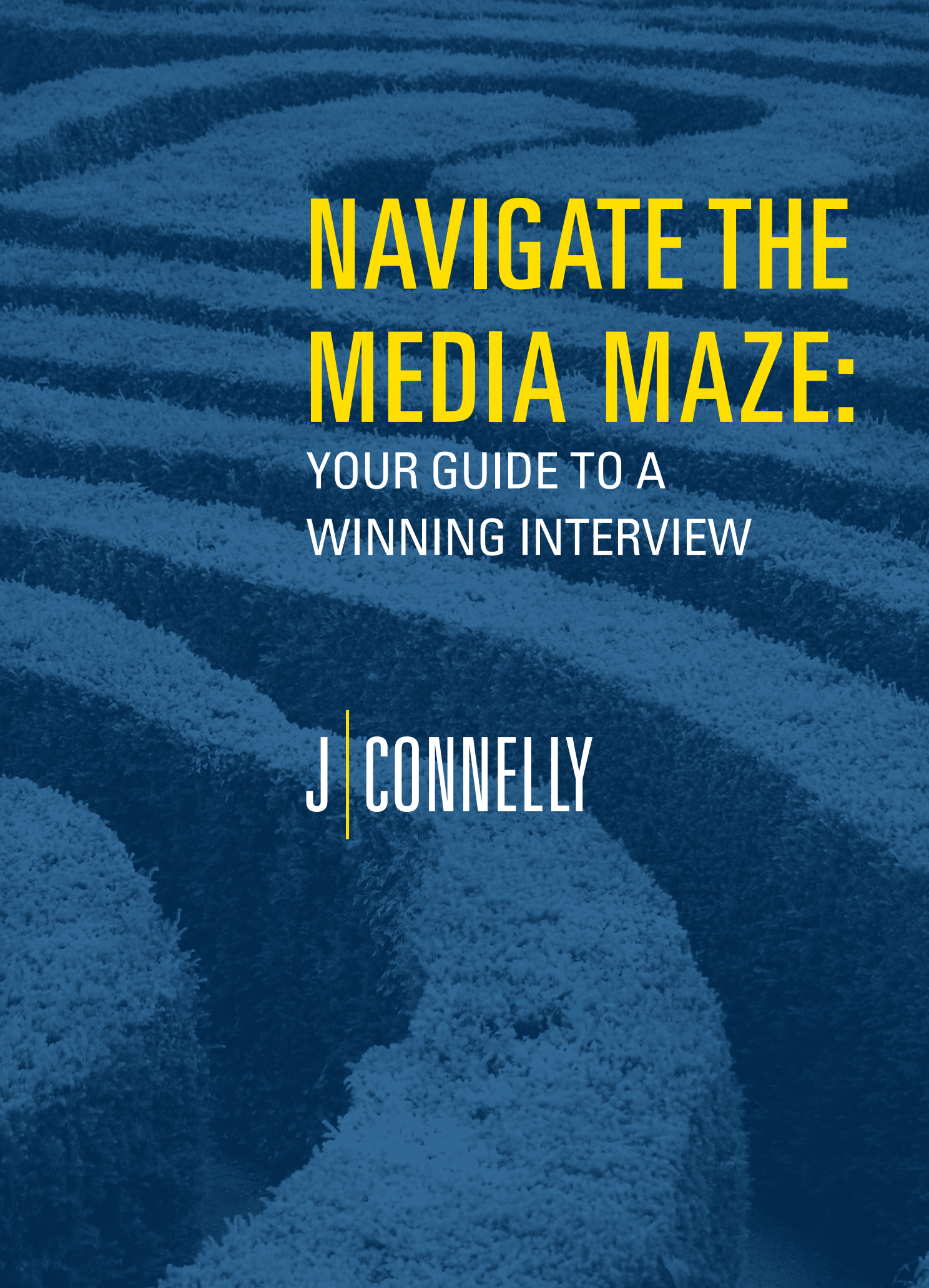




NAVIGATE THE MEDIA MAZE:

YOUR GUIDE TO A
WINNING INTERVIEW

J | CONNELLY

MASTER THE INTERVIEW

If you're an expert or the face of a company, the media has likely called on you to speak on a particular topic, a timely industry development or a new initiative. This is your chance to shine. The exposure a media interview provides is a fantastic opportunity for reaching clients and prospects. It also adds credibility if it's the right outlet. Take advantage of the opportunity, but don't go in blind.

Your objectives should be to relay your message, engage with the interviewer and represent the business. Take the time to be media-ready before you jump in. This guide will set you on the right path and arm you with practical advice to look and sound polished.

THE INTERVIEWEE'S RESPONSIBILITIES

FOUR THINGS TO KEEP IN MIND FOR YOUR INTERVIEW:

Key messages.

What story are you trying to tell? Boil it down to three sentences and include at least one in each answer.

Difficult questions.

Don't assume they won't get asked. Be prepared with succinct answers and bridging phrases to get you back to your story.

News of the day.

Most journalists are working on several stories at a time. Take a look at top headlines and be prepared to talk about what else is happening in the world—it could double your media coverage!

Time constraints.

Is traffic a mess? Weather going to slow down your commute? Will your earlier meeting definitely run over? Take a few minutes to get settled and centered before your interview is about to begin.

"How do I get asked back for a second interview?" is a common question. Think about why you offer an open position to a job candidate. They were knowledgeable, answered the hard questions, proved that they had a lot to offer and were genuine during the interview. The same applies to the media. Be seen as a go-to expert and nail the interview the first time with these tips.

BE ON TIME. Or even better—be early. The reporter is on deadline and may have other interviews lined up. If you're driving to a location, leave yourself plenty of time for traffic. Not having to rush means you can relax, collect your thoughts and review your talking points. The same goes for phone interviews. Avoid office distractions and dial in on time.

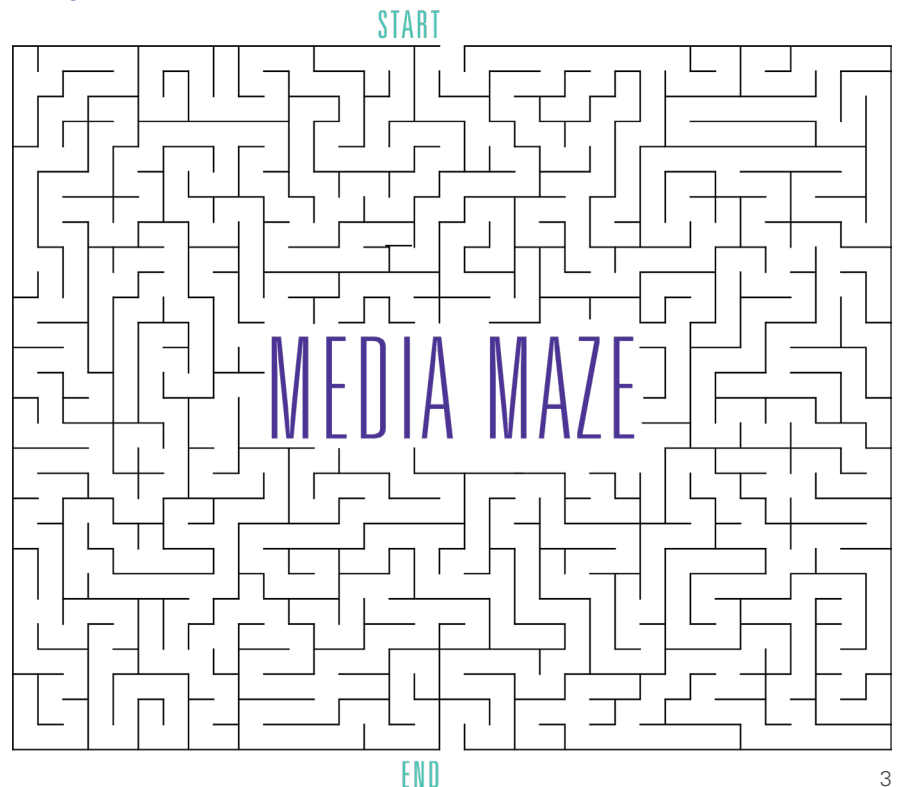
BE AUTHENTIC. Talking points are helpful, but don't recite them. Sprinkle in your own anecdotes and opinions. The interviewer will see right through you if you're trying to be anyone but yourself.

BE PREPARED. It's not easy to step in front of a camera or say the right thing to an investigative reporter. Do your homework to avoid going off message. Review your key points, read past articles and practice.

BE IN THE KNOW. Have a strong handle on the topic at hand as well as what's going on in the world around you. It's crucial to have an opinion on the news of the day. Don't be afraid to take a contrarian view. It adds value and interest to the interview.

BE SUBTLE. Leave the sales pitch to your sales team. Avoid sounding like a press release by not resorting to jargon and terms that only insiders to the business would understand as you try to stay on message.

Navigate the Media Maze



TIPS FOR A SUCCESSFUL ON-CAMERA INTERVIEW

FIVE PRESENTATION SKILLS TO MASTER:

- Know your audience and what interests them.
- Pull in your audience early with a strong attention getter.
- State your key points with clarity, focus and emphasis.
- Use short anecdotes to support your points.
- Smile and make eye contact.

Sitting in front of a camera can be a daunting experience. While TV interviews and website streams showcase expertise and thought leadership abilities, your appearance and body language should also be top of mind. Being a TV personality is not your day job, so these tips may come in handy when you find yourself sitting in the hot seat.

MAINTAIN EYE CONTACT. Look at the host during the entire interview, even when you aren't answering a question. This will ensure you come across as focused and engaged the entire time.

SMILE. A genuine smile displays confidence and shows that you're sincere. Remember to smile when you're introduced and again when your segment ends.

HAVE GOOD POSTURE. Your body language says a lot about you, so don't slouch. A media coach can show you some techniques, like what to do with your hands and how to gesture appropriately.

BE CONCISE. The best way to lose your audience is to give a long-winded answer. Stick to your main points and keep your response between 20-30 seconds.

APPLY PUBLIC SPEAKING TECHNIQUES. Nerves can get the best of us, but as the interviewee, do your best to avoid "umms," "uhhs" and other space fillers. Acronyms and other types of business speak is best left at the office.

Media Word Search

E J C Q Z M J F Z D D Q H W L Y Y T V S X H E F O W N Z L F
I V B A C A M E R A U C O M M U N I C A T I O N Y K L J Q I
U C H Z L O H M P G Y L G A I I R R B B J R G D T D G B F F
X Y Q D I U E N H R I B E D I T O R A F L N O O W I R W Q W
E A U D N H U Z O L E H T Q A U L C A F Q Q X Q O O T P F P
E V A M T O Y T D W J S T Z C R E D I B I L I T Y N P T Z Q
Q R D F E A S U P S V D S J X W J F X L U D D E D R K N L U
I J O U R N A L I S T L H X V O R I E Y G B C I E G M Z T O
X L I N V E V E E R T A R J M U W I B A P W W E M Q F C Q T
H C J T I C V S K N W Z G Z U E X P E R T R L L Y E H L I E
Q R X W E D L G E D D Q R M R L D B M D E U I I D S P S B J
U F X E W O G M W Z E W A E K I A I Y I H X R N G G O B C Y
O O R Q N T G E R E P O R T E R U N A L Z V D E T S X A F X
Y S X W U E N Q D I B V I C X B R O A D C A S T D K R A Y P
U D A H S T B E X P O S U R E P O C I Z Z A F C T T O P I C

Word List

- | | | | |
|--|------------------------------------|-------------------------------------|-----------------------------------|
| ☐ Anecdote | ☐ Editor | ☐ Journalist | ☐ Radio |
| ☐ Broadcast | ☐ Expert | ☐ Media | ☐ Reporter |
| ☐ Camera | ☐ Exposure | ☐ Press | ☐ Segment |
| ☐ Communication | ☐ Feature | ☐ Print | ☐ Story |
| ☐ Credibility | ☐ Interview | ☐ Quote | ☐ Topic |

HOW TO GET PUBLISHED

A BONUS TIP TO GET ON THE JOURNALIST'S GOOD SIDE:

Provide more information post interview. If you know of data or a white paper that supports your topic, offer to email materials. Third party research strengthens the story and is always appreciated.

Not every interview translates into a story or one that you're included in and a live or taped on-camera interview may not always make it on air. There are many reasons why that might happen and most of them are out of your control. The editor may cut content for space issues, breaking news prevented your segment from airing or the angle of the story changed. Despite these instances, there are extra things you can do during the interview to raise your chances of being quoted.

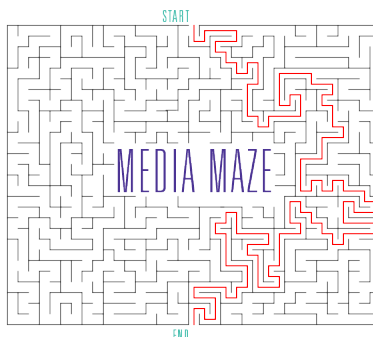
Think about the soundbite. If you offer nuggets of information that work well on their own and without a lot of context, it makes it easy for the journalist to quote you. That might include listing three key points from your conversation and adding interesting analogies and short anecdotes. While you're thinking in terms of the soundbite, don't forget that you want to be quoted about something relevant. Pick your most important ideas and communicate them a few times during the interview to drive your point home.

Conclusion

Booking the interview is half the battle. Cutting corners on the preparation process will only make you look unorganized. Take the time to be media coached and perfect your body language and speaking techniques so you come off looking professional and experienced. Talking points will help keep you on message. Preparing responses to potential questions ahead of time will allow you to provide smoother answers and may reduce the need to think on your feet for every question—especially the ones that you may not want to answer.

Above all, let your personality shine through. **YOUR KNOWLEDGE, CONFIDENT DEemeanor AND PERSONAL PERSPECTIVE ARE WHAT THE MEDIA WANTS TO SEE.** These qualities put you at the top of the list of experts that get called on for the next story.

Answers



E J C Q Z M J F Z D O O Q H W L Y Y T V S X H E F O W N Z L F
I V B A C A M E R A U C M M U N I C A T I O N Y K L J Q I
U C H Z L O H M G L G A I I R R B B J R G D T D G B F F
X Y Q D I U E N H I B E D I T O R A F L N O O W I R W Q W
E A U D N H U Z O L E H T Q A U L C A F Q Q X Q O O T P F P
E V A M T O Y I D W J S T Z C R E D I B I L I T Y N P T Z Q
Q S D F E A S U P S V D S J X W J F X L U D D E D R K N L U
I J O U R N A L S L H X V O R I E Y G B C I E G M Z T D
X L I N V E V E E R T A R J H U W I B A P W W E M Q F C Q T
H C J T I C V S K W Z G Z U E X P E R T R L L Y E H L I E
Q R X W E D L G E D D Q R M R L D B M D E N I I D S P S B J
U F X E W O G M W Z E W A E K I A Y I H X R N G G O B C Y
D D R Q N T G E R E P O R T E R U N A L Z V D E T S X A F X
Y S X W U E N Q D I B V I C X B R O A D C A S T D K R A Y P
U D A H S T B E X P O S U R E P O C I Z Z A F C T T O P I C

NOW THAT YOU KNOW HOW TO GIVE THE MEDIA A GREAT INTERVIEW...

It's time to talk to us about raising the bar on your PR strategy. Contact JConnelly Chief Engagement Officer, **CHRIS CHERRY**, to learn more.

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or call us at **973-850-7329**