

Tips

Preparing for an Interview

- Organize your information. Write important points on note cards.
- Prepare to make simple, direct, easy-to-understand statements to fit questions you may be asked.
- If you don't have the answer to a question, be honest with the reporter and say you don't know the answer but you will get back to them as soon as possible.
- After the event, stay available. Encourage the media to contact you with follow-up questions.