



TOP TEN TIPS FOR MEDIA TRAINING

1. Stay focused on the main audience for your interview e.g. is it for public broadcast or a specialist journal?
2. Talk naturally! Don't work from a prepared script if you can help it. This makes you less engaging.
3. Examples bring a subject alive. Decide beforehand which details are confidential and which can be used.
4. Is there something in particular you need to make sure you DON'T say? It's a good idea to rehearse a form of words out loud for tricky subject areas.
5. Beware that a journalist may tackle a tricky subject from different angles later in the interview. They may also repeat the same question several times.
6. DON'T talk down to your interviewer or audience, but DO avoid too many technical terms and references, especially abbreviations.
7. Have a form of words you can use to avoid further probing if you are unhappy to answer personal questions.
8. Tackle statistics or contributor comments thrown at you, of which you had been unaware, with caution. Don't be pressured into fiction! Pre-empt any reply with a disclaimer. You may want to offer to find out more about a situation, statistic or comment if you feel it would be beneficial but you must follow this through.
9. A thorough journalist will ask you to convert percentage figures into real numbers. Even if you don't want to give them, make sure you know your stats.
10. Never assume that an 'off the record' understanding will be honoured. You need to trust the individual journalist, or be confident that their employer will honour this code, before relying on it.

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