

INTERVIEW CHECKLIST

BEFORE THE INTERVIEW

Find out:

- Journalist's name, publication and background.
- What the journalist has written or said before on your subject.
- If you can have questions in advance? Some journalists will provide questions – but only if you ask.
- What kind of story or angle the journalist is looking for.
- If you will you be able to review the material before it goes public for accuracy.

GLOBAL MESSAGES

- [Name of project] is part of a global youth development initiative of Nokia and the International Youth Foundation.
- Since 2000, Nokia has invested USD 25 million in youth development programs that have directly benefited more than 280,000 young people in 24 countries. (Update as needed.)

KNOW YOUR STORY

- Know your story. Know what you would like to see written about your local project, your organization, IYF and Nokia.
- Try to focus on three key local messages to underline global messages.
- Think of examples, anecdotes and facts to support messages – draw on your own experience to gain credibility.

WHICH MEDIUM?

Telephone Interview

- Buy time to prepare – ask what the reporter would like to discuss, the deadline, and offer to call back.
- Check reporter's credentials.
- Prepare key messages and key facts on paper – keep them in front of you during the interview.
- Respect reporter's deadline and always call back.

Print Media

- This is an opportunity for a longer story on the program. Take an educational approach - inform the journalist by building up background for your story. Be prepared. Have plenty of facts, figures and anecdotes.
- Also this is a chance for a more natural discussion – time to develop a good rapport and an ongoing relationship.

Television Interview

- Find out if it will be live or if the reporter is looking for pre-recorded sound bytes.
- Confirm length of interview to allow you to properly prepare.
- Think about appropriate dress for the location. If the interview will be filmed in a studio, what colour is the backdrop? On location? If so, where?
- Try to avoid checkered material / Ladies avoid pink lipstick. Accept make-up at the studio when offered as powder will remove the shine on your nose and chin. Polish your glasses.
- Don't look at the camera [unless told to do so]. Maintain eye contact with interviewer; avoid nervous movements.
- Get your messages out early -- television time goes at twice the speed of real time.

Radio

- Remember to breathe -- talk at a medium pace getting main messages out early.
- Talk in neatly rounded sound bytes using visual words that enliven the message for the listeners.
- Spread your notes out on the table – don't rustle the papers during the interview.

General

- Break the Q&A mindset and take control of the discussion and flip it back to your key points
- Give something extra – a small scoop, visuals, charts, introduce journalist to another good contact
- If you don't know the answer don't bluff – offer to get back to them
- Never say no comment, explain why you can't discuss this then move on quickly to something you can talk about

There is no such thing as off the record -- If you don't want to see it in print, don't say it!