You're in the news. Actually, you are the news. Now what?

11 Actions to Prepare for Media Interviews

Despite the omnipresent social commentary of today, media interviews on business issues, new product releases, strategy and other news coverage is vital.

Today, all news is global, seen by all instantly and retrievable from the palm of your hand 24/7.

To prepare for media interviews, The Torrenzano Group has prepared a list of actions every executive should take before a interview.

1. Research and understand "all sides" of the issue you will be discussing.

2. Research recent news coverage on the issue from the media organization conducting the interview, as well as background on the specific journalist … including bio, recent articles, blogs, social posts, etc.

   Sometimes it's little connections that can improve rapport.

3. Compile and review all major news stories about the issue posted in the last 120 days and compare coverage, leanings or opinions to those of the specific media organization and journalist conducting the interview. That's exactly the research journalists do about the subject and you before an interview!

4. Assess if you are the best person in your organization to be interviewed on this topic … and how your view differentiates from others covered in the news commenting on the issue.

5. Create two to three key messaging on the issue for the interview – no more.

6. Identify and write top ten most likely questions and answers ... incorporate key messaging in answers.

7. Rehearse, rehearse and rehearse again with a colleague or trusted advisor serving as interviewer. Rework answers as needed based on rehearsal … remembering to always incorporate your key message points in responses.

8. Define interview ground rules with the reporter before the interview – on-the-record, off-the-record, or background only, etc. and understand the differences and what these terms mean.

    - *On-the-record* – everything in the conversation can be used and attributed to you by name, company and job title.
    - *Off-the-record* – theoretically, information you share with a reporter cannot be used in any way. Big but … remember, nothing is truly "off-the-record." Very few things said in public are. Don't say anything you don't feel comfortable seeing posted or broadcast.
    - *On background* – reporter can use information you provide but cannot name or quote you directly. That's different than "off-the-record."

9. In advance of interview, provide the reporter pertinent information about you – bio, photo, links to bylined articles, comments in other news stories or video interviews discussing this issue.

10. Participate in media training for TV, radio or virtual interviews – as skills differ from online or telephone or in-person discussions.

11. Dress appropriately for in-person or virtual interviews.

On-the-firing-line, the hands-on media experience of Torrenzano executives sets the firm apart.

For nearly a decade, the firm's chief executive was chief spokesman and on th for New York Stock Exchange management committee during market crashes, meltdowns, bomb threats and an array of Wall Street scandals.

With Torrenzano's comprehensive media training program, executives 15 minutes of fame won't become their 15 minutes of shame.

Officials learn to deliver messages and take control of interviews, whether at a news conference, in the hot seat of a TV interview, a desk-side briefing or battling through a crisis.

For more information or to speak with us about media training, reputation management or high-stakes issues contact:

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The Torrenzano Group *helps organizations take control of how they are perceived™.*

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