

Conducting Media Interviews

Conducting media interviews is one of the **best ways to communicate** AFGE's message to your members and the general public.

Why Talk to the Press?

- Employees will see you're out there fighting on their behalf.
- Residents will learn about your issue and maybe even take action.
- Plus, it's FREE ADVERTISING!

How to Get Your Message Across:

- Reporters will call you to get your reaction to breaking news impacting your members.
- If you have an issue to promote, learn who covers what topics in your area and contact the reporter yourself.
- Once you've got one successful interview under your belt, it will be easier to reach out to the reporter in the future.



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Top 10 Tips to a Successful Interview

1. **Know your topic.** Understand both the issue and AFGE's position before being interviewed.
2. **Boil it down.** Be able to make your main point in less than a minute.
3. **Use examples.** Back up your main point with research or statistics.
4. **Prepare mentally.** If a reporter calls you for comment, take five or 10 minutes to prepare your thoughts before calling back.
5. **Have a conversation.** Keep your delivery informal, and don't read off notes!
6. **Don't wing it.** If you don't understand a question, ask the reporter to repeat or clarify.
7. **Keep your cool.** Remember to breathe, to talk slowly, and to take your time when answering.
8. **Know how not to answer.** If you're asked a question you don't want to answer, acknowledge the question then provide the answer you're able to give.
9. **Reinforce the message.** At the end of the interview, restate your talking points.
10. **Have fun.** Make a personal connection with the reporter and remember to smile.



For more info visit: www.afge.org/commstraining

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