

TIP SHEET:

Preparing for Great Media Interviews



STEP #1: UNDERSTAND YOUR ROLE

- Providing the youth perspective or serving as an expert
- Deliver your key messages
- Provide unique information
- Empower young people, provide tips for professionals or parents
- Promote 4-H & advocate for support

STEP #2: UNDERSTAND THE REPORTER'S ROLE

- Provide valuable story for parents and kids
- Make the story interesting
- Get the information quickly

STEP #3: WHAT TO DO BEFORE THE INTERVIEW:

- Write down your key messages
- Practice. Practice. Practice. (consider rehearsing with someone who plays the reporter)
- Plan the right wardrobe for the media forum

STEP #4: WHAT TO DO DURING AN INTERVIEW:

- Know when to stop talking
- Take a moment to think before answering
- Speak slowly and clearly - Use 15-20 second soundbites!
- Look at the reporter if you're on camera
- Sound positive and friendly
- Turn negatives into positives
- Avoid jargon and 4-H lingo
- Be comfortable with taking control - the interview wouldn't happen without you
- Assume you're always "on the record" and that the microphone is always on (don't ever say anything you wouldn't want the world to hear)

STEP #5: WHAT **NOT** TO DO DURING AN INTERVIEW:

- Be negative about people's decisions
- Be negative about certain groups, businesses, foods or drinks
- Guess if you don't know the answer - saying "I don't know" is OK!
- Repeat something you disagree with
- Feel like you have to answer EVERY question directly - you can bridge to your key messages