

# make your point

## **Bridging Phrases**

“The real issue is...”

“Let me add...”

“It’s important to emphasize...”

“The most important point to remember is...”

“Another question I’m often asked...”

“That deals with one aspect of a larger issue...”

“Yes, and in addition to that...”

“It’s too early to talk to you about that, but what I do know is...”

“Let me put this into perspective...”

“I’m glad you asked me that; people have that misconception, but the truth is...”

“Here’s what we did and what we’re going to do about it...”

# before you start

## **Questions for Reporters**

Reporter’s name, media outlet?

Phone, email?

Story topic/angle?

How much time needed for interview?

Will there be a photographer?

May I provide visuals?

Reporter’s deadline?

Live or taped interview?

Satellite remote or other location?

How long is article/broadcast?

Audience call-ins or emails?

If other guests/interviews, who are they?

Have you spoken with university media relations?

# media interview tips

## **university marketing and communications**

media relations  
216.368.4440  
case.edu/umc



# prepare

## Questions for Media Relations

- Does this outlet have a bias?
- How knowledgeable is the reporter?
- Has the reporter done anything else on topic?
- Is the reporter friendly/antagonistic?
- On/off record?
- My main messages?
- Examples, stories, anecdotes to support messages?
- Sharp, crisp sound bites?
- Most difficult questions and responses?
- Update on related hot issues?
- Bios, fact sheets and articles available?

# make the most of your media interview

## Do

- Tell the truth
- Tell it first
- Tell it all
- Correct misinformation immediately
- Speak in sound bites
- Repeat key messages
- Be concise and clear
- Dress the part; project a cool, clean-cut professional image
- Stay on message
- Give examples
- Tell stories
- Remember: You are always potentially on camera, even if someone else is talking

## Don't

- Never speak to media unprepared
- Never respond to questions based on unfamiliar facts
- Do not say "no comment"
- Do not speculate
- Do not be afraid to admit you don't have an answer but offer to get back to the reporter
- Avoid repeating negative phrases
- Do not place blame
- Never lose your temper
- Do not be rushed into answering
- Avoid jargon
- Do not bore people
- Do not look into the camera; look at whomever is talking