

## 9 Media Tips for Interviews

This is your interview. It is an opportunity to promote your sport. You are the pilot and need to remain in control. Here are some tips to keep the interview on track, in your control.

1. **Be concise.** Less really is more when talking to the media. Be aware that nothing is truly off the record. Anything you say may appear in the media.
2. **Simple language.** Consider your audience. Use simple language they can understand. Don't talk about technical aspects of your sport. You may be misquoted, unintentionally.
3. **Know the press release.** Read the press release beforehand. Take it with you to the interview. Highlight key points. Scan the press release in the interview if you need to.
4. **Know your messages.** Know the three messages that you want to get out. In the interview, stay focused on getting those messages out.
5. **Take control.** Don't just answer their questions. Don't be lead away from the real issue. Keep coming back to the messages you want to say.
6. **Bridge opportunities.** Once you have got your main message across, seek opportunities to bring in your other key messages. This will help you to control the interview.
  - "Yes .... And in addition (talk to other key message) ...."
  - "No ..... but let me explain that (key message) ....."
  - "I can't answer that ..... but I do know (key message) ....."
7. **Minimise distractions.** Choose a location and time for the media interview where you won't be interrupted.
8. **Be polite.** Be polite, on time and respectful. Aim to connect with the journalist as this will create opportunities for future media interviews and stories.
9. **Confirm your name.** Make sure the journalist has your correct name and title (if relevant) at the end of the interview.

### Reminder:

- Prepare for the interview and know your messages
- Relax and take control, remember it's your interview
- Stay on message and come back to your messages
- Be concise and use simple language
- Aim to connect with the journalist

