



# SAN DIEGO STATE UNIVERSITY

SDSU Marketing & Communications

## Tips & Tricks for Working with the Media

### Approaching an Interview

- Purpose: What do you want to get across?
- Audience Perspective: What is the (perceived) other side of the story?
- Confidence: You are the expert
- Clarity: Be concise and to the point
- Engagement: How will you tell the story (anecdotes? Examples?)
- Experience: You will get better every time you do it.

### Be Prepared

- Know the Purpose of the interview
- Know the Format of the interview
- Define Your Objectives; Develop three-four key messages
- Contact SDSU media relations team for assistance

### Interview Tips & Tricks

- Nothing is ever “off record”
- Make small talk to calm nerves, practice key messages
- Be brief and communicate key points early and often
- It’s o.k. to say “I don’t know” – Never guess
- Avoid technical terms, jargon & acronyms (Keep it simple)
- Be human
- Be prepared for last question: “Is there anything else you want to add?”
- Don’t play into negative questions, hypotheticals. Bridge back to positive, key messages:
  - I can’t speak to this specific incident but what I can tell you is >> KEY MESSAGE
  - That speaks to a bigger point >> KEY MESSAGE
  - A really important thing to know is >> KEY MESSAGE
  - The one thing I want you to know is >> KEY MESSAGE
- Multiple part questions: Only answer part you are comfortable with