



**SANFORD
UNDERGROUND
RESEARCH
FACILITY**

Media Training

Adapted from "The Ultimate Media Interview Checklist," from Udemy and Elena Verlee, creator of PR in Your Pajamas.

Sources: <http://www.statisticbrain.com/fear-of-public-speaking-statistics> and http://www.orau.gov/cdcynergy/erc/content/activeinformation/resources/Covello_bridging.pdf

Courtesy of SDSU Marketing and Communications Dept.

Ann Metli

Director of Communications

Over 30 years in Communications and Marketing

- Financial and Bank Marketing Vice President.
- Girl Scouts – Dakota Horizons Chief Communication & Strategy Officer
- Community Leader
- New to the Black Hills



Mike Ray





Media Relations Manager

Over 30 years in Journalism and Communications

- 24 years as a Public Radio journalist.
- South Dakota Mines Geology graduate
- 7 years in communications with Mines
- Grew up in the Black Hills



Before the Interview

<p>1 Clarify the topic</p> 	<p>2 Is the interview: on-camera, in-person or by phone?</p> 
<p>3 Are you the right spokesperson?</p> 	<p>4 Research your company and competitor news.</p> 
<p>5 Get familiar with key trends.</p> 	<p>6 Develop FAQs and answer "What do you do?" in a way your grandmother could understand.</p> 
<p>7 Prepare for tough questions.</p> 	<p>8 Confirm location, time and date – Don't miss the interview!</p> 

Before the Interview



“Research the person interviewing you and find mutual points of connection. Ask about their main goal for the interview to let them know how serious you are about making this the best interview possible.”

—Lewis Howes

School of Greatness Podcaster and contributor to Forbes and Entrepreneur Magazine

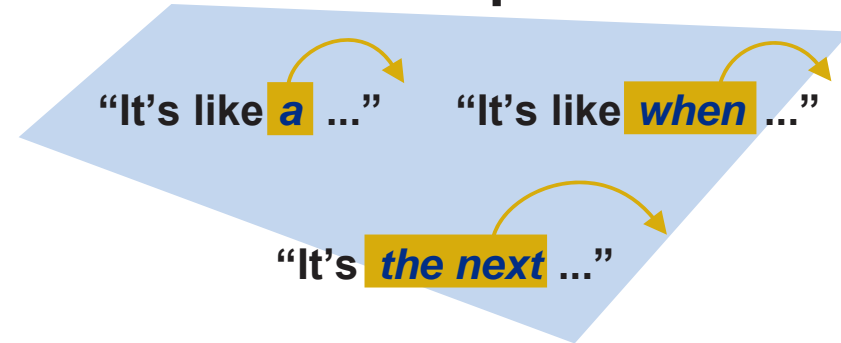
Know Your Key Message

10 Identify 3 to 5



key messages

11 Use analogies whenever possible



12 Have statistics at hand

Size of the overall market you're in.



Slice of the market you're going after.



Target audience demographics



What influences your target audience.



Trends or give color to your story.



13

Practice, practice, practice!



Know Your Key Message



“I use a couple of words for my key points so they trigger the factoid or piece of information and don’t come out sounding contrived or rehearsed. The last thing you want is to sound like you’re reading a press release.”

—Lizzie Bermudez

Emmy-award-winning TV host, online video creator and contributor to Pop Sugar and ABC-TV Bay Area Life

During the Interview


15 Eliminate distractions: Turn off phones, remove change from pockets

17 Body language: Speak slowly, smile more, make eye contact
If it's an on-camera interview
Look at the reporter.

16 Embrace silence: Deliver your answer to each question, then stop talking

18 Short is sweet: Don't talk for more than a minute—ideally less—without a break

19 If you cannot answer a question, use a bridging statement to get back to your messages



"I cannot speculate on that..."
"That may be true, but..."
"I see your point..."

"...and what's important to know is..."
"...and what this all means is..."
"...if we take a look at the bigger picture..."

During the Interview

20 Control the interview:

- **Talk about what you know.** Don't let an interviewer lead you outside your area of expertise.
- **Don't speculate:** Stick with facts.
- **Finish your answers.** Don't let an interviewer interrupt you.
- **Don't offer personal opinions.** Remember, you represent SURF and SDSTA.
- **If you don't know the answer, say so.** You can offer to get back to an interviewer with additional information later.
- **Don't respond to questions based on unknown sources.**
- **Don't ever respond with "No comment."** That can imply you are evading an issue or have something to hide.
- **Don't discuss people or organizations other than your own.** Return to or repeat your messages to regain control.
- **Do not lose your temper, attempt to argue or get into a fight with anyone in the media.**
YOU CANNOT WIN.

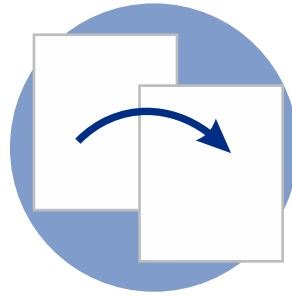
After the Interview

26 Send a thank you note with any clarifications

*“This may not have come across today...
I may have missed telling you about...”
“It might be of interest that...”*

Thank You!

27 Get a copy of the published article (or video, podcast, etc.)



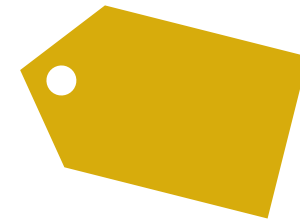
28 Never complain. Things change or get cut as the story takes shape.



29 Ask for corrections to any factual errors or misinformation



30 Share it on social media and tag/thank the interviewer.



After the Interview



“Never ask if you can review the entire article or edit the article being written about you before publication. That’s unethical.”

—Jennifer Jolly

*Consumer technology journalist for The New York Times
USA Today and the Today Show*



Contact us for questions!

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SANFORD UNDERGROUND RESEARCH FACILITY

The Institute at SURF

Neutrino Day

SURF Visitor Center