

Interview Do's and Don'ts

DO:

- Have 3 positive message points
- Get message points in before the interview ends
- Project command of material
- Have a friendly, open face
- Know format of program, style of publication, reporter
- Use hand gestures
- Stand up during telephone interview
- Accept live interviews – you can't be edited
- Use stories, anecdotes to put a picture in people's minds

Don't

- Answer hypothetical, irrelevant questions...bridge to message points
- Say "no comment"
- Ever go off of the record
- Say anything you don't want seen in print or on a broadcast
- Try to fake an answer
- Repeat the negative
- Be boring
- Get angry

Do Use Bridges

- The most important thing about this is....
- The real issue is...
- In fact...
- What is even more important is...
- What a lot of reporters miss...
- Let me put this in perspective...
- Another question I am often asked is...

Answering Questions

- On air, do not answer personal health questions
- Refer the reporter to their personal pharmacist
- Don't grade questions
- Don't guess, if you don't know, say so and ask for time to research the answer
- Concentrate on the questioner
- Listen for content and intent
- Keep answers short
- Avoid answering questions with terms like, "obviously"
- Try not to give a single answer to a 2 part question; can be confusing to the reporter and audience

Adapted from: Pharmacy and the Media, By Jan Engle, Pharm.D.