

Tips for being interviewed

1. Plan what you want to say before the interview. Write down one or two key messages and practice saying them.
2. An interview is not a conversation. While journalists will ask you a range of questions, it is unlikely that their question will be broadcast in the news item. Remember the message you want to get across, and make sure your responses stick to that message. Repeat your message.
3. Journalists are interested in the consequences of your story, not the detail of your science. It can be helpful to use the problem/solution/outcome formula: "This is the problem/situation faced. We came up with/hope to come up with this solution, and the outcome is/will be this."

For example:

"There has been a large demand for assistance with fencing. We are in the process of engaging community groups to increase the response capacity. This process will take a few days but then we will be in a much better position to meet demand."

4. Don't assume the journalist has any prior knowledge of your story.
5. Don't answer questions that you are not qualified to answer. In such a situation say *"I am not the person who can answer that question but what I can tell you is.....(the point you are trying to get across)....."*
6. Always look at the interviewer, not into the camera.
7. Use simple language and avoid jargon and acronyms.
8. Take your time to think about what you are going to say before you reply.
9. Show your enthusiasm and always be positive.

* *Keep a note of the interviewer's name and their organisation.*

* *For print interviews, offer background material.*