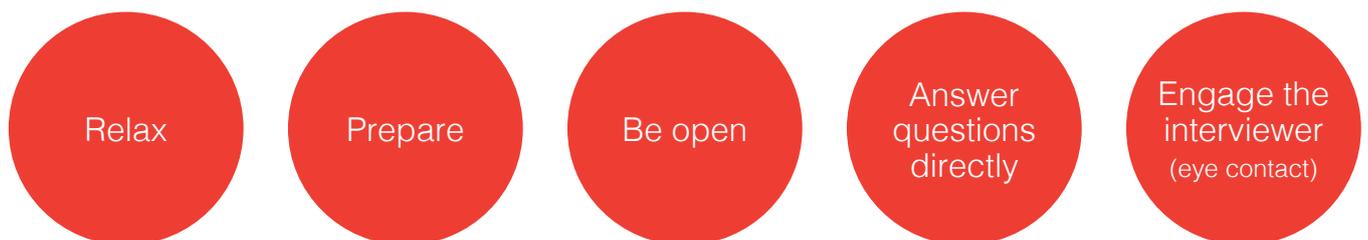


DHA's top tips for media interviews

- **Prepare well.** Preparation is vital in communications. Think about your arguments, your language and your presentation. Have key statistics and evidence to hand. Don't however prepare a script that you will read as your response will sound stilted. Try to make your answers sound as natural as possible
- **Ensure a strong start** by getting your proposition statement right. This means being clear about the problem you are addressing, the solution to it, and the impact of either the problem or the solution
- **Be clear.** Aim for clarity. Language must always be relevant to its audience, concise and accurate. Don't over-elaborate, deal with facts of which you are unsure, or get lost in the detail
- **Banish jargon.** Jargon is the enemy of good communications. It is an exclusive language that turns people off and makes you look detached. Think about the jargon you use – and make an effort to explain things in language that everyone understands
- **Be proactive.** Being on the front foot gives you more control. Try to tackle potentially difficult issues early on to avoid a difficult situation later
- **Tackle negatives firmly.** Inaccuracies must be challenged as they can become accepted truths. Where things are not working it is important to show determination to tackle them
- **Remember your key messages.** Think about where and how you can use your key messages. Find examples to articulate your messages and press them home
- **Answer the question.** You should try to get your key messages across when you can but not at the expense of answering the question directly. If you ignore the question, you will irritate the interviewer and more importantly the audience
- **Be people focused.** Put people's concerns at the centre of what you say, and how you say it.

Remember the following five points before the sound or video tapes roll:



We welcome feedback on any of our guides and would be grateful if you mention us when using or copying any part of this guide.

DHA offer services in media training, media strategy and generating media coverage, for more information telephone **0207 793 4035** or **0151 709 0505** or email **info@dhacommunications.co.uk**

www.dhacommunications.co.uk