

# Types of interviews

---

## All types

Even, confident pace  
– take time to pause

Breathe – you're not  
in a rush

Treat the interview as  
a conversation

Be friendly and  
personable –  
reporters are people,  
too!

Always think positively  
– it shows in all  
formats

## Television

Appearance and  
demeanor are  
important

Maintain eye contact  
with the reporter, not  
the camera

Speak clearly and  
confidently, being  
mindful not to trail off  
at the end of a  
response

Be mindful of hand  
gestures – avoid  
touching face, hair

## Radio

Speak clearly and  
confidently, being  
mindful not to trail  
off at the end of a  
response

Bring notes. The  
format allows for  
reference materials  
if preferred

## Print, Online

Have notes handy. The  
format allows for  
reference materials if  
preferred

Take notes where  
possible for any  
potential follow-up  
items (eg: request for  
imagery, interest in a  
specific topic for a  
future article)

# Dos & Don'ts

---

## DO

- Be concise – put your most important point first.
- Be friendly – a reporter is a vehicle to reach the public.
- Be honest and straightforward.
- Take control – say what you want to say, not what the reporter wants you to say.
- Stop talking when you've answered the questions or made your point.
- Repeat key points for clarity and emphasis.
- Correct your mistakes and any by the reporter.
- Say Sons of Norway often.

## DON'T

- Don't forget you are always on the record.
- If you don't know the answer to a question, say so.
- Don't repeat a reporter's buzzwords – unless they are your own and are positive.
- Don't over-answer. When you've answered the question or made your point, stop talking.
- Don't engage in hypothetical or "what if" questions.
- If you don't like the question, you don't have to respond to it directly.
- Don't trash competitors.

# Media relations response process

---

## Media inquiry

Reporter calls, newsworthy situation arises, team proactively contacts reporter

## Messaging

Learn scope of request, determine strategy and formulate messaging

## Spokesperson

Choose and select based on seniority and media experience

## Timeliness

Respond to media in an efficient and timely manner, being mindful of deadlines

## Monitor

Monitor for coverage and respond appropriately, as needed