

Press interviews



Being interviewed by the press is a fantastic opportunity to publicise your organisation. Unlike press releases, interviews give you the opportunity to provide readers or listeners with information directly and to present yourself as an authority on the subject you are talking about. However, like any interview, they can be a nerve-wracking experience and it is very important that you prepare in order to make the most of them.

Top tips for interviews

Talk to the journalist – most journalists will be happy to give you an outline of the types of subjects you will be asked about and what they are trying to achieve from the interview. It is less likely that you will get a list of questions as what you are asked will to some extent depend on what you say.

Get your answers ready – once you know roughly what you will be asked, start putting together some of the key information that you want to get across. You may find it useful to prepare a sheet to have with you at the interview that contains some of the key points that you wish to include.

Be memorable – including some interesting statistics, quotes or ‘sound-bites’ will make your answers more interesting and memorable.

E.g. in an interview about volunteering: *“there are currently 13,500 volunteers in Solihull – a fantastic number – but we need more people to sign-up as demand for support from voluntary organisations is growing rapidly at the moment as people struggle to cope with the effects of the recession”*.

Practice – rehearse what it is you would like to say. Obviously, the questions you are asked will steer you in a certain direction, but by practicing responses to questions you anticipate being asked you will be able to come across more clearly and coherently on the day.

Ask for more time – if you are approached for an interview that the journalist wants to conduct there and then, don’t be afraid to ask if it can be put back so you have time to prepare. Most journalists will want to get the best interview out of you.

Relax – easier said than done, but take a few deep breaths, relax and go into the interview calm, collected and confident.



Remember!

Make sure you have prepared:

- **Questions** – what you will be asked
- **Answers** – what your responses will be
- **Key points** – what it is you definitely want to say

