



Tips for a Successful Media Interview

- **Know Your Audience.** Try to speak your audience's language, keeping your message clear and simple.
- **Have a business-like approach** to the interview. Don't be a salesperson and promote your cause to the extreme.
- **Do more than just answer questions** during an interview. Lead the interviewer to the subjects you want to talk about.
- **Get three points across to your audience.** Prepare only two or three main points you want to convey to your audience. Stick to those main messages.
- **Never tell a lie.** Never mislead the press about a story. Once you've established yourself as a source of inaccurate or questionable information, your credibility is lost.
- **Avoid jargon.** Every industry or profession has its own technical language. Make it easier for the media—and your final audience—to understand you by avoiding jargon.
- **Do not answer for another organization.** For example, do not answer a question such as, "Why is another chiropractic office in town not participating in National Chiropractic Month?"
- **Do not accept everything the interviewer says.** Listen carefully to your interviewer. If they offer a statistic that is wrong, let them know. Also, do not repeat inaccurate information. A sloppy editing job can make it look like you said it.
- **Never talk "off the record."** Do not say anything you don't want published or broadcast - even in informal conversation.
- **Do not answer a question you feel you are not qualified to answer.** If you cannot offer information or opinions in an area, direct the reporter to a more appropriate source.
- **Do not offer a specific diagnosis during an interview.** It's best to offer general information during an interview. Tell the reporter that a true diagnosis deserves an exam by a doctor of chiropractic and can only be determined after reviewing the overall health of the patient.
- **Follow up with your story.** If there is a problem with incorrect information once the story is printed or aired, contact the reporter to explore the avenues for correction. Or, if the final story was well done, follow-up with a thank you note or e-mail.