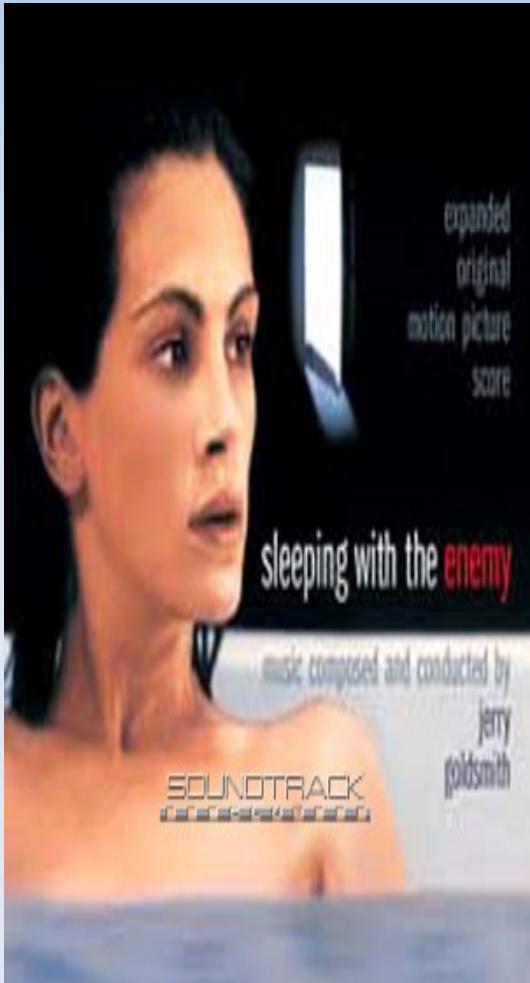


How to meet the press ?



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Prepare the press talk / interview



- The medium
- The programme/page/slot
- The format and length
- The context
- Other informants?
- My role (it's a guess)?
- Consult press department (and postpone?)

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Be prepared



- **Know your field (of course: you do)!**
- **What is your main message?**
- **How can you explain it simply**
- **Find a catchy story to tell!**

- **Do NOT prepare a written statement!**

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The Pre Interview Talk (his side)



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- **Establish Relationship**
- **Check her out: What will the interview be especially good for?**
- **Get info for posing questions**



The Pre Interview Talk (her side)



- Gain sympathy
- Try avoiding misconceptions on his part
- Brief him in shortly on background



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The Interview



- **Tell stories with verbs**
- **Use short sentences**
- **One conclusion / information per sentence.**
- **Put it simply**
- **Be clear and authentic – be yourself!**
- **Be personal, say „I“ (if not inappropriate)**

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The Post Interview Talk



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- Offer further help and information
- Clarify unclear statements
- Show why you are a good media contact for other purposes



Thank you!

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