

Great Media Interviews

How to get the most from your press encounters



When talking to the press you want to be prepared. It's a great opportunity to get your message across, but unless you know what you want to say (and what the journalist wants) you will be caught out. Anyone regular interviewee will tell you: preparation is everything.

1. Understand your interviewer

Do you know their publication, their programme, their editor? What stories are covered? Do you know how journalists and their editors work? What sort of story are they looking for? The more you know, the better you can prepare. That's how our expert journalist trainers can help you get ready, so that you are on top form.

2. What exactly do you want to say?

Know your story. And say it in a way that will work best for that journalist. Help them create the perfect coverage. Give them the facts they need in the format they want.

Help your journalist create the best story by knowing what they need and how they work.

3. Bring your story to life

What does your story mean for the reader/ the viewer? How will it impact them? How do you make complex arguments hit home? Learn the techniques that the best interviewers use to create fascinating coverage.

4. Anticipate the questions

What questions can you expect? How do you handle the unexpected? Learn techniques for taking control of the interview and leading the journalist to where you want them.

5. Polish your performance

You want to look and sound the professional. Make it easy for the interviewer. On TV or radio, sound calm, confident and collected.

This means practice. The best interviewees prepare thoroughly to get their story across powerfully, whatever the journalist throws at them.

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6. Beware the mistakes others make

Common faults in press interviews include: losing control of the interview; not answering questions; giving too much detail; looking nervous, giving a half-hearted performance; reacting to speculation; letting something slip, not sounding honest. Make sure you don't make mistakes by rehearsing fully.

7. Use a checklist

To know if you are ready for your interview check that you understand how to achieve the following. Aim for 10/10

Early: Can you get your main message out early on?

Objective: What is yours? What is the journalist's?

Memorable: Have you prepared some phrases to get across?

Delivery: Are you excited, engaging, and confident?

Bridging: After any question, can you bridge to a message?

Questions: What standard questions will they ask?

Story Telling: Can you use stories to bring it to life?

Control: Can you keep it?

Appearance: Do you look honest, human, sincere and positive?

Practice: Have you practiced enough? Is it perfect?

YOUR TOTAL SCORE

/10

8. Transform Yourself

Be sure you are fully prepared. Get ready for any media interview by calling us. Learn how our team of media experts can help polish your story; test the weaknesses and fully rehearse you. Get it right first time.

Our clients include

Deutsche Bank



Investec

Miele



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