THE ART OF THE INTERVIEW (WM4L)

**Module**  
Working with the Media (WM)

**Format**  
PowerPoint presentation

**Purpose**  
This presentation contributes to the module learning objectives by providing an opportunity for participants to learn key tips on preparing for an interview with the media.

**Time Required**
- 30 mins.

**Activity Description**

PowerPoint presentation with speaker notes. This presentation provides information on how to successfully give an interview to the media. Key points include preparing in advance by anticipating questions and practicing response; identifying your main message and returning to that throughout the interview; and best practices for personal delivery.

**Key Learning Concept(s)**

- Choose a spokesperson that knows your key message, is recognized as a leader/expert, is comfortable with journalists, and can commit enough time to the interview and preparation for the interview.

- Send a press kit to the reporter before your interview. The press kit should include: a cover letter, news release, fact sheet, a question and answer sheet that explains your issue, copies of other newspapers articles related to your issue, charts, visuals, photographs, background information on the expert or your organization, and a business card of the spokesperson.

- Get to know the journalist by reading, watching, and listening to him/her.

- Anticipate questions and practice responses.

- Develop 1-3 messages that are short and easy to understand.
• Assume everything you say is on record.

**Associated Exercises**

• Practicing an Interview (WM5E)

**Required Preparation**

• Effective Interviewing Techniques