

MEDIA INTERVIEWS: 8 WAYS TO NAIL 'EM

1

RESEARCH THE REPORTER/MEDIA OUTLET

2

DEVELOP 3 KEY MESSAGE POINTS

3

BRIDGE THE REPORTER'S QUESTION TO YOUR ANSWER

4

DON'T USE JARGON OR SAY "NO COMMENT"

5

PAUSE BEFORE YOU ANSWER

6

USE ANALOGIES

7

THINK POSITIVE BODY LANGUAGE

8

PRACTICE, PRACTICE, PRACTICE!