language most people are not familiar with.

4 Anticipate questions that will be asked...the obvious questions and negative ones as well and develop answers in advance.

5 When reporters try to pull you off topic BRIDGE back to your main messaging. Phrases like "here is what I know" OR "I believe the most important issue is this" help you pivot back to your messaging.

6 When doing TV interviews, look the part. Dress in simple, tailored clothes in solid colors. If you wear a dark colored blazer, pair it with a bright colored blouse or a tie that "pops" on camera. Simple makeup, hairstyle and jewelry work best on camera.

7 Demeanor is important. Be friendly, energetic and passionate about your topic. Never be defensive, sarcastic or lose your cool no matter how negative the question is.

8 Respond to the media quickly. Even if it is to turn down an interview request. Always return phone calls and emails from reporters as soon as possible. Reporters can deal with "no." They do not like to be in limbo.

9 Newsrooms appreciate an embargoed news release so they have a "heads up" about a future story or event and can be prepared. Remember news outlets like "news stories" not anniversaries, gimmicks, or PR stunts.

10 Post positive news stories where you are featured on your social media networks. Be aggressive! The reporters, editors, and producers pay a lot of attention to social media traction. If there is a lot, they may be more likely to cover you in the future.