



Make it Yours

Media interviews

Interviews can be a bit daunting and the best advice we have is, if you've been asked to do an interview, **be prepared** and have your **messages very clear** in your head before you take part. Think about the **who, why, what, where and when** from your press release (if you have issued one).

Here are our **FIVE TOP TIPS** for good interviews:

1. It's so important, we'll say it again – prepare as much as possible in advance.
2. No acronyms or jargon!
3. Take it slow – keep answers relevant and brief and, unless the interview is 'live' you can ask to stop and re-take at any time.
4. Try to remember you are talking to people at home or in their cars – not the media!
5. Image is important. Dress appropriately for the interview. For example, if you're promoting a project or outdoor event, dress for the outdoors and not in your best Sunday suit!