

Conducting the interview

- Pyramids
 - Key point at the top; build with examples, stats
- Repetition
 - State key messages over and over
- Simplicity
 - Avoid complicated or overly technical jargon, acronyms; don't sell
- Brevity to stopping
 - Be brief; don't ramble – don't over answer
- Style
 - Key messages in your own words



Conducting the interview

- Question
 - “Sons of Norway is a Norwegian cultural group, right?”
- Headline
 - “Sons of Norway is a financial services and Norwegian cultural organization, so it supports its members and their communities both financially and culturally...”
- Key message, fact or stat
 - *“As a member you have access to social and cultural programs, valuable insurance products, educational activities, volunteer and philanthropic opportunities...it’s a vibrant organization, so there’s a lot to it!”*
- Story/example to bring it to life
 - “It’s really interesting to watch how members’ interact with the organization over time. I’ve seen young people absolutely passionate about their heritage, who then grow up and are extremely grateful that the same organization can help them in their financial decision-making...”



Conducting the interview

Interviewee rights:

- To know who is conducting the interview.
- To set the length of the interview.
- To select the location or format of the interview.
- To not answer every question, such as providing proprietary, confidential or financial information.
- To clearly present your point of view.
- To have someone present.
- To end the interview.
- To tape the conversation.



Conducting the interview

- Set the stage
 - Name, title, organization
 - Refocus the purpose of the interview
- Provide media
 - Concise, quotable messages
 - Facts and statistics
- Develop rapport with the reporter
- You're never "off the record"



Controlling the interview

Don't become a slave to the question asked!
Use the following examples to steer the interview.

- Bridging
 - “I don't know the answer to that question. What I do know is...”
- For Example:
 - Question: “What percentage of Sons of Norway members buy insurance products?”
 - Answer: “While I don't know a specific percentage, Sons of Norway does deliver excellent financial products that protect its members, and it also gives back a portion of that financial support to enrich and increase cultural programming and philanthropic efforts.”



Controlling the interview

- Flagging
 - “What’s important to remember, however...”
- For Example:
 - “What’s important to remember is that every member who buys an insurance product is actually putting money back into the organization, while still getting the financial security that comes with such planning. It’s an easy way for members to add to their involvement...”



Controlling the interview

- Hooking
 - “There are three things ...”
- For Example:
 - “Sons of Norway members receive three main benefits from the organization – financial support, cultural enrichment, and ongoing philanthropic opportunities ...”

