



# Interview Tips: Getting Your Message Across

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# 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)*
  - *Kiwaniis International facts (go to [Kiwaniis.org](http://Kiwaniis.org)) such as:*
    - *Kiwaniis is a global organization of volunteers*
    - *There are more than 7,000 clubs worldwide*
    - *Kiwaniis 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*



# Visuals matter



- 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>