

Media Interview Information Sheet from QDP

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Media interview process

1. We will contact you with the name of the reporter/publication and ask your availability to do the interview on the given topic.
2. We will provide any questions we have from the reporter prior to the interview.
3. We will send your bio/company background information to the reporter and provide the phone number for the interview and the process.
4. We will follow up with the reporter and provide feedback after the interview
5. We will send the article when it is written.
6. Keep in mind – we cannot ask for a correction unless the information is factually incorrect. We also cannot typically request a copy of the article to review prior to print. Remember everything you say can appear in print so there are key points to remember for a good interview.

Keys to a good interview

1. Have three key positive points you want to discuss with the reporter on paper in front of you.
2. Don't say anything you wouldn't want to see in print or hear on the radio. If you say it, they can print it or air it.
3. Be POSITIVE! Don't be negative about a person, company, topic, etc. – there is no reason to be negative, only positive in an interview.
4. Keep your answers short and succinct - complete your thought in 25 to 40 words or less as you never know what sound bite media will use.
5. Be confident; remember you are the expert on your issue.
6. Listen completely to what the reporter is asking. Do not stress about getting your points out. Stick to the questions asked to keep the reporter engaged
7. Keep eye contact.
8. If you are doing a phone interview turn away from your computer. Focus only on the interview and not on anything else for the moment.
9. Keep a smile on your face it keeps your voice lighter and the reporter can hear the tone of that.
10. Don't be afraid to say "I don't know...can I get back to you on that," if you don't know the answer to something.
11. Compliment the reporter when a good question is asked, "That is an excellent question" or "I'm glad you asked that question."
12. Interview time goes very fast so get your key points out early.
13. Don't repeat or accept a negative question -- start right out with the positive side.

Radio Interview Tips

Things you need to do during your interview:

1. Make comments that reference back to your office and service.
2. Answer questions clearly - get the listeners interested in your business and service.

3. Keep a list of important topics or words handy so you can reference it when answering the host's questions. Your list should help jog your memory should you get stage fright as well as help you lead the interviewer into asking questions that help sell your product or service, without actually selling it.
4. In order to connect with your audience, you must use language familiar to them and examples that make sense in their daily lives.

TV Interview Tips

1. Make and hold eye contact. Focus on the person asking the questions and not on the camera. Don't shift your eyes all over – focus on the interviewer.
2. When sitting during an interview, sit up and lean forward slightly when you talk. Don't slump. Do not relax or let your back touch the back of your chair. You need to be "on" at all times.
3. You have just a few seconds to tell your story. Studies have found that the average TV sound bite is around seven seconds long. Practice with a stopwatch in front of your bathroom mirror.
4. Have three key messages you want to get across about your product; three key messages on how your product solves a "national problem" and three key customers or tidbits of information.
5. Brainstorm likely questions as well as worst-case-scenario questions. You know your office and have been selling it to others so you will be able to anticipate the questions – think about them and have quick, short answers prepared.
6. Stick with your key points regardless of where the interview is taking you – always revert back to your key messages – if they are good, strong points they should be able to answer any question.
7. Turn off your cell phone, no gum, mints or candy, remove coins from pockets, don't hold a pen and ask the technician to turn off the TV set by the camera so you're not tempted to see how you look during the interview.
8. Recognize that anything can happen in TV news, so be prepared and try to accommodate any unexpected changes. Flexibility on TV interviews is critical.
9. Be an active participant. Television observes everything, especially posture, energy and facial expression.
10. Remember everything you say will be heard – don't say anything you don't want people to hear, repeat or know. If you say it, it's live.