



# MEDIA ETIQUETTE & INTERVIEW TIPS

Part of telling the **HOPE** story is working with media. And each of us has a story to tell. You have a **COMMS** team that is trained in media relations and is here to help.



## IF MEDIA REACHES OUT TO YOU DIRECTLY...

If a media outlet reaches out, respond immediately. Time is always of the essence. Be courteous and send them directly to Karen Lee or Erin McCloskey to quickly accommodate their request.

**Karen Lee**

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(703) 919-8642

**Erin McCloskey**

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(336) 207-5222

We aren't always able to accommodate every media request, but we can always be helpful and polite. The media outlet will remember the ease of working with Hope For The Warriors and will reach out again for future requests.



## WHY IT'S IMPORTANT FOR COMMS TO HANDLE ALL MEDIA REQUESTS...

1. It's their job. And it allows you to focus on your specialty.
2. We can ensure our message is consistent and provide all resources the media needs.
3. It helps COMMS establish relationships with media for future opportunities.



## IF COMMS CONTACTS YOU WITH A MEDIA REQUEST...

If a member of the COMMS team reaches out with a media request, they will always share the reporter's deadline for interview/information needed. Please be respectful and as accommodating as possible of these timelines. Reporters often work on tight, sometimes daily, deadlines and we need to be able to assist as best as possible or the opportunity will be gone.





## **MEDIA ETIQUETTE & INTERVIEW TIPS**

### **12 TIPS FOR A SUCCESSFUL INTERVIEW**

1. Always thank the reporter, photographer, etc., at the start and end of an interview. This doesn't have to be during the actual interview.
2. Make your key messages short and concise and practice them prior to the interview.
3. Do not memorize exactly what you are going to say. It's too easy to get flustered trying to recall word-for-word. Recall the message in your own words.
4. Work the key messages into your interview wherever possible and as many times as you can.
5. Pick one key contact method to send people to and repeat it often. HOPE staff should use the website: [hopeforthewarriors.org](http://hopeforthewarriors.org).
6. For websites no need to say "W-W-W" just say "hope-for-the-warriors-dot-org."
7. A good reporter/host will ask you questions that bring out more than just a "yes" or "no" answer. If they don't do this, feel free to elaborate to get key messages across but stop when you're done and let the reporter/host take back over.
8. Don't use military jargon unless your speaking with a military outlet or reporter whose audience is largely military based.
9. When you've made your point, stop talking. Do not feel the need to fill the silence. The reporter may be logging your answers or preparing for the next question.
10. If you're asked a question and you don't know an answer, don't attempt to answer it. Tell the reporter you're not sure but will find out and get back to them before their deadline.
11. Everything you say is always "on the record" during an interview, so remember to be professional at all times.
12. Never be contentious or argumentative. We are here to spread HOPE.



### **TIPS FOR A SUCCESSFUL TV INTERVIEW**

- Look at the person asking you the questions, not the camera. Pretend you're having a conversation with a new friend.
- Don't forget to smile! Unless it's inappropriate for the topic.
- Do not cross your arms.
- If standing, try not to shift your weight or sway. If sitting, do not swivel in your chair.
- Do not take notes with you while on camera. They'll become more of a distraction rather than actually helping you.
- Avoid wearing green and pick solid colors that make you pop on camera. HOPE logo wear is your go-to.
- Do not wear sunglasses. Allowing the viewers to see your eyes helps establish trust.

**If you're looking for assistance with interview prep please reach out to Erin McCloskey.**

**Erin McCloskey**  
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**(336) 207-5222**

