

Media Interview Tips

TIPS FOR GETTING YOUR NEWS OUT THERE

- 1) Identify the assignment editor (they assign reporters to stories) and the education reporter at your local TV and/or radio station, newspaper or online media outlet.
- 2) Fax or e-mail the media advisory or news release to these contacts and invite them to your event.
- 3) Follow up with editors/reporters by telephone to ensure that they received your announcement and offer additional details about the event/news.

TIPS FOR INTERVIEW PREPARATION

- 1) Define your main points. What exactly do you want to say? Tell your story and/or why the target audience should care in a short and simple way.
- 2) Think about what you would like to read or hear about in relation to your news release (i.e., identify quotes, anecdotes and examples).
- 3) If appropriate, tell your audience and/or affected parties what action(s), if any, you want them to take (i.e., encourage children to sign up for the TD Summer Reading Club).
- 4) Think about the impression you want to leave with a reporter.
- 5) Keep conversation lively and concentrate on listening.