



# Media Interviews: 10 Tips

October 10, 2014

# Today's Goals

- Understand the media
- Understand your role in an interview
- Learn how to prepare
- Increase confidence and comfort
- Pick up 10 easy-to-use tips
- Fear no question

# Why Grant an Interview?

1. To get **YOUR** messages out—not the reporter's.
2. Because **EVERY** interview is a marvelous opportunity.

# The Power of Preparation

- Know the audience
- What kind of a reporter is he/she?
  - Past articles
  - Types of questions
- What is the story angle?
- Why me?
- Who else will be interviewed?

# Why Do You Need Messages?

- Consumers are inundated.
- People have short memories.
- You know too much...

# Getting Your Message Right

- What 3-4 points do you want to make?
- How can you support them?
  - With your head ...
  - From the heart ...
- Are they understandable, true and interesting?

# Interviewee's Rights

- You have the right to know:
  - Topic, participants and format
  - If the interview will be live or taped
- You do not have the right to:
  - See the questions in advance
  - Expect your view to be the only one presented
  - Count on the reporter asking the “right” questions
  - Review the story or approve quotes

# Block. And Bridge.

- Your job
  - Talk about what you want to talk about.
    - Answer the question and bridge to the issue you want to discuss.
- Useful phrases
  - The real issue is...
  - The things to remember are...
  - The most important thing is...
  - That's why your listeners need to know...



# Messages to Move

- Get covered and stay covered.
- Regardless if you have coverage, go online and shop.
- We are here to help you get enrolled and stay enrolled.

# Getting Ready: 10 Tips

1. Be prepared.
2. Determine your messages in advance.
3. Keep it brief.
4. Keep it simple.
5. Practice.
6. Bridge to your messages.
7. Flag key points.
8. Summarize.
9. Stick to what you know.
10. Don't fear silence.

# Resources

- **Issue Brief: Using Volunteers in Navigator and Assister Programs: Doing More with Less**
- **Webinar: Cutting through the Static: Media Tips for Assisters to Get Your Message Heard**
- **Fact Sheet: What to Do after You Buy Health Insurance in the Marketplace**

**Where do you find these resources and more?**

<http://familiesusa.org/initiatives/enrollment-assister-resource-center>



# The Power of Stories

Why your story matters? | About Families USA

## MY COVERAGE STORY:

Millions of Americans are enrolling in new health care coverage starting in October.

[www.mycoveragestory.org](http://www.mycoveragestory.org)

FILL OUT THIS BRIEF FORM >

**TELL US YOUR STORY**

< WE HAVE JUST A FEW QUESTIONS

Sharing stories of people who have enrolled is a powerful way to

- 1 encourage more people to enroll
- 2 show in a concrete way how this program is changing people's lives

# Questions?

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