

# Media Relations 101

Key takeaways for preparing for and participating in press interviews

01

Media is a deadline driven industry. Responses to opportunities need to be timely. Our goal is to confirm within 24-hours or less.

02

You are the expert! The reason we've reached out to you/your organization is because you're the expert and can provide the most accurate details on the specific topic to media.

03

Practice! Make time before your interview to review your key messages, determine your takeaways and SAY THEM OUT LOUD.

04

Be honest. It's okay to not know an answer to a question. Talk about what you know and if you don't have the answer, let the interviewer know you'll follow up with details later.

05

An interview is a conversation. Stop talking once you've answered the question so that the interviewer can follow up with additional thoughts or questions. We're going for a balanced back and forth.

06

Repeat your organization often. Depending on the media format, your full interview may not make it to the public (they may only use a quote or two). Saying the name of the organization or event often builds recognition with the audience.