



# Before the Interview

Journalists are almost always racing the clock. Return emails and calls promptly, with the understanding that you are never required to do an interview on the spot. Don't be afraid to ask the questions you need to prepare:

- What is your article about?
- Why are you writing this now i.e., what is the “news hook” or the reason for the story?
- Why are you interviewing *me*?
- How much time do you need?
- Who else are you speaking to?
- What is your deadline?
- What is the format? Is this for tv or radio? Is it live? Or is it live to tape?
- Will there be a panel and if so, who else is on it?
- Get the reporter's name and contact information and call back at a mutually agreed time (once you're prepared).

Reporters love good sound bites. Solid, 'quotable quotes' for their article or newscast make a good story, a better story. Know in advance the key message or quote you'll want to make, as it will add credibility, interest and emotion to the interview. Also give consideration to how you might respond to unwelcome questions.

For more tips, refer to "*Broadcast Interviews: Look Your Best on Camera*" and "*Tips for Virtual Broadcast Interviews*".



UNIVERSITY OF  
**TORONTO**  
MISSISSAUGA

For media relations support:  
jennifer.hartman@utoronto.ca  
437-833-2897

  
**DEFY**  
**GRAVITY**