

## 10 Strategies to Help You Ace the Print Media Interview

By Flavian DeLima

Telling your story to the media is one of the most exhilarating and nerve racking experiences in an entrepreneur's life. The most frequent question I hear after an entrepreneur secures an interview is how to prepare and what to say.

The following strategies will help you give a great interview.

1. Assume your conversation with the journalist is 'on the record'. In Canada, anyone can record his or her own conversations with another person, whether face-to-face or by phone.
2. When first contacted for an interview, ask the interviewer what the purpose or goal of the story is. Also, ask how long the interview will take and the approximate word count. Take notes! You have the right to ask about the context in which the story will be written so you can tailor your answers.
3. Never do an interview on the spot when a journalist calls. Instead, schedule the interview giving you ample time to prepare, rehearse questions and organize your content.
4. Learn about the publication, its audience and review past articles written by the journalist. Ensure that your answers and anecdotes are clear, concise and speak directly to the audience.
5. Before a phone interview, behave as though you are doing a face to face interview. By focusing on your dress, posture, demeanor, tone and body language, you will feel more prepared and confident.
6. Be interesting! During the interview, always view the interview as a two-way process rather than an interrogation by the journalist. It is a good idea to voice an opinion since you are being interviewed as a credible knowledgeable source.
7. Ask for clarification if a question is ambiguous. Also, it is better to say "I don't know" than provide a long winded evasive answer, which often backfires.
8. If the interviewer asks a negative question, respond with a positive statement.
9. Relax and have fun. If you are prepared and confident, the reporter will perceive you as a likeable source that can be called upon in future.
10. Show gratitude. Thank the interviewer for their time. Ask when the article will be published and if the journalist can forward you a copy of the article.

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