Interview Tips:
Getting Your Message Across
Being prepared:
the key to a good interview

• Get copies of the publications, watch the TV stations doing the interview

• Daily papers, weekly papers, monthly magazines

• See the types of questions they ask
Choosing a spokesperson

- Have someone who is comfortable talking to the media (doesn’t have to be the club president)

- Be the expert; know your basic facts (about your club, the event)
  - “How old is the club?”
  - “How long have you been doing this event?”
  - Positive benefits of the event/program for kids (how many kids will benefit)

- Kiwanis International facts (go to Kiwanis.org) such as:
  - Kiwanis is a global organization of volunteers
  - There are more than 7,000 clubs worldwide
  - Kiwanis clubs focus on the needs of children

- Practice what you are going to say; relax and eliminate the ‘uhs,’ ‘you knows.’ You can pause—there is nothing wrong with a couple of seconds of silence.

- Remember your key messages; What you want audience to remember/media to repeat
  - Should be your first and last point
  - Simple, quotable quotes
  - Jargon-free
  - Informative but light on data
• Have Kiwanis branding in the background

• Banners; very important for photo background. Keeps club name in people’s mind

• If at all possible, have kids there
What to wear

- Dress appropriately
- Logo wear at a project
- Jacket for in-studio
- Look at the reporter—not the camera and SMILE
- For radio: Bring your notes
- ALWAYS THANK THE REPORTER (not for ‘helping’)
Conclusion

- Knowing your subject
- Practicing what you will say
- Proper branding

= A successful interview!

This info is in the PR Tips & Tools booklet and you can find it online at https://www.kiwanis.org/docs/default-source/training/kiwanis-brand-campaign/pr-tips-tools