

GRU Media Interview Preparation Guide

Spokesperson Information

Name: _____

Title: _____

Phone: _____

Mobile: _____

Email: _____

Briefing Information

Interview Date: _____

Time: _____

Location: _____

Publication: _____

Reporter Name: _____

Mobile: _____

Email: _____

Interview Type

In-person

Phone

Studio

Interview Topic

All interviews require an escort by a member of the GRU Media Relations Staff.
Before scheduling a time to meet with the media, contact your college's communications liaison
or a member of the GRU Media Relations team to arrange an escort.



**Georgia Regents University
Media Relations**

gru.edu/media • 706-721-3893

Interview Preparation

Are you comfortable talking about this topic?

If you were to write the article, what would the headline be?

What are three key messages you want to convey?

- 1)
- 2)
- 3)

What data or facts can you use to support these messages?

What sound bites or colorful quotes and stories can you share?

Is there a call to action – what do we want people to understand/believe/do?

Are there any sensitive or tough questions that might arise?

Are there any off-limits questions you cannot comment on?

Background and Insight

Have you met or been interviewed by this reporter before? If so, what was your experience? Was the outcome positive, negative, or neutral?

Have you been interviewed by this publication before? If so, what was your experience? Was the outcome positive, negative, or neutral?

Any other history – good or bad – to consider?

Miscellaneous Information

Do you have a current bio or headshot to share?

Are there Web links or social media sites you'd like to promote during your interview?

If you have additional questions, contact your representative in the GRU Media Relations office prior to your interview.

Interview Techniques

Step One: Frame the story you want to tell

- Let me begin by stating ...
- Let me put this in perspective ...
- Let me back up by saying ...

Step Two: Move from the question asked to the story you want to tell

- The real issue is ...
- What I can tell you is ...

Step Three: Call attention to the points you want people to remember

- The most important thing here is ...
- The single thing you need to remember is ...
- The bottom line is ...

Step Four: Expand the context of the interview, if necessary

- The bigger issue is ...
- Let me expand by saying ...
- In order to understand X, you must first understand Y

Step Five: Summarize

- The bottom line is ...
- I want to leave you with one final thought ...

Quick Tips

- Use layman's terms
- Lose the jargon
- Don't assume prior knowledge on the reporter's part
- Avoid using "no comment"
- Nothing is "off the record"

Don't Expect ...

- To receive a list of questions prior to the interview
- To approve the reporter's story ahead of time

