Successfully Managing Media Requests
OH NO!
A reporter wants to talk to me

KEEP CALM
AND
THINK BEFORE YOU SPEAK
Prepping for the interview

#1 Get as much info as possible
Ask for the reporter’s deadline
Prepping for the interview

#2 Put your talking points together

Practice!
Practice!
Practice!
Prepping for the interview

#3 Consider the media outlet and the reporter once on-site – chat them up
Once the interview begins

- Take a deep breath, relax, and focus.
- Use normal, simple speech. Avoid vague statements.
- Stay positive and enthusiastic.
- Make eye contact.
- Repeat the question in your answer.
- Offer important information on your own.
Once the interview begins

- Don’t be intimidated by silence.
- If you get off message, bring it back to your key points.
- Don’t answer hypothetical questions.
- Be polite and helpful, despite their behavior.
- It’s okay to not know the answer.
- Nothing is off the record.
Following the interview

- Give them your contact info.
- Ask when the story will run.
- Follow up with promised information.
- Complete a media contact report.
The anatomy of a great interview
HELP!
The story didn’t turn out like I wanted.

- You can’t control what runs.
- Headlines and teasers are meant to attract the audience.
- Consider the risk for the agency.
- I’m here to help!
WE ALL LEARN FROM OUR MISTAKES AND OTHERS' MISFORTUNE.

Cathy Haynes
Helpful resources

Andrea Henry - 515-239-1730 or cell 515-203-1734

For traditional media help – DOT-Newsgroup@iowadot.us
For social media help – DOT-Socialmedia@iowadot.us