HOW TO PREPARE FOR MEDIA INTERVIEWS

- Designate spokesperson/s
- Develop key messages
- Anticipate tough questions and prepare answers
- Practice and fine tune

AVOID INTERVIEW TRAPS

- Hypothetical
- A or B dilemma or multiple choice
- Cast-iron guarantee (Example: Can you guarantee your students’ safety from now on?)
- False premise (Example: Why aren’t your trips always conducted in safe areas?)
- Leading (Example: So you’re saying that you’re not responsible for injuries that occur during your trips?)
- Irrelevant issue

COMMUNICATIONS PRIORITIES

When a crisis is imminent, always do a PANTCHEK.

You don’t want to get “caught with your pants down” in a crisis.

- Public welfare is the first priority.
- All bad news out at once.
- No blame, no speculation, no repeating of charges.
- Tell your side of the story, first and with facts, or take responsibility if you are in the wrong.
- Care and concern for affected audiences.
- High-level organization spokesperson must be accessible and responsive.
- Ensure measures are in place to decrease future risk.
- Keep separate plan for moving ahead.

COMMUNICATING THE MESSAGE

INTERVIEW DO’S

- Tell the truth and be genuine
- Listen carefully to the entire question
- Be concise
- Correct mistakes on the spot

TIP: Say what you want to say and nothing more. “Dead air” is the reporter’s problem, not yours.

INTERVIEW DON’T’S

- Don’t repeat the charge
- Don’t ramble or fill the silence
- Don’t fake an answer
- Don’t say “no comment”
- Don’t lose your cool
- Don’t forget to take off the microphone

TIP: Don’t use sarcasm. Tone rarely translates.

Michael Fineman, mfineman@finemanpr.com
Travis Taylor, ttaylor@finemanpr.com
Karmina Zafiro, kzafiro@finemanpr.com

FINEMANPR

MEDIA TRAINING

Sound Bites | Tips And Tricks | Communicating In A Crisis